

**COUNCIL ACTION FORM**

**SUBJECT: MAIN STREET CULTURAL DISTRICT HOLIDAY OPEN HOUSE REQUESTS**

**BACKGROUND:**

The Main Street Cultural District (MSCD) is requesting suspension of parking regulations to coincide with its holiday hours as well as the use of power to be donated from the Electric Services Department for the lighting on street poles, along the buildings on Main Street, on Burnett Avenue, and in Tom Evans Plaza. They are also requesting the closure of Burnett Avenue from Main Street to Fifth Street, from 3:30 to 9:00 p.m. on November 20, for a tent which will house Santa's Village.

Specifically, the MSCD requests suspension of parking enforcement for the Central Business District on weekdays from 5:00 p.m. to 6:00 p.m. between November 23 and December 31, 2009. The District also requests suspension of parking enforcement for the Central Business District all day on Friday, November 20, and on Saturdays, beginning November 21 and continuing through December 26.

The MSCD further requests that lighted decorations be placed on street poles and that Electric Services donate the energy so that the District may use these lights, the lighting outlining the buildings along Main Street, and lighting on trees in Tom Evans Plaza from November 20 through December 31, and for Santa's Village on November 20. MSCD also requests a Blanket Vending License be granted for the District on November 20 from 3:30 to 9:00 p.m.

These requests are consistent with the City's Land Use Policy goal "to enhance the role of Downtown as a community focal point." However, it should be noted that lost parking revenues to the City would equate to \$8,900 (7 days at \$900/day and 26 days at \$100/day).

**ALTERNATIVES:**

1. The City Council can approve the following:
  - a. Suspension of parking enforcement on weekdays from 5:00 p.m. to 6:00 p.m., all day on Friday, November 20, and on Saturdays from November 21 through December 31, 2009
  - b. Waiver of the cost of electricity to light street poles along buildings on Main Street, in Tom Evans Plaza, and on Burnett Avenue, from November 20 through December 31, 2009

- c. Closure of Burnett Avenue, from Main Street to Fifth Street, from 3:30 to 9:00 p.m. on November 20, 2009, for Santa's Village
- d. Blanket Vending License for the MSCD on November 20 from 3:30 to 9:00 p.m.

2. The City Council can deny these requests.

**MANAGER'S RECOMMENDED ACTION:**

The Holiday Open House provides our citizens with an opportunity to enjoy family-oriented holiday activities. Because of the City Council's goal of enhancing commercial development in the Downtown, this type of event should be supported.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the holiday activity requests as submitted by the MSCD.

September 30, 2009

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

Dear Honorable Mayor Campbell and City Council,

The Main Street Cultural District is partnering with many sponsors to celebrate this year's Holiday Season that we are planning on Friday, November 20th from 6:00 – 8:30 p.m. The event will be very similar to last year's Holiday Event.

We would like to offer free parking on Saturday's for the Holiday Season and include this in our promotional efforts. We ask that blanket free parking be granted starting Saturday, Nov 21 and request suspension of parking regulations on Saturday's in the central business district through the rest of the season.

We plan to have lights and decorations 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.

We would also like to close Burnett from Main Street to the alley. We would like to put a tent on Burnett to house Santa's Village. We will also be giving train rides to children on a children's train on Burnett.

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

Sincerely,



Jennifer Schill  
Events Planner  
Main Street Cultural District

Cc: Jeff Benson

City of Ames Special Event Information Sheet

Date: September 30, 2009

Applicant's Name **Jennifer Schill** Address: **312 Main Street, Ste 201**

Home Phone:

E-mail: **events@mainstreetculturaldistrict.com**

Name of Sponsoring Organization: **Main Street Cultural District**

Address of Sponsoring Organization: **312 Main Street Suite 201, Ames IA 50010**

Phone Number of Organization: **515-233-3472**

E-mail: **Events@MainStreetCulturalDistrict.com**

Name of Event: **Holiday Tree Lighting**

Date of Event: **Friday Nov. 20**

Estimated Number of Participants: **100's**

Time of Event: **6:00 pm**

Estimated Ending Time: **8:30 pm**

What time will setup for the Event begin? **3 pm**

Will you be using City street surfaces? Yes **X** No \_\_\_

Will your event require the closing or blocking of City streets (or lanes in streets) and/or intersections? Yes **X** No \_\_\_

If yes, which ones and what times.

