

ITEM #: 8  
DATE: 07-18-23  
DEPT: Admin

**COUNCIL ACTION FORM**

**SUBJECT:**                   **OCTAGON ART FESTIVAL REQUESTS**

**BACKGROUND:**

The Octagon Center for the Arts plans to host the Octagon Art Festival in downtown Ames on Sunday, September 24, 2023. The event is scheduled to begin at 10:00 a.m. and conclude at 4:00 p.m. Booths selling art works, crafts, and food items will be in operation that day.

To facilitate this event, the following items are requested:

1. Closure of the following streets, from 5:00 a.m. to 6:00 p.m.:
  - a. Main Street, east of Clark (not blocking Wells Fargo Driveway) to just west of Duff Avenue (allowing traffic to access parking lot behind businesses)
  - b. Douglas Avenue, 5<sup>th</sup> Street to Main Street
  - c. Kellogg Avenue, south of the alley to Main Street
  - d. Burnett Avenue, south of the alley to Main Street
2. Waiver of costs for electricity during the event (estimated at \$10)
3. Approval of a Blanket Temporary Obstruction Permit for the Central Business District
4. Approval of a Blanket Vending License for the duration of the event
5. Waiver of fee for Blanket Vending License (\$50)

Insurance coverage for the event has been provided by The Octagon Center for the Arts. Notification signs will be placed on parking meters on Saturday evening after 6:00 p.m. Since the event occurs on a Sunday, there is no potential loss of parking meter revenue. Public Works will provide the necessary barricades for the street closures. A noise permit will be obtained through the Police Department.

Ames Main Street has been informed of the Art Festival and is in support of it. Additionally, Octagon staff has contacted affected businesses door-to-door. Signatures confirming the notification have been obtained from nearly all affected businesses. Fewer businesses are open in the downtown area on Sundays compared to other days of the week.

**ALTERNATIVES:**

1. Approve the requests from The Octagon Center for the Arts for the Art Festival on September 24, 2023, including: closure of various streets from 5:00 a.m. to 6:00 p.m., blanket Vending License and waiver of fee for Vending License, Blanket Temporary Obstruction Permit for sidewalks adjacent to closed streets, and waiver of costs for electricity during the event.
2. Approve the requests but require payment for the Blanket Vending License and reimbursement for electricity use.
3. Deny these requests.

**CITY MANAGER'S RECOMMENDED ACTION:**

This is the 52<sup>nd</sup> year that the Octagon has held the Art Festival. There will be more than one hundred artists on hand with unique, hand-crafted artwork for sale, live entertainment, and local food vendors. No admission is charged, and Festival organizers expect 10,000 people to attend. Ames Main Street has expressed its full support of the event. Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative #1, as described above.



# 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)

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?

### Documents Received

- Date: \_\_\_\_\_
- Completed Application
  - Fireworks Application (\$25 fee)
  - Insurance Certificate
  - Public Safety & Event Management Plan
  - Site Plan/Route Map (\$25 fee) (Road Race)
  - Vendor List (\$50 fee/each)
  - Parking fees

### Special Events Meeting

Date \_\_\_\_\_

Time \_\_\_\_\_

Room \_\_\_\_\_

### Documents Sent:

- Alcohol License ABD
- Fireworks Permit
- Road Race Permit
- TOP
- Vending Permit
- Other \_\_\_\_\_

### Departments Included

- City Manager: Brian Phillips and Tasheik Kerr
- CyRide: Jenny Bethurem or Rob Holm or Kevin Gries
- Electric: Mark Imhoff
- Fire: Jason Ziph or Rich Higgins
- Parks & Rec: Craig Kaufman or Joshua Thompson
- Public Works: Brad Becker or Dave Cole
- Police: Jason Tuttle
- Water: Heidi Petersen
- Risk Management: Bill Walton

CAA: Sarah Dvorsky  
AMS: Sarah Dvorsky  
ISU: Events Authorization Committee

### City Council Meeting

Date \_\_\_\_\_

Added to Agenda with CAF Approved Y N

Reminder Date \_\_\_\_\_

**CONTACTS**

Sponsor/Applicant Name   
Address   
City  State  Zip Code   
Daytime Phone  Cell Phone   
E-mail   
Alternate Contact Name   
Daytime Phone  Cell Phone   
E-mail

**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   
Address   
City  State  Zip  Phone   
Email



April 27, 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 proud to offer its support for the Octagon Art Festival on September 24, 2023. We also endorse the closure of the streets in Downtown Ames to make this event happen, including Main Street and any additional streets to keep vendors and attendees safe.

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.

Sincerely,

A handwritten signature in black ink that reads 'Crystal D. Davis'.

Crystal D. Davis  
Executive Director  
Ames Main Street