

## **COUNCIL ACTION FORM**

**SUBJECT: OCTAGON ART FESTIVAL REQUESTS**

**BACKGROUND:**

The Octagon Center for the Arts plans to host an art festival in the Ames Main Street Cultural District (MSCD) on Sunday, September 26, 2010. The event is scheduled to begin at 10:00 a.m. and conclude at 5:00 p.m. Booths selling art works, crafts, and food items will be in operation that day. In addition, there will be entertainment on the sidewalks in Tom Evans Plaza and in Cynthia Duff Plaza.

To facilitate this event, the following items are requested:

1. Closure of the following streets, from 6:00 a.m. to 6:00 p.m.:
  - a. Main Street, east of Clark (not blocking Wells Fargo Driveway) to just west of Duff Avenue (allowing traffic to access parking lot behind businesses)
  - b. Burnett Avenue, south of the alley to Main Street
  - c. Douglas Avenue, 5<sup>th</sup> Street to Main Street
  - d. Kellogg Avenue, 5<sup>th</sup> Street to Main Street
2. Approval of a Blanket Vending License for the duration of the event
3. Waiver of fee for Blanket Vending License
4. Approval of a Blanket Temporary Obstruction Permit to include the sidewalks adjacent to the closed streets
5. Waiver of costs for electricity during the event

Insurance coverage for the event has been provided by The Octagon Center for the Arts. Notification signs will be placed on parking meters on Saturday evening after 6:00 p.m. Public Works will provide the necessary barricades for the street closures. The Ames Main Street Cultural District has been informed of the Art Festival and is in support of it.

**ALTERNATIVES:**

1. The City Council can approve the requests from The Octagon Center for the Arts for the Art Festival on September 26, 2010, including: closure of various streets from 6:00 a.m. to 6:00 p.m., blanket Vending License and waiver of fee for Vending License, Blanket Temporary Obstruction Permit for sidewalks adjacent to closed streets, and waiver of costs for electricity during the event.
2. The City Council can deny these requests.

**MANAGER'S RECOMMENDED ACTION:**

This is the 40<sup>th</sup> year that the Octagon has held the Art Festival. There will be more than one hundred artists on hand with unique, hand-crafted artwork for sale, two stages with live entertainment, and local food vendors. No admission is charged, and Festival organizers expect more than 8,000 people to attend.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative #1, thereby approving the requests from The Octagon Center for the Arts for the Art Festival on September 26, 2010.



427 Douglas Avenue Ames, Iowa 50010 Phone 515.232.5331 Fax 515.232.5088 [www.octagonarts.org](http://www.octagonarts.org)

August 19, 2010

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

Honorable Mayor and City Council,

On Sunday, September 26, the Octagon Center for the Arts is hosting the 40th Annual Octagon Art Festival in Downtown Ames.

The purpose for the celebration is:

***An event to showcase the various artists representing the creative talent in Ames and the Midwest, to celebrate the richness and enjoyment that art provides through visual expression, highlight the beauty of Ames' community and people while sharing the wonderful Downtown Ames experience with visitors from all over Iowa and neighboring states.***

The Octagon Arts Festival will officially begin Sunday, September 26 at 10 a.m. and conclude at 5 p.m. Octagon staff members have notified a majority of merchants on Main Street about street closures for this festival.

Following is a list of specific Octagon Arts Festival requests for consideration by the Ames City Council:

### **Closed Streets**

The following street closures are requested to cover from 6 a.m. to 6 p.m. on September 26. (Please view enclosed map)

- Main Street will be closed from just East of Clark (**not** blocking Wells Fargo driveway) to just West of Duff Avenue, allowing traffic to access parking lot behind businesses.
- Douglas Avenue will be closed up to 5th Street.
- Kellogg Avenue will be closed up to 5<sup>th</sup> Street (still allows garbage transportation through alley way)
- Burnett Avenue will be closed just past the Alley (still allows garbage transportation through alley way).
- Barricades are requested for all intersections. Barricades will be staffed at all times after their placement. Octagon event volunteers will man barricades to facilitate the flow of emergency vehicles if the need should arise.