**Burnett from Main Street to the alley from 3:00 pm to 9:00 pm**

Will your race/event require the closure of any City parking lots or spaces? Yes **X** No \_\_\_

If yes, where and what times? **The parking spaces on Burnett from Main Street to the alley**

Will traffic be halted for any length of time on an arterial (4-lane) street? Yes **X** No \_\_\_

If yes, where and what times? **There will be horse and buggy rides during the evening, but we won't need the streets closed.**

Do you have a need for any medical standby? Yes \_\_\_ No **X**

Will Police assistance for either traffic control or security be requested? Yes \_\_\_ No **X**

**Please attach a map with the following items:**

1. Race course/event area
2. Direction of runners through the race, if applicable
3. Starting and finishing points
4. Meeting points for the racers before and after the race, if applicable
5. Traffic re-routing plan
6. Closed street(s) and lanes
7. Barricade and cone placement plan
8. Traffic signals operation (red-flashing or cycling)
9. Warning sign placement for closure of arterial/collector streets (by Traffic Engineer)
10. Placement of any vendor booths, stages, or other structures

The Police Department may require off-duty personnel to assist with runners and/or traffic. Off-duty personnel are required if you will be using any major street(s), highway(s), or intersections with poor visibility or dangerous traffic situations. You will be responsible for an hourly fee if off-duty personnel are required.

**A police escort for the entire race will not be provided.**

Will you require any barricades or delineators for use during your event? Yes\_\_\_\_ No **X**

Please provide a list naming the volunteers who will staff the barricades at all times.

Will there be any food vendors?\* Yes\_\_\_\_ No **X**

Please provide a separate list of names of any vendors.

Will any other items be sold at the event? Yes\_\_\_\_ No **X**

If so, by whom?

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Will water need to be supplied by the City? Yes\_\_\_\_ No **X**

If yes, why?

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How will you dispose of the trash?

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Will electricity need to be supplied by the City? Yes **X** No\_\_\_\_

If yes, how many outlets, 110v or 220v, and what kind of equipment will be used? **We would like to use outlets in Tom Evans Plaza to light our Tree. (City of Ames Electric Services has been asked to sponsor again). We would also like to use the outlets in front of US Bank on the corner of Burnett and Main as well as any outlets in the light polls on Burnett to the alley.**

Will a band or DJ be involved?\* Yes **X** No\_\_\_\_

If yes, contact information for the band or DJ **Central Iowa Brass Quintet will play for the event. We will have carolers strolling the street as well.**

Will City park property be used?\*\*\* Yes **X** No\_\_\_\_

If yes, which? **Tom Evans Park**

Will fireworks be involved?\* Yes\_\_\_\_ No **X**

If yes, where?\_\_\_\_\_

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Will alcohol be a part of the event?\* Yes\_\_\_\_ No **X**

Will the event be open to the general public? Yes **X** No\_\_\_\_

Will a fee be charged for admission? Yes\_\_\_\_ No **X**

\*Additional permit required.

\*\*Requires approval by Parks and Recreation Commission.



Applicant's Signature

If barricades or delineators are required for the event, the sponsor is required to provide them. The City Public Works Department Traffic Division (239-5235) can provide up to 20 barricades and 25 traffic cones. The cost of delivery of these materials will be charge if delivery and pickup is necessary outside of normal working hours (7:00 am to 3:30 pm, M-F). Full replacement cost will be charged for materials lost or broken. Other potential sources for barricades and/or delineators include the ISU Physical Plant or private rental firms.