

ITEM # 16a-d
DATE 9/11/07

COUNCIL ACTION FORM

SUBJECT: OCTAGON ART FESTIVAL REQUESTS

BACKGROUND:

The Octagon Center for the Arts plans to host an art festival in the Ames Main Street Cultural District (MSCD) on Sunday, September 23, 2007. The event is scheduled to begin at 10:00 a.m. and conclude at 5:00 p.m. Booths selling art works, crafts, and food items will be in operation that day. In addition, there will be entertainment on the sidewalks in Tom Evans Plaza and in Cynthia Duff Plaza.

To facilitate this event, the following items are requested:

1. Closure of the following streets, from 6:00 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. Burnett Avenue, south of the alley to Main Street
 - c. Douglas Avenue, 5th Street to Main Street
 - d. Kellogg Avenue, 5th Street to Main Street
2. Approval of a Blanket Vending License for the duration of the event
3. Approval of a Blanket Temporary Obstruction Permit to include the sidewalks adjacent to the closed streets
4. Waiver of the costs for electricity during the event and for the Blanket Vending License

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. Public Works will provide the necessary barricades for the street closures. The Ames Main Street Cultural District has been informed of the Art Festival and is in support of it.

ALTERNATIVES:

1. The City Council can approve the requests from The Octagon Center for the Arts for the Art Festival on September 23, 2007:
 - a. Closure of the following streets, from 6:00 a.m. to 6:00 p.m.:
 1. Main Street, east of Clark (not blocking Wells Fargo driveway) to just west of Duff Avenue (allowing traffic to access parking lot behind businesses)
 2. Burnett Avenue, south of the alley to Main Street
 3. Douglas Avenue, 5th Street to Main Street

4. Kellogg Avenue, 5th Street to Main Street
 - b. Blanket Vending License for the duration of the event
 - c. Blanket Temporary Obstruction Permit to include the sidewalks adjacent to the closed streets
 - d. Waiver of the costs for electricity during the event and for the Blanket Vending license
2. The City Council can deny this request.

MANAGER'S RECOMMENDED ACTION:

This is the 37th year that the Octagon has held the Art Festival. There will be more than 115 artists on hand with unique, hand-crafted artwork for sale, two stages with live entertainment, and local food vendors. No admission is charged, and Festival organizers expect more than 8,000 people to attend.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative #1, thereby approving the requests from The Octagon Center for the Arts for the Art Festival on September 23, 2007.



427 Douglas Avenue Ames, Iowa 50010 Phone 515.232.5331 Fax 515.232.5088 www.octagonarts.org

August 20, 2007

Mayor and City Council
515 Clark Ave.
Ames, IA 50010

Honorable Mayor Campbell and City Council,

On Sunday, September 23, the Octagon Center for the Arts is sponsoring the Octagon Art Festival, presented by USBank.

A committee of individuals representing organizations such as the Ames Main Street District and others are planning this event. The purpose for the celebration is:

An event to showcase the various artists representing the creative talent in Ames and the Midwest, to celebrate the richness and enjoyment that art provides through visual expression, highlight the beauty of Ames' community and people while sharing the wonderful Downtown Ames experience with visitors from all over Iowa and neighboring states.

The Octagon Arts Festival will officially begin Sunday, September 23 at 10 a.m. and conclude at 5 p.m. Octagon staff members have notified a majority of merchants on Main Street about street closures for this festival.

Following is a list of specific Octagon Arts Festival requests for consideration by the Ames City Council:

Closed Streets

The following street closures are requested to cover from 6 a.m. to 6 p.m. on September 23. (Please view enclosed map)

- Main Street will be closed from just East of Clark (**not** blocking Wells Fargo driveway) to just West of Duff Avenue, allowing traffic to access parking lot behind businesses.
- Douglas Avenue will be closed up to 5th Street.
- Kellogg Avenue will be closed up to 5th Street (still allows garbage transportation through alley way)
- Burnett Avenue will be closed just past the Alley (still allows garbage transportation through alley way).
- Barricades are requested for all intersections. Barricades will be staffed at all times after their placement. Octagon event volunteers will man barricades to facilitate the flow of emergency vehicles if the need should arise. We would like assistance of a few police escorts to help direct traffic at intersections of Main Street and Burnett, Kellogg and Douglas Avenues from 5 – 6 pm while 115+ artists are moving vehicles to load up artwork.

