

ITEM # 25bii-yii  
DATE July 8, 2008

## COUNCIL ACTION FORM

**SUBJECT:** REQUESTS FROM THE MAIN STREET CULTURAL DISTRICT FOR CYCLING COUNTRY DOWNTOWN EVENT ON JULY 22, 2008

### **BACKGROUND:**

The Main Street Cultural District (MSCD) is planning to hold the CYcling Country Downtown event on July 22, 2008, in conjunction with RAGBRAI.

Closure of Main Street, from Kellogg to Burnett; Burnett, from Main to the alley behind Evert's, and two spaces in front of Wheatsfield Cooperative from 8:00 a.m. to 11:00 p.m. has been requested to facilitate musical entertainment, a climbing wall, food vendors, and a culture walk. A beverage garden will be located on Burnett, with a stage at the wall in Tom Evans Park. Organizers also ask to use electricity at Tom Evans Plaza and in the alley on Burnett and that the fee for same be waived.

A Blanket Temporary Obstruction Permit for the District from 8:00 a.m. to 11:00 p.m. is needed to allow stores to utilize half of the sidewalk to display merchandise along the street. The MSCD also requests that a Blanket Vending License be issued and the fee for the Vending License be waived.

Lastly, organizers are requesting suspension of parking regulations and enforcement for the Central Business District from 8:00 a.m. to 11:00 p.m. The approximate estimated lost revenue to the Parking Fund from the waiver of enforcement is approximately \$900.

### **ALTERNATIVES:**

1. The City Council can approve the requests of the Main Street Cultural District for the CYcling Country Downtown event. These include closure of portions of Main Street and Burnett Avenue and two parking spaces in front of Wheatsfield Cooperative, suspension of parking regulations and enforcement, a blanket Temporary Obstruction Permit, a blanket Vending License, usage of electricity in Tom Evans Plaza and in the alley at Burnett, and a waiver of the fees for electricity and a Vending License on July 22, 2008, from 8:00 a.m. to 11:00 p.m.
2. The City Council can deny these requests.

### **MANAGER'S RECOMMENDED ACTION:**

It is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the requests as listed above for CYcling Country Downtown to be held

on July 22, 2008. There will be a loss of revenue to the Parking Fund in the amount of \$900; however, the City's continued support of these types of activities is in response to the Council's goals of expanding entertainment and shopping opportunities in the community and promoting the Downtown Cultural District.

July 1, 2008

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

Mayor Campbell and City Council,

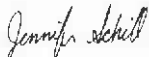
The Main Street Cultural District is planning to hold the CYcling Country Downtown event on July 22<sup>nd</sup>, 2008. MSCD would like to offer free parking for attendees and include this in our promotions. We ask that blanket free parking be granted throughout Cultural District for the day on July 22<sup>nd</sup>. We will have Main Street closed from Kellogg to Burnett, and Burnett closed from Main to the alley behind Everts from 8:00 am to 11:00 pm.

We plan to have musical entertainment, Gee Willie climbing wall, beverage garden, food vendors and a culture walk in the District. We will have the beverage garden on Burnett with the stage at the wall in Tom Evans Park. Food vendors and Gee Willie will be on Main Street. We ask for use of the electricity in Tom Evans Park and in the alley at Burnett. We ask for a waiver for electricity costs for power usage at these outlets. We have applied for a noise permit through Olde Main for this event until 10:00 pm.

The MSCD requests a blanket 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.

Thank you for your consideration of these requests and continued support of the Main Street Cultural District. We hope to see you downtown for the CYcling Country event.

Sincerely,



Jennifer Schill  
Event Planner  
Main Street Cultural District

Cc: Jeff Benson