

ITEM #: 12
DATE: 03-28-23
DEPT: Admin

COUNCIL ACTION FORM

SUBJECT: AMES MAIN STREET REQUESTS FOR SNOW MAGIC

BACKGROUND:

Ames Main Street (AMS) plans to host its Snow Magic Celebration December through December 24. The event will kick off on Friday, December 1.

To facilitate this event, AMS has made the following requests for December 1:

- Closure of 4 metered parking spaces within the Downtown from 1:00 to 8:00 p.m. on December 1 to facilitate the pick-up and drop-off of passengers on horse-drawn carriage rides through the downtown, and waiver of fees (approximately \$5 loss to the Parking Fund).
- A blanket Temporary Obstruction Permit and a blanket Vending License for the Downtown from December 1 through December 24 to allow stores to display and sell merchandise and waiver of Vending License fee (\$50 loss to City Clerk's Office).
- Use of electricity in Tom Evans Plaza and waiver of fees for electricity.

In February 2020, the City Council adopted a policy to require reimbursement for lost parking meter revenue; however, 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 made by Ames Main Street as indicated above, including the requested waiver of fees.
2. Approve the requests as indicated above, but require reimbursement for the blanket Vending Permit (\$50), electricity use (\$10), and lost parking meter revenue (\$5)
3. Deny the requests.

CITY MANAGER'S RECOMMENDED ACTION:

Snow Magic provides an opportunity to draw residents and visitors to the Downtown and supports local businesses during the holiday shopping season. It is therefore the recommendation of the City Manager that the City Council adopt Alternative No. 1 as described above.



March 14, 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 Snow Magic event from December 1 through December 24, 2023.

Specific information about the event can be found on the included Special Event Application. We request a waiver of fees for the Blanket Vendor Permit, use of electricity in Tom Evans Park and request a waiver of fees for four parking meters on the kick-off event on Friday, December 1.

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

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)

Snow Magic is an annual event for the downtown businesses held December 1-December 24. Special Kick Off on December 1. Rest of month will be special promotions inside businesses.

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				
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

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	<input type="text"/>						
Address	<input type="text"/>						
City	<input type="text"/>	State	<input type="text"/>	Zip	<input type="text"/>	Phone	<input type="text"/>
Email	<input type="text"/>						