

TEM # 29
DATE: 10/14/08

COUNCIL ACTION FORM

SUBJECT: MAIN STREET CULTURAL DISTRICT HOLIDAY LIGHTING REQUEST

BACKGROUND:

The MSCD requests that Electric Services donate the electricity to light Tom Evans Plaza from November 1 through December 31, 2008. On September 23, 2008, a waiver of electricity fees was approved for holiday lighting of the MSCD commencing on November 21, 2008. Since that date, a local landscaping firm has volunteered to install holiday lighting free-of-charge in Tom Evans Plaza and asked the MSCD to have the Plaza lit commencing November 1.

The MSCD is aware that no sign may be placed in the Plaza or on any City right-of-way that provides advertising for the local landscaping firm donating the materials and labor to install the lights.

Electric Services Director Donald Kom has been informed of this request and indicated that the loss of revenue would be nominal from lighting Tom Evans Plaza for an additional 20 days. However, it should be noted that there have been 11 requests (totaling 29 days) for waivers for electricity usage during this calendar year.

ALTERNATIVES:

1. The City Council can approve the waiver of the fee for electricity to light Tom Evans Plaza from November 1 through December 31, 2008.
2. The City Council can deny the request.

CITY MANAGER'S RECOMMENDED ACTION:

It is the recommendation of the City Manager that the City Council adopt Alternative #1. This action will approve a waiver of the fee for electricity to light Tom Evans Plaza from November 1 through December 31, 2008.

October 9, 2008

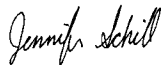
Mayor and City Council
515 Clark Avenue
Ames, Iowa 50010

Dear Honorable Mayor Campbell and City Council Members:

On September 23, 2008, the Council approved several requests of the Main Street Cultural District pertaining to its Holiday Lighting and Open House activities. Since that date, a local landscaping firm has volunteered to install holiday lighting in Tom Evans Plaza without charge. The landscaping firm has asked that the Plaza be lit from November 1 to December 31. Therefore, the MSCD is requesting that the waiver of fees for electricity for Tom Evans Plaza only be effective November 1 through December 31, 2008. The remainder of the MSCD will not be lit until November 21; that electricity fee waiver was approved by the City Council on September 23, 2008.

The MSCD is aware that no sign may be placed in Tom Evans Place or on any City right-of-way advertising for the landscaping firm.

Sincerely,



Jennifer Schill
Interim Director
Main Street Cultural District

Copy to: Jeff Benson