Utilities

- Costs for electricity needed for the Arts Festival are requested to be waived. This involves electricity from City facilities on Main Street, Douglas Avenue, Kellogg Avenue, and Burnett Avenue, including connection costs.

Blanket Temporary Obstruction Permit

- A temporary obstruction permit is requested for the central business district to allow businesses to be included in the festival atmosphere and display merchandise in front of the stores, obstructing a portion of the sidewalks. Artists and vendors will be setting up booths in the streets, allowing enough room down center of street for traffic of emergency vehicles should they be needed.

Noise Permit

- A noise permit is being requested to allow the playing of music, as well as other entertainment, in the Downtown Area from 10 a.m. on Sunday, September 23, through 5 p.m. Two entertainment areas will be set up. Main Entertainment Area near Tom Evans park. Smaller area at Main and Douglas, near Cynthia Duff Walkway. A third entertainment area may be placed at corner of Kellogg and Main for afternoon entertainment.

Motorized Vehicles

- The Octagon requests a waiver of the requirements for motorized equipment to allow for golf carts, or similar motorized vehicles, to be used in alley ways and on bike paths throughout the festival. These vehicles will be used to transport large pieces of artwork, and serve in transporting of handicapped or elderly patrons.

Flag Permit

The Octagon would like to have permission to display 30 - 46 colorful flags from the light poles located along Main Street. The Main Street Cultural District Coordinator has been contacted and notified regarding the use of flags.

Please review the attached map that identifies the layout of vendors and artists for the Octagon Art Festival to be held Sunday, September 23 in the Main Street Cultural District in Downtown Ames.

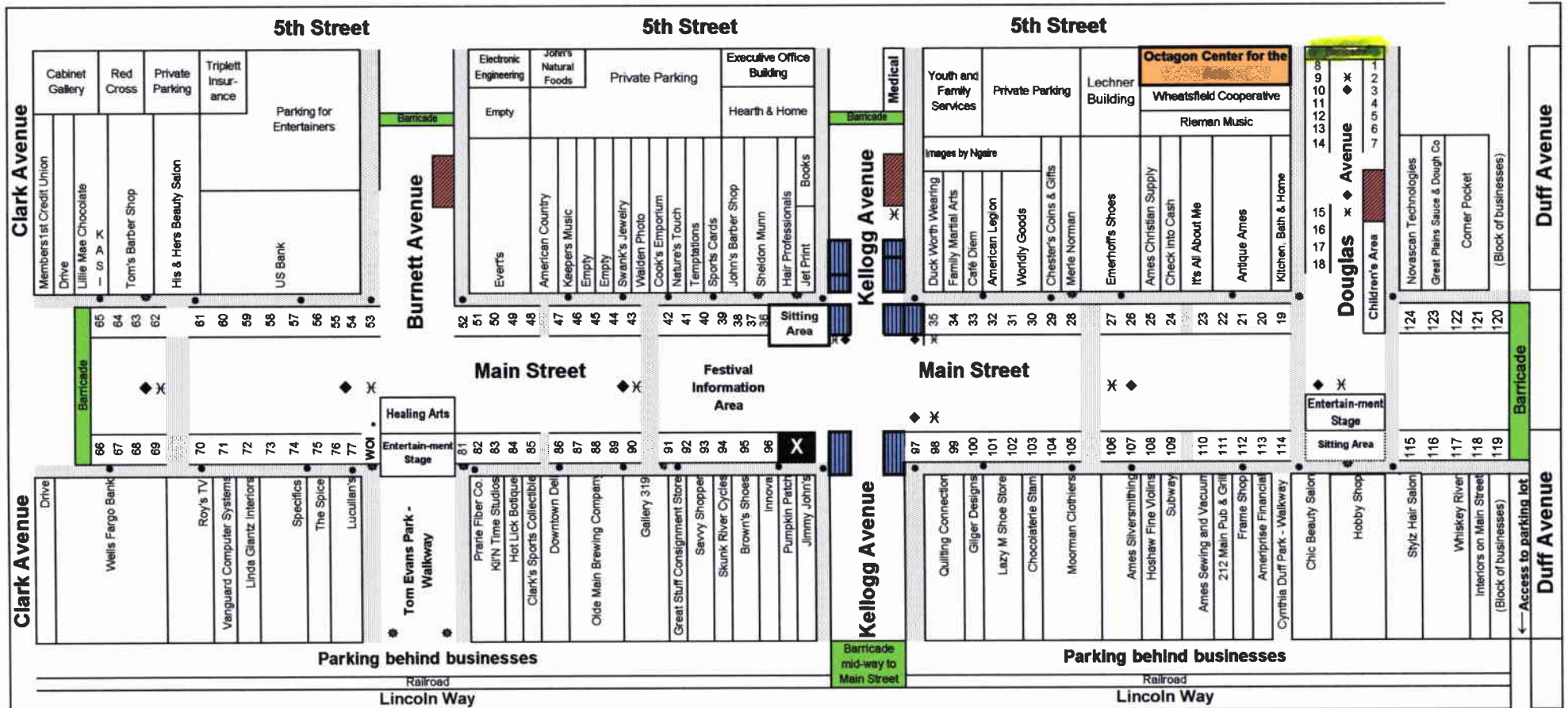
We look forward to presenting a festival that will showcase the talent and cultural richness of the Ames community. Please let us know if you have any questions or comments.

