

**COUNCIL ACTION FORM**

**SUBJECT: AMES MAIN STREET REQUESTS FOR MUSIC WALK**

**BACKGROUND:**

Ames Main Street (AMS) is planning to host its annual Music Walk event on Thursday, April 23 from 8:00 a.m. to 9:00 p.m. In addition to the traditional arrangements for Music Walk, AMS will be working with Downtown food establishments to set up outdoor seating areas inside metered parking stalls adjacent to the establishments. AMS staff has made the following requests of the City Council to help facilitate the Music Walk festivities on April 23:

- a. Blanket Temporary Obstruction Permit for the Central Business District sidewalks and Blanket Vending License for the Central Business District from 3:00 p.m. to 9:00 p.m.
- b. Waiver of fee for Blanket Vending License (\$50 loss to City Clerk's Office)
- c. Use of City-owned electrical outlets and waiver of costs from 3:00 to 9:00 p.m. (approximately \$5 loss to Electric Fund)
- d. Waiver of parking meter fees and enforcement in the Central Business District from 3:00 p.m. to 9:00 p.m. (Loss of \$459.75 to Parking Fund)
- e. Closure of 10 parking spaces in the Central Business District from 3:00 p.m. to 9:00 p.m.

No alcohol service or consumption will be permitted in the temporary sidewalk cafes.

**ALTERNATIVES:**

1. Approve the Music Walk requests as submitted by AMS, including a blanket Temporary Obstruction Permit and blanket Vending License for the Central Business District, use of electricity, and closure of parking spaces.
2. Approve the Music Walk requests as submitted by AMS, but require reimbursement for the parking meter fees, Vending License fee, and electricity use fee.
3. Do not approve the requests.

**CITY MANAGER'S RECOMMENDED ACTION:**

This event provides Ames residents with another opportunity to enjoy family-oriented outdoor activities. Because of the City Council's goal of strengthening Downtown, this type of special event should be facilitated.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the Music Walk requests as submitted by Ames Main Street, including the waiver of parking meter fees, Vending License fee, and electricity use fee.



December 3, 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 Ames Main Street Music Walk event on April 23, 2020.

Specific information about the event can be found on the included Special Event Application. We would also request a waiver of fees for the Blanket Vendor Permit, and electricity.

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 'Sonya Stoltze-Newstrom', with a large, decorative flourish at the end.

Sonya Stoltze-Newstrom  
2020 Ames Main Street Board President



# SPECIAL EVENT APPLICATION

Applications received less than thirty (30) days before the event may not be processed by the City in time for the event and will automatically be denied. Each application is viewed as a new event regardless of previous occasions.

Event Name

Location/Address

Region (Select one or more)

- Ames Main Street (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  
 ISU - Events Authorization Committee: (515) 294-1437

events@amesdowntown.org  
 director@amescampustown.com  
 eventauthorization@iastate.edu

## TIMELINE

Setup Date  Time  M T W R F Sa Su  
 Event Starts Date  Time  M T W R F Sa Su

Detailed Description of Event Activities (written overview of event and what's going to happen)

Ames Main Street Music Walk is an annual event during which local businesses host musicians of all genres.

Event Ends Date  Time  M T W R F Sa Su  
 Teardown Complete Date  Time  M T W R F Sa Su

### Event Category

- Athletic/Recreation
- Exhibits/Misc.
- Festival/Celebration
- Parade/Procession/March
- Concert/Performance
- Farmer/Outdoor Market
- Other (please explain)

Rain Date  Rain Location

Yes  No   
 Is this an annual event? If yes, how many years?

## For Office Use Only

### Documents Received

Date: \_\_\_\_\_

- Completed Application
- Fireworks Application (\$25 fee)
- Insurance Certificate
- Public Safety & Event Management Plan
- Site Plan/Route Map (\$25 fee) (Road Race)
- Vendor List (\$50 fee/each)
- Parking fees

### Special Events Meeting

Date \_\_\_\_\_

Time \_\_\_\_\_

Room \_\_\_\_\_

### Documents Sent:

- Alcohol License ABD \_\_\_\_\_
- Fireworks Permit
- Road Race Permit
- TOP
- Vending Permit
- Other \_\_\_\_\_

### Departments Included

- City Manager: Brian Phillips and Tasheik Kerr
- CyRide: Jenny Bethurem or Rob Holm or Kevin Gries
- Electric: Mark Imhoff
- Fire: Jason Ziph or Rich Higgins
- Parks & Rec: Craig Kaufman or Joshua Thompson
- Public Works: Brad Becker or Dave Cole
- Police: Jason Tuttle or Geoff Huff
- Water: Heidi Petersen
- Risk Management: Bill Walton

CAA: Karen Chitty  
 AMS: Jess Clyde or Sarah Dvorsky  
 ISU: Events Authorization Committee

### City Council Meeting

Date \_\_\_\_\_  
 Added to Agenda with CAF Approved Y N

Reminder Date \_\_\_\_\_

## CONTACTS

**Sponsor/Applicant Name** Sarah Dvorsky/Ames Main Street  
**Address** 304 Main St.  
**City** Ames **State** IA **Zip Code** 50010  
**Daytime Phone** (515) 715-1854 **Cell Phone** (319) 930-2276  
**E-mail** sarahd@ameschamber.com  
**Alternate Contact Name** Drew Kamp  
**Daytime Phone** (515) 817-6311 **Cell Phone** (402) 415-7207  
**E-mail** drew@ameschamber.com

## ATTENDANCE

Anticipated Daily Attendance 300-800

Yes No

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:

## ORGANIZATION STATUS/PROCEEDS

- For-Profit  
 Bona Fide Tax Exempt  
 Nonprofit

Yes No

Are patron admission, entry, or participant fees required? If yes, please describe and provide amounts:

Are vendor or other fees required? If yes, please provide amounts:

Percentage of net proceeds going towards fundraising %

Percentage of net proceeds going towards for-profit entity %

## SECURITY

**Ames Police Department 24 hour non-emergency phone number: 515-239-5133**

Please complete the course at <https://www.crowdmanagers.com/training> for crowd management training.

Yes No

Have you hired a professional security company to develop and manage your event's security plan? If yes, please fill out the following information:

**Security Organization**  
**Address**  
**City** **State** **Zip** **Phone**  
**Email**