

ITEM # 19
DATE: 05-14-19

COUNCIL ACTION FORM

SUBJECT: SUMMER SIDEWALK SALES REQUESTS FROM AMES MAIN STREET

BACKGROUND:

Ames Main Street is again hosting its annual Summer Sidewalk Sales from July 25th through July 27th. At this event, downtown businesses display merchandise on the sidewalks for pedestrians to browse.

To facilitate this event, organizers are requesting suspension of parking regulations and enforcement for the Downtown from 8:00 a.m. to 8:00 p.m. on Saturday, July 27 (\$1,379.25 estimated loss to the Parking Fund).

A blanket Temporary Obstruction Permit has also been requested for July 25th-27th.

ALTERNATIVES:

1. Approve the requests for Sidewalk Sales as requested by Ames Main Street, including the waiver of fees for parking.
2. Approve the requests for Sidewalk Sales, but require reimbursement for the lost parking meter revenue.
3. Deny the requests

MANAGER'S RECOMMENDED ACTION:

Sidewalk Sales are successful events held twice each year in the Downtown. These events attract people to the Downtown and promotes shopping locally. These requests further the City Council's goal to strengthen Downtown. Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the requests for Sidewalk Sales as requested by Ames Main Street, including the waiver of fees for parking.



April 8, 2019

Mayor and City Council
City of Ames
515 Clark Ave
Ames, IA 50010

Dear Mayor Haila and Members of the Ames City Council,

Ames Main Street is planning to hold the annual Summer Sidewalk Sales July 25-27, 2019.

Specific information about the event can be found on the included Special Event Application. We would also request a waiver of fees for free parking of city meters on Main Street on Saturday, July 27, 2019.

By bringing residents to Downtown Ames for attractions such as this, Ames Main Street is able to fulfill its mission as a Main Street Iowa community and create an economically vibrant downtown with unique living, dining, and entertainment experiences.

Thank you for your consideration of this request and continued support of Ames Main Street. We look forward to seeing you shopping in Downtown Ames!

Sincerely,

A handwritten signature in black ink, appearing to read 'Kristin Roach', with a stylized flourish at the end.

Kristin Roach
2019 Ames Main Street Board President



CITY OF

Ames

SPECIAL EVENT APPLICATION

SUMMARY OF EVENT

DESCRIPTION

Event Name Summer Sidewalk Sales

Description

The Summer Sidewalk Sale is a semi-annual sale held in Downtown Ames. The event will be held July 25-July 27 and merchants will display their sale items on the sidewalks - leaving the appropriate amount of walking room for pedestrians. The purpose of the sale is to attract people to Downtown Ames and it promotes shopping local in the streets of Downtown Ames. On Saturday, July 27th we would like shoppers to have free parking in all of Downtown Ames.

Event Category

☐ Athletic/Recreation☐ Exhibits/Misc.☐ Festival/Celebration☐ Parade/Procession/March☐ Concert/Performance☐ Farmer/Outdoor Market☒ Other (please explain)Sidewalk SalesAnticipated
AttendanceTotal 2000Per Day 300-800

DATE/TIME

Setup

Date _____

Time _____

Day of Week _____

Event Starts

Date 7/25/19Time 8:00amDay of Week Thursday

Event Ends

Date 7/27/19Time 8:00pmDay of Week Saturday

Teardown

Complete

Date _____

Time _____

Day of Week _____

Rain Date, if applicable _____

Rain Location, if applicable _____

LOCATION

Region

(Select one or more)

- ☒ Main Street Cultural District (Downtown)
- ☐ Campustown District
- ☐ Iowa State University Property
- ☐ City Parks
- ☐ Other (please explain) _____

Please note that events occurring in the Downtown, Campustown, in City parks, or on ISU property require prior approvals. A letter of support will be required from CAA if the event occurs in Campustown or from MSCD if the event occurs in Downtown. Please contact the appropriate office well in advance:

Downtown - Main Street Cultural District: (515) 233-3472

Campustown - Campustown Action Association: (515) 450-8771

Iowa State University - Events Authorization Committee: (515) 294-1437

events@amesdowntown.org

director@amescampustown.com

eventauthorization@iastate.edu

CONTACTS

Host Organization

Ames Main Street

Local Contact (Required)

Name

Sarah Dvorsky

Address

304 Main Street

Telephone

515-233-3472

Cell Phone

319-930-2276

Email

sarahd@ameschamber.com

At least ten business days prior to the event, Organizer must submit Emergency Contact List, including names and numbers of all coordinators, volunteers, and location assigned to each.

Yes No



Is this an annual event? How many years have you been holding this event? 10 years



Is this event open to the public?



Is your event being held in conjunction with another event (e.g. *Farmers' Market, 4th of July*, etc.)?

If yes, please list