

COUNCIL ACTION FORM

**SUBJECT: MAIN STREET CULTURAL DISTRICT REQUESTS FOR JANUARY
SIDEWALK SALES**

BACKGROUND:

The Main Street Cultural District (MSCD) is planning to host its annual sidewalk sales from January 28 through 30, 2010, and makes the following requests of the City Council:

- a. Waiver of parking meter fees and enforcement in the Central Business District (CBD) from Thursday, January 28, through Saturday, January 30
- b. Blanket Temporary Obstruction Permit for CBD sidewalks from 8:00 a.m. to 6:00 p.m., January 28 – 30
- c. Blanket Vending Permit for entire CBD for January 28 - 30
- d. Waiver of fee for Blanket Vending Permit

The waiver of parking meter fees and enforcement will lead to a loss of approximately \$2,700 to the City's Parking Fund.

ALTERNATIVES:

1. The City Council may approve the January Sidewalk Sales requests as submitted by the Main Street Cultural District
2. The City Council may deny these requests.

MANAGER'S RECOMMENDED ACTION:

The MSCD Sidewalk Sales is a successful event held twice a year. Since these events bring shoppers to the MSCD, these requests further the City Council's goals to continue to provide support for the downtown commercial area.

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

January 4, 2010

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 January Sidewalk Sales January 28th, 29th and 30th. Sidewalk Sales is a semi-annual event designed to promote shopping in the Cultural District. We would like to request suspension of parking regulations in the central business district Thursday thru Saturday, January 28-30. 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 don't foresee anyone doing this, but if the weather is nice enough some may. We respectfully request a waiver of these fees. Businesses have been told to have their own insurance cover their merchandise on the sidewalk. MSCD will not be covering this.

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

Sincerely,



Jennifer Schill
Events Planner
Main Street Cultural District

Cc: Jeff Benson