

ITEM #: 8
DATE: 03-14-23
DEPT: Admin

COUNCIL ACTION FORM

SUBJECT: REQUESTS FROM AMES MAIN STREET FOR SUMMER SIDEWALK SALES

BACKGROUND:

Ames Main Street is again hosting its annual Summer Sidewalk Sales from July 27 through July 30, 2023. At this event, downtown businesses display merchandise on the sidewalks for pedestrians to browse.

To facilitate this event, organizers are requesting suspension of parking regulations and enforcement for the Downtown from 8:00 a.m. to 8:00 p.m. on Saturday, July 29 (\$1,370.25 estimated loss to the Parking Fund). A waiver of fee for a blanket Vendor Permit (\$50 loss to the City Clerk's Office) and a blanket Temporary Obstruction Permit have also been requested for Saturday, July 29.

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).

For FY 2023/24, the City Council allocated \$5,489 in the Local Option Sales Tax Fund to reimburse the Parking Fund for Downtown special events where free parking or parking closures are to take place. Therefore, for this event, the City Council is requested to authorize a transfer of \$1,370.25 from the Local Option Sales Tax Fund to the Parking Fund. This approval would be contingent upon the adoption and certification of the funds in the proposed FY 2023/24 budget.

ALTERNATIVES:

1. Approve the requests for Sidewalk Sales as requests by Ames Main Street, including the waiver of fees for parking and vending, and transfer \$1,370.25 from the Local Options Sales Tax Fund to the Parking Fund, subject to the adoption and certification of funding in the City's FY 2023/24 budget.
2. Approve the requests for Sidewalk Sales but require reimbursement for vending and lost parking meter revenue.
3. Deny the requests.

CITY MANAGER'S RECOMMENDED ACTION:

Sidewalk Sales are successful events held twice each year in the Downtown. These events attract people to the Downtown and promotes shopping locally. These requests further 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, 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 annual Downtown Ames Summer Sidewalk Sales event July 27-July 30, 2023.

Specific information about the event can be found on the included Special Event Application. We would also request a Temporary Obstruction Permit. In addition, we would also request a waiver of fees for free parking of city meters throughout Downtown on Saturday, July 29, 2023.

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 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)

Ames Main Street Summer Sidewalk Sales is a semi-annual event during which businesses will offer sales, promotions, and discounts on the sidewalk immediately in front of their place of business. Shoppers should also be drawn to the free parking in all Downtown Ames on Saturday!

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 St.
City Ames State IA Zip Code 50125
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 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