

COUNCIL ACTION FORM

SUBJECT: MAIN STREET CULTURAL DISTRICT REQUESTS FOR “MUSICWALK”

BACKGROUND:

The Main Street Cultural District (MSCD) is planning to host a “MusicWalk” on Thursday, September 16, 2010, and makes the following requests of the City Council:

- a. Waiver of parking meter fees and enforcement in the MSCD from 4:00 to 8:00 p.m., with a loss of approximately \$300 to the Parking Fund
- b. Usage and waiver of electricity costs
- c. Blanket Temporary Obstruction Permit for MSCD sidewalks from 8:00 a.m. to 8:00 p.m.
- d. Blanket Vending Permit for MSCD from 4:00 to 8:00 p.m.
- e. Waiver of fee for Blanket Vending Permit
- f. Closure of two parking spaces on Kellogg, south of Main Street, for a food vendor

The MSCD also plans to offer wine and beer samples, but only at establishments that have liquor licenses. Additionally, a noise permit will be obtained from the Police Department as needed for planned entertainment.

ALTERNATIVES:

1. The City Council may approve the “MusicWalk” requests as submitted by the Main Street Cultural District
2. The City Council may deny these requests.

MANAGER'S RECOMMENDED ACTION:

This event provides our citizens with another opportunity to enjoy family-oriented outdoor activities. Because of the City Council’s goal of enhancing commercial development in the Downtown, this type of special event should be encouraged.

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

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

July 30, 2010

Dear Honorable Mayor Campbell and City Council,

The Main Street Cultural District will be holding our annual MusicWalk that we are planning on Thursday, September 16th from 5:00 – 8:00p.m. The event will be very similar in design to our annual ArtWalk but will feature local musicians of all ages and talents. Some businesses will offer refreshments and liquor licensed establishments will have wine and beer samples.

We would like to offer free parking for attendees and include this in our promotional efforts. We ask that blanket free parking be granted starting at 4:00 pm and request suspension of parking regulations in the central business district for the rest of the evening.

We ask for use of the electricity on Main Street for a food vendor, and a waiver for electricity costs for power usage for outlets along Main Street.

The MSCD requests a 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 & evening of September 16th. Businesses have been told they need to provide certificates of insurance if they plan to have merchandise on the sidewalk.

The MSCD also requests a Blanket Vending Permit for the entire Cultural District. We request the permit be for September 16th - 4:00 p.m. 'til 8:00 p.m. We would like this permit to allow businesses to sell outside if they choose, we also expect some musicians to have CDs available. We further request that the fee be waived, as the businesses selling products will be members of the MSCD. We intend for regular street vendors that have permits through the city to continue their operations as usual in the Cultural District during this time.

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