

ITEM # 10a&b
DATE: 09-12-17

COUNCIL ACTION FORM

**SUBJECT: REQUEST FROM MAIN STREET CULTURAL DISTRICT FOR
WAIVER OF VENDING LICENSE FEE FOR GEOCACHING ACTIVITY**

BACKGROUND:

The Main Street Cultural District (MSCD) is planning to hold a Geocaching event on Saturday, September 23. At this event, participants will be using GPS to search for hidden treasures in a variety of locations. Downtown businesses will be host sites for the geocaches. In conjunction with this event, MSCD has requested a blanket Temporary Obstruction Permit and blanket Vending License to allow downtown businesses to place displays of merchandise on the sidewalks.

MSCD has requested a waiver of the fee for the blanket Vending License, a \$50 loss to the City Clerk's Office.

ALTERNATIVES:

1. Approve the request to waive the fee for a blanket Vending License for this event
2. Deny the request.

MANAGER'S RECOMMENDED ACTION:

Since the event will bring shoppers to the downtown, the request furthers the City Council's goal to strengthen the downtown.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the request to waive the fee for a blanket Vending License for this event.



August 21, 2017

Honorable Mayor Campbell and City Council
Ames City Hall
515 Clark Avenue
Ames, IA 50010

RE: Geocaching and Sidewalk Sales

Dear Honorable Mayor Campbell and City Council,

The Main Street Cultural District is planning to hold a Geocaching event in our downtown on September 23rd. This event is a great way to get people downtown and in the stores to find their hidden treasures. With this, I would like to ask for a Waiver of Fees on a Blanket Vendor Permit for the businesses to take advantage of a largely popular occasion.

Thank you for your consideration of this request and continued support of the Main Street Cultural District. We look forward to seeing you on September 23rd, in downtown Ames!

Sincerely,

A handwritten signature in blue ink that reads "Edana Delagardelle".

Edana Delagardelle
Event Coordinator
Main Street Cultural District