

ITEM #: 7
DATE: 03-14-23
DEPT: Admin.

COUNCIL ACTION FORM

SUBJECT: AMES MAIN STREET REQUESTS FOR ART WALK

BACKGROUND:

Ames Main Street (AMS) is planning to host its annual Art Walk on Thursday, June 1 from 5:00 p.m. to 8:00 p.m. Art Walk showcases downtown businesses and community artists. In order to facilitate this event, AMS has requested approval for the following:

- Blanket Temporary Obstruction Permit for the Central Business District from 1:00 p.m. to 9:00 p.m.
- Blanket Vending License for the Central Business District from 5:00 p.m. to 8:00 p.m. and waiver of fee (\$50 loss to City Clerk’s Office)
- Use of electricity in Tom Evans Plaza and use of the Plaza for live music and waiver of fees for electricity.
- Street Closure of Douglas from Main Street to 5th Street.

Ames Main Street is also requesting a closure of 10 metered parking spaces in the Downtown from 1:00 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). In February 2020, the City Council adopted a new policy regarding metered parking waivers:

Metered parking fees will not be waived 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 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 requests for Art Walk, including the requested waiver of fees.
2. Approve the requests for Art Walk but require reimbursement for lost parking revenue and for the blanket Vending License.
3. Deny the requests.

CITY MANAGER’S RECOMMENDED ACTION:

Art Walk is a popular annual event that adds vitality to the Downtown. The event

organizers have experience in hosting this and many other similar events throughout the year. Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, as noted above.



February 17, 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 the Downtown Ames Art Walk on June 1, 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, and a waiver of fees for the Blanket Vendor Permit, electricity, the 10 requested parking spaces, and a street closure on Douglas Ave., from Main Street to 5th Street.

By bringing residents 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



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 Art Walk (hosted by Ames Main Street) is an annual event that showcases the art of local artists and local musicians. Art and music will be exhibited on sidewalks, with enough space for pedestrians to comfortably travel.

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) 203-2310 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 500

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