

**COUNCIL ACTION FORM**

**SUBJECT: AMES MAIN STREET REQUESTS FOR JANUARY DOLLAR DAYS**

**BACKGROUND:**

Ames Main Street (AMS) is planning to host its annual Dollar Days from Thursday, January 23 through Sunday, January 26, and has requested a waiver of parking fees and enforcement in the Downtown on Saturday, January 25.

Fulfilling this request and providing free parking for 613 metered parking spaces yields a loss of \$1,379.25 to the Parking Fund. A waiver of the fee for a blanket Vending License (\$50 loss to the City Clerk's Office) and a blanket Temporary Obstruction Permit have also been requested for Saturday, January 25. The requests are detailed in the attached letter.

**ALTERNATIVES:**

1. Approve the requests from Ames Main Street for Saturday, January 25, as outlined above, including the waiver of fees for vending and parking.
2. Do not approve the request.

**CITY MANAGER'S RECOMMENDED ACTION:**

Ames Main Street's Dollar Days brings shoppers to the Downtown, which furthers 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 request from Ames Main Street to waive parking fees, enforcement, and vending for the Downtown on Saturday, January 25 as described above.



December 16, 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 Dollar Days shopping event from January 23-26, 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. In addition, we would also request a waiver of fees for free parking of city meters throughout Downtown on Saturday, January 25, 2020.

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 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)

Dollar Days is an annual sale held in Downtown Ames. The event will be held January 23rd-January 26th and merchants will host sales and special deals in their stores. The purpose of the sale is to attract people to Downtown Ames and it promotes shopping local in the stores of Downtown Ames. On Saturday, January 25th we would like shoppers to have free parking in all of Downtown Ames.

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: 12/9/19

- 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

Letter to Council 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

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	<input type="text"/>						
Address	<input type="text"/>						
City	<input type="text"/>	State	<input type="text"/>	Zip	<input type="text"/>	Phone	<input type="text"/>
Email	<input type="text"/>						