### **Utilities**

- Costs for electricity needed for the Arts Festival are requested to be waived. This involves electricity from City facilities on Main Street, Douglas Avenue, Kellogg Avenue, and Burnett Avenue, including connection costs.

### **Blanket Temporary Obstruction Permit**

- A temporary obstruction permit is requested for the central business district to allow businesses to be included in the festival atmosphere and display merchandise in front of the stores, obstructing a portion of the sidewalks. Artists and vendors will be setting up booths in the streets, allowing enough room down center of street for traffic of emergency vehicles should they be needed.

### **Noise Permit**

- A noise permit is being requested to allow the playing of music, as well as other entertainment, in the Downtown Area from 10 a.m. on Sunday, September 26, through 5 p.m. Two entertainment areas will be set up. Main Entertainment Area near Tom Evans park. Smaller area at Main and Douglas, near Cynthia Duff Walkway.

### **Food Vending Permit**

Approximately ten food vendors will be offering culinary options to festival visitors. Focal area for the food vendors will be centered in the Kellogg and Main Street intersection.

- The Octagon is requesting that the food vending fee be waived.

Much gratitude for your time and consideration.

Heather Johnson  
Octagon Art Festival Coordinator

**September 26, 2010 10am to 5pm**

5th Street

## Parking

Member's 1st Credit Union	
Drive	
Parking Lot	
KASI	
Tom's Barber Shop	
His and Hers Beauty Salon	
US Bank	<b>Pa</b>

**F**

## Booth

## Barricade

7

10	9	8	7
Novascan Technologies			
Great Plains Sauce & Dough			
Corner Pocket			
Sportsmen's Lounge			
Pyle Photo Service			
119 Main; Deano's			
The Break Bar and Beach Club			
Ames Community Bank			
All State Insurance			

5th Street

12	11	Demo	Kid's area

6	5	4	3	2	1
<div> <div>Offices</div> <div>Ames Historical Society</div> <div>Ames Pantorium</div> </div>					

Drive	66
Wells Fargo	67
	68
	69
Roy's	70
Vanguard Computer Systems	71
Jaquelyn's Photography	72
	73
Lyla's Boutique	74
	75
The Spice	76
	77
Lucullan's	IPR

## Entertainment Stage

**! : : : : : : : : : :**

1

## Parking Behind Businesses



## Access to Parking from Main St.

## Rest Rooms and hand washing

## # Artists' Booths

Food

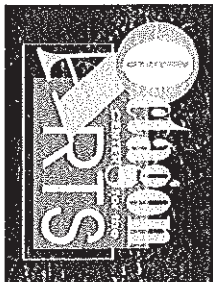
# Barricade

- Electricity

# Octagon

## X Check-In for artists and volunteers, membership, t-shirts, Octagon information

**\* Booths are set up on streets, not sidewalks**



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Business	Signature	Print name	Open. Sept. 26?	Interested in purchasing color ad brochure?
Star Studio		Anita Lemaster	yes	
Dennis		Kathy Perkins	yes	no
Antique Lanes		Carol Jacobs	unknown	no
It's all about ME		Kathy Drews	NO	maybe, probably not
Check into Ben		Cassidy Lukens	NO	no
Ames Smiling Smiley		Mary Rose Roschke	NO	NO
Ellen's		Mike Peterson	NO	NO
James by Nature		Mary West Johnson	NO	maybe
Chester's Cakes		Kirk Nichols	NO	no
Modelly Cards		Geet Beaur	Yes	yes Bill
CAFÉ Diam		Erin Graedel	Yes	
Duckworth Loft		J Reisseter	NO	
Gigler Designs		Jeff	NO	
Large M Shoes		Col. Dunshee	NO	maybe
St-C-M		Laura Fartin	yes	maybe
Ames Reimprinting		Gary Severyn	no	no

