

ITEM #: 6
DATE: 03-14-23
DEPT: Admin

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 27, 2023, from 5:00 p.m. to 8:00 p.m. AMS staff has made the following requests of the City Council to help facilitate the Musk Walk festivities on April 27:

- Blanket Temporary Obstruction Permit for the Central Business District sidewalks and Blanket Vending License for the Central Business District from 3:00 to 9:00 p.m.
- Waiver for fee for Blanket Vending License (\$50 loss to City Clerk's Office)
- Use of City-owned electrical outlets and waiver of costs from 3:00 to 9:00 p.m. (approximately \$5 loss to Electric Fund)

Ames Main Street is also requesting a closure of 10 metered parking spaces in the Downtown area from 3:00 p.m. to 9:00 p.m. to provide space for vendors, and to waive parking meter fees and enforcement (Loss of \$12.50 to Parking Fund). **The Council's policy is to not waive metered parking fees for special events. Any event organizers intending to provide free parking or to close metered parking spaces must reimburse the City's Parking Fund for the lost revenue. The City Council, however, may consider waivers to this policy on a case-by-case basis for parking spaces that are obstructed by the event area (not for area-wide free parking).**

ALTERNATIVES:

1. Approve the Music Walk requests as submitted by AMS.
2. Approve the Music Walk requests as submitted by AMS, but require reimbursement for the parking meter fees, Vending License, and electricity use.
3. Do not approve the requests.

CITY MANAGER'S RECOMMENDED ACTION:

This event provides 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, as noted above.



February 16, 2023

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 Downtown Ames Music Walk on April 27, 2023, from 5pm-8pm.

Specific information about the event can be found on the included Special Event Application. We would also request a Temporary Obstruction Permit, a waiver of fees for the Blanket Vendor Permit, electricity use in Tom Evans Park, 10 requested parking spaces.

By bringing residents and visitors to Downtown Ames for attractions such as this, Ames Main Street can 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 that reads 'Crystal D. Davis'.

Crystal D. Davis
Executive Director
Ames Main Street

304 Main Street, Ames, IA 50010 515.233.3472 AmesDowntown.org



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 Ames Main Street if the event occurs in Downtown. Please contact the appropriate office well in advance:

Downtown - Ames Main Street: (515) 232-2310
 Campustown Action Association: (515) 232-2310
 ISU - Events Authorization Committee: (515) 294-1437

director@amesdowntown.org
 sarahd@ameschamber.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)

Downtown Ames Music Walk (lead by Ames Main Street) is an annual event during which local businesses host musicians of all genres. Musicians may perform inside the business or outside the business on the sidewalk. Participating businesses stay open late through event.

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 Emory Widlowski/Ames Main Street
 Address 304 Main Street
 City Ames State IA Zip Code 50010
 Daytime Phone (515) 232-2310 Cell Phone (515) 782-8952
 E-mail emory@ameschamber.com

Alternate Contact Name Crystal Davis
 Daytime Phone 515-232-2310 Cell Phone 515-520-0791
 E-mail crystal@ameschamber.com

ATTENDANCE

Anticipated Daily Attendance 600

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 _____