

COUNCIL ACTION FORM

SUBJECT: **REQUESTS FOR SPRING FEST ON APRIL 3**

BACKGROUND:

Approximately 20 rental property companies in Ames are planning to host Spring Fest from 4:00 p.m. to 7:00 p.m. on Friday April 3. The event is open to the public and is intended to provide food vendors, music, and inflatables, along with information about housing opportunities for prospective renters.

The event will take place along the 200 block of Welch Avenue. To facilitate the event, organizers are requesting the following:

- Closure of Welch Avenue from 100 feet south of the intersection of Chamberlain Street to Hunt Street, from 1:00 p.m. to 9:00 p.m.
- Closure of 14 metered parking spaces from 1:00 p.m. to 9:00 p.m.
- A blanket Temporary Obstruction Permit for the closed area
- A blanket Vending License

Access to Welch Lot T will be maintained on the west through the access on Chamberlain Place. The event will require the closure of 14 on-street metered parking spaces (Estimated \$35 loss of revenue to the Parking Fund). **Because this event is not being operated as a nonprofit activity, City staff does not recommend a waiver of fees for the lost parking meter revenue or the blanket Vending License.**

A Noise Permit will be issued for the event. City staff will provide barricades, and organizers have planned for volunteers to manage the street closures. Organizers have also contracted with a private security firm to assist with the crowd control. The rain date for this event is April 10th.

The event will require the detouring of CyRide routes. CyRide staff has evaluated several alternatives, and will detour buses along Hayward Avenue from Lincoln Way to Storm Street.

City staff has requested that event organizers notify not only the affected businesses and residents in the area, but also the residents along Hayward Avenue, where CyRide will be detoured. The organizers were asked to provide information to the neighbors about the timing of the event and the March 10th City Council meeting where the proposal will be considered.

ALTERNATIVES:

1. Approve the requests for Spring Fest as described above for April 3, including the street and parking closure, detour of CyRide, blanket Temporary Obstruction Permit, blanket Vending License, and the April 10 rain date, **but require reimbursement for Vending License fee and lost parking meter revenue.**
2. Direct staff to work with organizers to develop an alternate plan for the event.
3. Do not approve the event.

CITY MANAGER'S RECOMMENDED ACTION:

This is a new event, sponsored by a number of housing providers in the Ames area. Although it is sponsored by for-profit companies, no fees will be charged to enter the event area or participate in the activities. The event provides the public an opportunity to explore housing options while participating in the activities provided for the event. As a for-profit event, the organizers would be charged for lost parking meter revenue and the Vending License fee.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1 as described above.



For Office Use Only

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

Documents Received

Date: 2/6/2020

- 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 235

Documents Sent:

- Alcohol License ABD _____
- Fireworks Permit
- Road Race Permit
- TOP
- Vending Permit
- Other Noise Permit

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 _____

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)

-Event open to the public, -Snow fence around the area of our event since there will be alcohol served, -Security guards will be checking ID's and giving wrist bands for people 21+, -Inflatables, -Food Vendors, -Properties tabling for prospective residents.

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?

CONTACTS

Sponsor/Applicant Name

Address

City

State

Zip Code

Daytime Phone

Cell Phone

E-mail

Alternate Contact Name

Daytime Phone

Cell Phone

E-mail

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

Address

City

State

Zip

Phone

Email



campustown
action
association

Campustown Action Association
119 Stanton Ave, Suite 602
Ames, IA 50014

February 20, 2020

We are writing to you in regards to the Housing Fair / Block Party planned for Friday, April 3rd. We have reviewed the information provided to us by the organizers. The location is good as access to the businesses on the 200 block will be maintained with minimal disruption. They have notified the affected businesses in that block. The intersections at Chamberlain/Welch and Welch/Hunt will remain open, so the street closure should impact traffic only minimally. The 7pm end time is also appreciated and we suggest opening up Welch as soon as possible to avoid conflicts.

Our only concern is the alcohol portion off the event. It is our understanding that those consuming alcoholic beverages need to remain in an area limited to those 21 and up. We hope the organizers can adjust plans to comply with this and feel strongly they can still host a great event in Campustown.

Please let us know if we can help with any specific questions or concerns.

Sincerely,

Karin Chitty
Executive Director