

COUNCIL ACTION FORM

SUBJECT: REQUESTS FROM AMES MAIN STREET FOR JANUARY DOLLAR DAYS

BACKGROUND:

Ames Main Street (AMS) is planning to host its annual dollar days from Thursday, February 4 through Sunday, February 7. To facilitate this event, AMS is requesting a waiver of parking fees and enforcement in the Downtown on Saturday, February 6. Fulfilling this request and providing free parking for 613 metered parking spaces yields a loss of \$1,379.25 to the Parking Fund. Funds from the Local Option Sales Tax Fund were appropriated by the City Council in the FY 2020/21 City Budget to reimburse the Parking Fund for this event.

In addition, AMS requests a blanket Temporary Obstruction Permit and blanket Vending License for February 6, and a waiver of the Vending License fee (\$50 loss to City Clerk's Office). The requests are detailed in the attached letter.

ALTERNATIVES:

1. Approve the requests from Ames Main Street for Saturday, February 6, as outlined above, including a transfer of \$1,379.25 from the Local Option Sales Tax Fund to the Parking Fund, and a waiver of the fee for a blanket Vending License.
2. Do not approve the request.

CITY MANAGER'S RECOMMENDED ACTION:

Ames Main Street sidewalk sales have been successful in bringing shoppers to the Downtown area. Sufficient funding was appropriated by the City Council in the Budget to reimburse the Parking Fund for the lost revenue for the free parking request.

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



December 28, 2020

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 Downtown Dollar Days shopping event from February 4-7, 2021.

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, February 6, 2021.

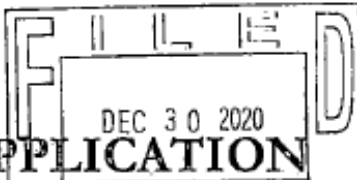
By bringing residents to Downtown Ames for attractions such as this, Ames Main Street is able to fulfill its mission as a Main Street Iowa community and create an economically vibrant downtown with unique living, dining, and entertainment experiences.

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 blue ink that reads 'John Hall'.

John Hall
Executive Director
Ames Main Street



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 Downtown Dollar Days

Location/Address Main Street

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 02/04/2021 Time 8:00 AM M T W R F Sa Su

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

Downtown Dollar Days is an annual sale held in Downtown Ames. The event will be held February 4th through February 7th 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, February 6th we would like shoppers to have free parking in all of Downtown Ames.

Event Ends Date 02/07/2021 Time 8:00 PM 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: 12-30-20

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

Parking fees waive for 2-6-21

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 Tachell Kerr
- Cyllide: 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 Jan 12, 2021

Added to Agenda with CAF Approved Y N

Reminder Date []

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