

ITEM: 17a-f
DATE: 9/11/07

COUNCIL ACTION FORM

SUBJECT: MAIN STREET CULTURAL DISTRICT REQUESTS FOR "MUSICWALK"

BACKGROUND:

The Main Street Cultural District is hosting a "MusicWalk" on Thursday, September 20, 2007, and makes the following requests of the City Council:

1. Blanket Temporary Obstruction Permit for Main Street Cultural District (MSCD) sidewalks from 8:00 a.m. to 8:00 p.m.
2. Waiver of parking meter fees and enforcement in the MSCD from 3:00 to 6:00 p.m.
3. Closure of three parking spaces on the east side of Kellogg Avenue, from Main Street to the alley, from Noon to 8:00 p.m. for food vendors
4. Usage of and waiver of fee for electricity costs for power used from outlets near and inside Tom Evans Plaza
5. Blanket Vending Permit for MSCD from 4:00 p.m. to 8:00 p.m.
6. Waiver of fee for Blanket Vending Permit

Additionally, a noise permit will be obtained from the Police Department as needed for planned entertainment.

Staff has calculated that the lost revenue to the Parking Fund by waiving parking fees for September 20 is \$300.

ALTERNATIVES:

1. The City Council can approve the "MusicWalk" requests as submitted by the Main Street Cultural District for September 20.
2. The City Council can direct staff to have further discussions with representatives of the Main Street Cultural District.

MANAGER'S RECOMMENDED ACTION:

City staff is very supportive of the Main Street Cultural District and believes that the City should do all it can to support the positive energy that is being exhibited for this critical section of our community. However, understanding the City's responsibility to maintain the financial condition of the Parking Fund, the Council might be concerned with the impact of these numerous fee waivers. Because of the City Council's goal of enhancing commercial development in the Downtown, this type of special event should be encouraged. Therefore, it is the recommendation of the City Manager to approve Alternative 1, approving the "MusicWalk" requests as submitted by the Main Street Cultural District.

Main Street

CULTURAL DISTRICT

■ ■ ■ ■ Ames, Iowa ■ ■ ■ ■

526 Main Street, Suite 103

Ames, IA 50010

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

September 4, 2007

Dear Honorable Mayor Campbell and City Council,

The Main Street Cultural District is partnering with Iowa State University to celebrate the institution's 150th birthday with a MusicWalk that we are planning on Thursday, September 20th from 5:00 – 8:00 p.m. The event will be very similar in design to our annual Art Walk but will feature local musicians of all ages and talents.

We would like to offer free parking for attendees and include this in our promotional efforts. We ask that blanket free parking be granted starting at 3:00 pm and request suspension of parking regulations in the central business district for the rest of the evening. Included in the request are three parking spaces next to the Quilting Connection on the east side of Kellogg to the alley, beginning at noon.

We plan to have musical entertainment in Tom Evans Park. We ask for use of the electricity in Tom Evans Park and a waiver for electricity costs for power usage for outlets near and in Tom Evans Park.

The MSCD requests a temporary obstruction permit to allow stores to utilize the half of the sidewalk closest to their storefronts to display merchandise along the street. The temporary obstruction permit should be for the entire Cultural District during the day & evening of September 20th.

The MSCD also requests a Blanket Vending Permit for the entire Cultural District. We request the permit be for September 20th - 4:00 p.m. 'til 8:00 p.m. We would like this permit to allow businesses to sell outside if they choose, we also expect some musicians to have CDs available. We further request that the fee be waived, as the businesses selling products will be members of the MSCD. We intend for regular street vendors that have permits through the city to continue their operations as usual in the Cultural District during this time.

Thank you for your consideration of these requests and continued support of the Main Street Cultural District.

Sincerely,



Allyson Walter
Interim Director
Main Street Cultural District

Cc: Jeff Benson

Something Unique Around Every Corner

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■ ■ ■ ■ MainStreetCulturalDistrict.com ■ ■ ■ ■