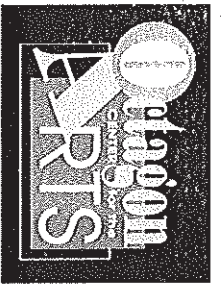


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Ames Sealing & Vacuum	OK	Faith Day		N
The Horse Shop		Michelle Anderson		N
NIR Block	J. Calver	LEA ANN CARSON		N
Tet Pent	B. Bunn	Brenda Brown		N
Temptation	James Cobb	Janice Cobb	Yes	Check back please
Nature's Touch	Patricia Redinger	Patricia Redinger	?	?
Coots Enrichment	James F. Huns	Wickly F. Huns	?	Check back PLEASE
Photo Synthesis	Shirley Harrow	Lindsey Hanson	N	N
Stark's	Mark Stark	Mark Stark	NO	N
Ricman Music	Tracy Stark	Dennis Haskins	NO	
Alexander Recording	Kenneth Stark	Dennis Haskins	YES	
Del Mar's	Del Mar's	Del Mar's	NO	
Hummer's	Hummer's	Hummer's	NO	Check back yes Bill
The Frame Shop	W. S.	Ang Dyer	NO	N
Sunbury	W. S.	Ang Dyer	YES	N
Smithing Connections	W. S.	Kelly S. Smith	YES	Bill
Vinyl Code	W. S.	Rachelle Smith	Can be	check back





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Business	Signature	Print name	Open. Sept. 26?	Interested in purchasing color ad brochure?
Ames Art	Becky Sent	Becky Sent	?	?
Brown Shoe	[Signature]	John Brown	N	N
Skunk River Cycles	[Signature]	Eric Flannette		NC
Gallerie 309	[Signature]	LORRA SUSTICE	Y	? check back
Gold Bell	[Signature]	Ardie Roehr		
Leal + Tenacious	[Signature]	Susan Hart	Y	check back no
Heroic Ink	[Signature]	Scott Muegge	Y	Y. Bill
Events	[Signature]	Bryan Smith	Y	Y Bill
Kiln Time Studio	[Signature]	Cynthia Sullivan	Y	Y Bill
Wild Baitage	[Signature]	Dee Tometch	Y	Y bill
Brins Augher	[Signature]	Sam Donnellas	Y	Y
Art + More	[Signature]	Kim Jordan	N	N
US Bank	[Signature]	Tracy	N	N
Little Bookroom	[Signature]	S. Bebell	N	N
Sigler on Main	[Signature]	Heather Berg	?	?
Fire m. Inc.	[Signature]	Erica Saphir	N	N
Old Main Books	[Signature]	Mike Feltch	Y	
Company				Consult Heather C.





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Business	Signature	Print name	Open. Sept. 26?	Interested in purchasing color ad brochure?
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Main Street Music

*[Signature]*

John Williams

YES

OCTAGON'S 24th Douglas Ave ARTS Rte  
Downtown Ball Game Seating

Master  
Card



August 12, 2010

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

Dear Mayor Campbell and City Council,

Main Street Cultural District (MSCD) supports the Octagon Art Festival being planned for Sunday, September 26, 2010. MSCD supports the planned street closings and downtown location for the event. Similar to years past, many downtown businesses plan to be open on the day of the festival to show support for the event and to be welcoming to the festival attendees. Main Street Cultural District is excited to host the Octagon Art Festival, as it is the highest attended cultural event located in the Cultural District and brings exhibitors and audience from all over Iowa and surrounding states.

Thank you for your consideration and your continued support of the Octagon Center for the Arts and the Main Street Cultural District.

Sincerely,

Angela Moore  
Director  
Main Street Cultural District

Cc: Jeff Benson, City of Ames