

ITEM # 17a-d  
DATE June 10, 2008

### COUNCIL ACTION FORM

**SUBJECT: REQUESTS FROM THE MAIN STREET CULTURAL DISTRICT  
RELATING TO DOLLAR DAYS ACTIVITIES**

**BACKGROUND:**

The Main Street Cultural District (MSCD) is again hosting Dollar Days on July 31 and August 1 and 2, 2008. In conjunction with this event, organizers are requesting suspension of parking regulations and enforcement for the Central Business District from 8:00 a.m. on July 31 through 8:00 p.m. on August 2. The approximate estimated lost revenue to the Parking Fund from the waiver of enforcement is \$2,700.

In order to allow businesses to showcase merchandise, a blanket Temporary Obstruction Permit and blanket Vending License have also been requested. The MSCD asks that the Vending License fee be waived.

**ALTERNATIVES:**

1. The City Council can approve the requests for Dollar Days, including suspension of parking regulations and enforcement, a blanket Temporary Obstruction Permit, a blanket Vending License, and waiver of the fee for a Vending License in the Main Street Cultural District on July 31 and August 1 and 2, 2008, from 8:00 a.m. to 8:00 p.m.
2. The City Council can deny these requests.

**MANAGER'S RECOMMENDED ACTION:**

Dollar Days is a successful event held twice each year in the MSCD. Since these events bring shoppers to the MSCD, these requests further the City Council's goals to continue to provide financial support for the MSCD.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the requests for Dollar Days, including suspension of parking regulations and enforcement, a blanket Temporary Obstruction Permit, a blanket Vending License, and waiver of the fee for a Vending License in the MSCD on July 31 and August 1 and 2, 2008, from 8:00 a.m. to 8:00 p.m.

May 29, 2008

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

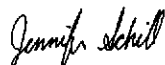
Dear Mayor Campbell and City Council,

Main Street Cultural District (MSCD) will hold July Downtown Dollar Days July 31, Aug. 1 & 2. Downtown Dollar Days is a semi-annual event designed to promote shopping in the Cultural District. During the July event stores bring merchandise on to the sidewalk to add to the atmosphere. We would like to request suspension of parking regulations in the central business district Thursday thru Saturday, July 31, Aug. 1 & 2. MSCD will be responsible for putting signs on the meters. This would allow us to include free parking in our promotions.

We would also request a Blanket Temporary Obstruction Permit and Blanket Vending Permit to allow businesses to sell merchandise on the sidewalks. We respectfully request a waiver of these fees.

Thank you for your consideration and your continued support of the Main Street Cultural District. We hope you will join the fun during Downtown Dollar Days.

Sincerely,



Jennifer Schill  
Events Planner  
Main Street Cultural District

Cc: Jeff Benson