

ITEM #: 10
DATE: 03-28-23
DEPT: Admin

COUNCIL ACTION FORM

SUBJECT: AMES MAIN STREET REQUESTS FOR 515 WEEK

BACKGROUND:

Ames Main Street (AMS) plans to host “515 Week” from Monday, May 15 through Friday, May 19. This event was implemented by Ames Main Street in 2021 with the intention of celebrating area code 515 through a variety of activities each day, such as 515 themed specials in businesses and giveaways to attract individuals to Downtown Ames.

Monday, May 15:

The events on Monday, May 15 will include business specials and giveaways. These events do not require City approval.

Tuesday, May 16:

For Tuesday, May 16, Ames Main Street plans family-themed activities in Tom Evans Plaza. AMS requests the use of City-owned electrical outlets in Tom Evans Plaza from 3:00 to 9:00 p.m. and a waiver of costs (approximately \$5 loss to Electric Fund).

Wednesday, May 17:

The activities on Wednesday May 17 include a beer garden and live music on Douglas Avenue, and a family activity zone on 5th Street. The events are free to attend. Organizers expect up to 1,000 people to participate in the activities. To facilitate the Wednesday activities, Ames Main Street requests the following for May 17:

- Closure of Douglas Avenue from Main Street to 5th Street, and 5th Street from Kellogg Avenue to Douglas Avenue from 2:00 p.m. to 10:00 p.m.
- Closure of 41 metered parking spaces in the event area and waiver of fees (estimated \$41 loss to the Parking Fund). **The City Council’s adopted policy regarding waivers of parking meter fees requires reimbursement to the Parking Fund for district-wide suspension of parking regulations. Closure of a smaller number of parking spaces, such as this request, is to be considered on a case-by-case basis.**
- Use of City electrical outlets and waiver of fees for electricity (estimated loss to Electric Fund of \$5).

- A blanket Temporary Obstruction Permit and a blanket Vending License for Downtown to allow stores to display and sell merchandise and for food truck vendors. A waiver of the Vending License fee is requested (\$50 loss to City Clerk's Office).

A request and documentation for a five-day Liquor License will follow at a later date. Organizers have hired private security to check IDs and staff the four entrance/exit points to the beer garden area. Wristbands will be provided to those of legal age to consume alcohol. Minor children will be permitted into the beer garden area with their legal parent or guardian, in compliance with the City's existing ordinance pertaining to minors in liquor-licensed establishments. Ames Main Street staff and volunteers will monitor the crowd and staff the road closures. Because the perimeter of the beer garden will be monitored by private security, staff is supportive of allowing the use of a single fence as opposed to the double fencing typically required for beer gardens.

Thursday, May 18:

For the History Walk on Thursday, May 18, Ames Main Street requests a blanket Temporary Obstruction Permit to allow for the display of historical information.

Friday, May 19:

To facilitate the Big Bash in Bandshell Park, on Friday, May 19, Ames Main Street requests a waiver of enforcement of Municipal Code Section 17.17 related to alcohol consumption in City parks with respect only to Bandshell Park on May 19. A request and documentation for a five-day Liquor License will follow at a later date.

As with the Wednesday beer garden, for the Big Bash in Bandshell Park, organizers have hired private security to check IDs and staff the entrance/exit points to the beer garden area. Wristbands will be provided to those of legal age to consume alcohol. Minor children will be permitted into the beer garden area with their legal parent or guardian, in compliance with the City's existing ordinance pertaining to minors in liquor-licensed establishments. Ames Main Street staff and volunteers will monitor the crowd. Because the perimeter of the beer garden will be monitored by private security, staff is supportive of allowing the use of a single fence as opposed to the double fencing typically required for beer gardens.

The requests for the use of Bandshell Park were reviewed by the Parks and Recreation Commission at its March 23, 2023, meeting. The Parks and Recreation Commission voted to recommend approval of the requests by the City Council.

ALTERNATIVES:

1. Approve the requests for 515 Week as described above, including the requested waiver of fees.
2. Approve the requests as indicated above, but require reimbursement for the blanket Vending License, electricity use, and lost parking meter revenue.
3. Deny the requests.

CITY MANAGER'S RECOMMENDED ACTION:

515 Week provides an opportunity to attract visitors to Downtown Ames. The events include family friendly activities and promotions that support local businesses. Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, as described above.



March 20, 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 515 Weekend May 15-19 in Downtown Ames. 515 Day was implemented by Ames Main Street in 2021 with the intention of celebrating our area code, 515, through a variety of activities to get individuals to come to Downtown Ames. After the past two years of success, we are excited to present 515 Week as a new and exciting community event.