Much gratitude for your time and consideration.



Heather Straszheim
Octagon Art Festival Coordinator

Octagon Art Festival 2007 Presented by US Bank – September 23, 10 am to 5 pm
Main Street Cultural District in downtown Ames, IA



- Rest Rooms and Hand Washing
- Artists' Booths
- Food
- Barricade
- Trash (temporary)
- Trash (permanent)
- X Check-in for artists and volunteers, Baby-Sit Your Bag, Raffle Tickets, Membership, T-shirts, Octagon Information
- Sidewalks
- Electrical Access

Octagon Mary Kline-Misol painting exhibit and Chuck and Motoko Lee Oulman Photo Exhibit on display in Octagon Galleries 10 am to 5 pm

Main Street

CULTURAL DISTRICT

■ ■ ■ ■ Ames, Iowa ■ ■ ■ ■

526 Main Street, Suite 103
Ames, IA 50010

August 22, 2007

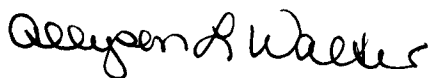
Mayor and City Council
City of Ames
515 Clark Ave
Ames, IA 50010

Dear Mayor Campbell and City Council,

Main Street Cultural District (MSCD) supports the Octagon Art Festival being planned for Sunday, September 23, 2007. MSCD supports the planned street closings and downtown location for the event. Similar to years past, many downtown businesses plan to be open on the day of the festival to show support for the event and to be welcoming to the festival attendees. Main Street Cultural District is excited to host the Octagon Art Festival, as it is the highest attended cultural event located in the Cultural District and brings exhibitors and audience from all over Iowa and surrounding states.

Thank you for your consideration and your continued support of the Octagon Center for the Arts and the Main Street Cultural District.

Sincerely,

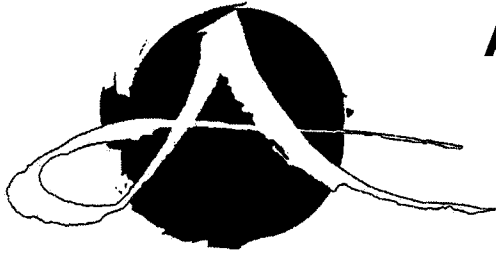


Allyson Walter
Interim Director
Main Street Cultural District

Cc: Jeff Benson, City of Ames

Something Unique Around Every Corner
Phone: 515.233.3472 Fax: 515.232.9124

■ ■ ■ ■ MainStreetCulturalDistrict.com ■ ■ ■ ■



Ames Community Arts Council

312 ^{1/2} Main Street

PO Box 1842

Ames, IA 50010

coordinator@amesart.org 515.233.6110

www.amesart.org

August 23, 2007

Diane Voss
City Clerk
515 Clark Ave.
Ames, IA 50010

Re: Octagon Art Festival

Dear Diane,

The Ames Community Arts Council (ACAC) in partnership with the Main Street Cultural District (MSCD) is committed to promoting arts and culture in downtown Ames. The Octagon Art Festival has evolved into a daylong festival that includes professional quality arts, live music, entertainment, children's art activities, and local cuisine. The MSCD provides an esthetically pleasing venue for the local and regional artists to display their works of art. Each year the Octagon Art Festival continues to enhance the Main Street Cultural District's vitality! Thus Ames Community Arts Council is thrilled to have the Octagon Art Festival held in the Main Street location.

Sincerely,

Nancy Broussard
Coordinator
Ames Community Arts Council