515 Week will be five days of activities within Downtown Ames.

- May 15: Downtown Ames Business Specials and \$515 Giveaway
- May 16: Family Night
- May 17: Night Farmers' Market with Food Truck Showdown
- May 18: History Walk
- May 19: Big Bash in Bandshell Park

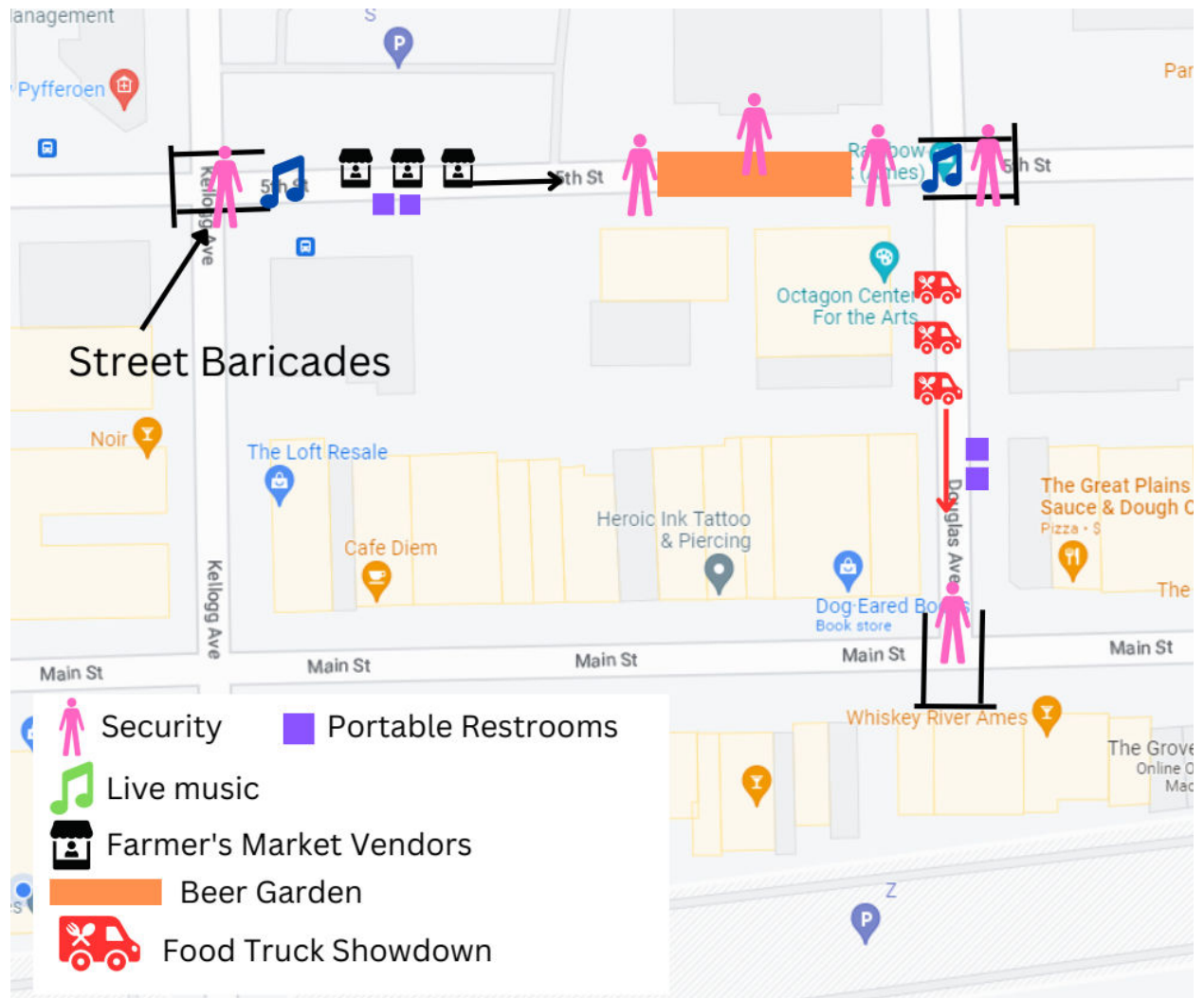
We request the following items:

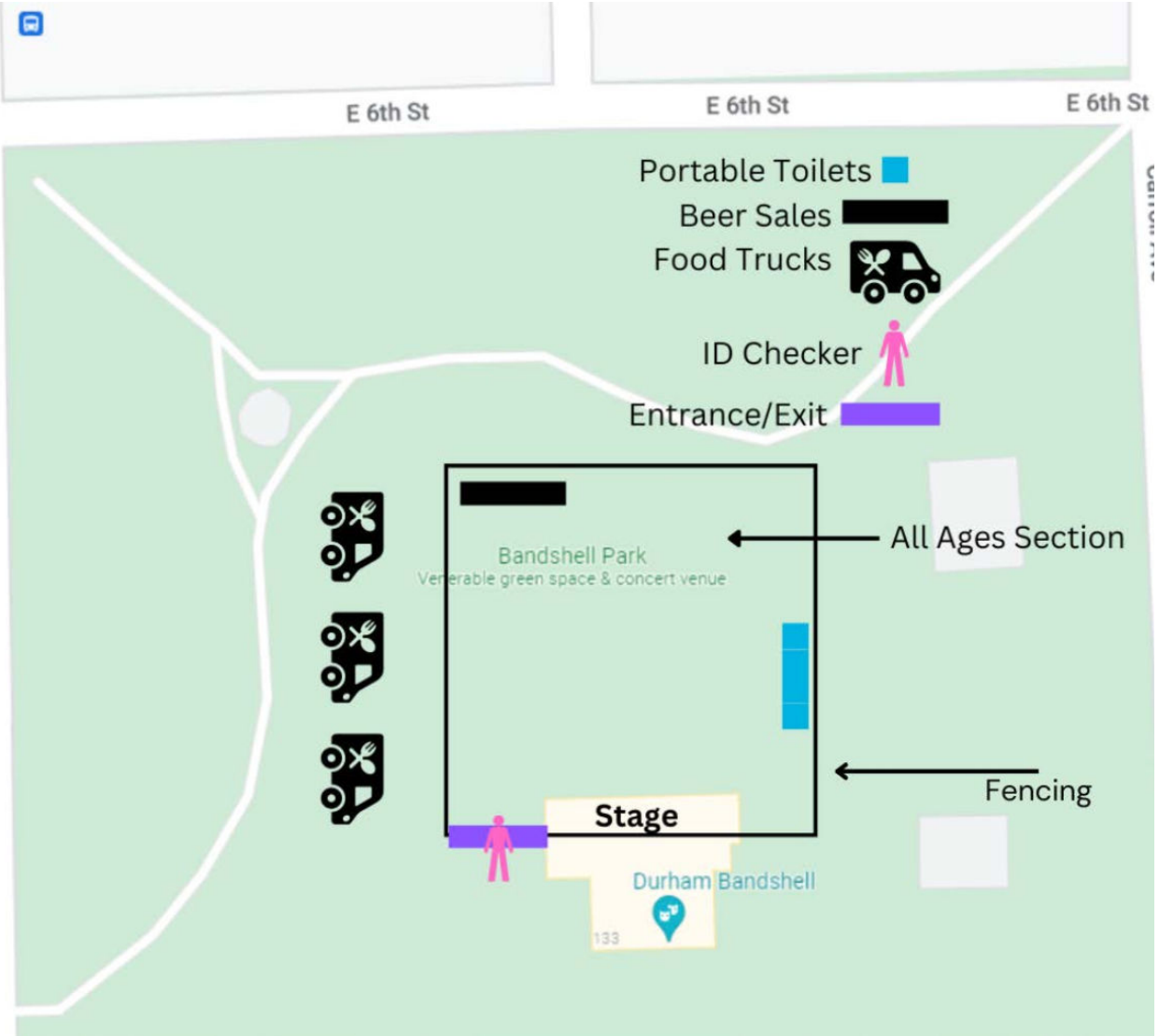
- May 15: N/A
- May 16: Use of Tom Evans Park
- May 17: Street closures of Douglas Ave from Main to 5th, west on 5th to Kellogg Ave, waiver of fees for electric use, blanket vendor permit, temporary obstruction permit
- May 18: Temporary obstruction permit
- May 19: Use of Bandshell Park, waiver of fees for electric use, blanket vendor permit.

Events of this nature help Downtown Ames achieve its vision of making it the primary destination of Central Iowa by creating an economically vibrant district 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,

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)

515 Week Mon-Fri will showcase the great things happening in Downtown Ames. Live music, activities for kids, beer garden, farmers' market, and open businesses. Each day will have a different activity in Downtown Ames!

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 Ames Main Street/Emory Widlowski
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 1,500

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:

Farmers' Market

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:

\$100

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 Best Security
Address 1805 Center Drive
City Ames State Iowa Zip 50011 Phone 515-294-2144
Email