

## 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

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.

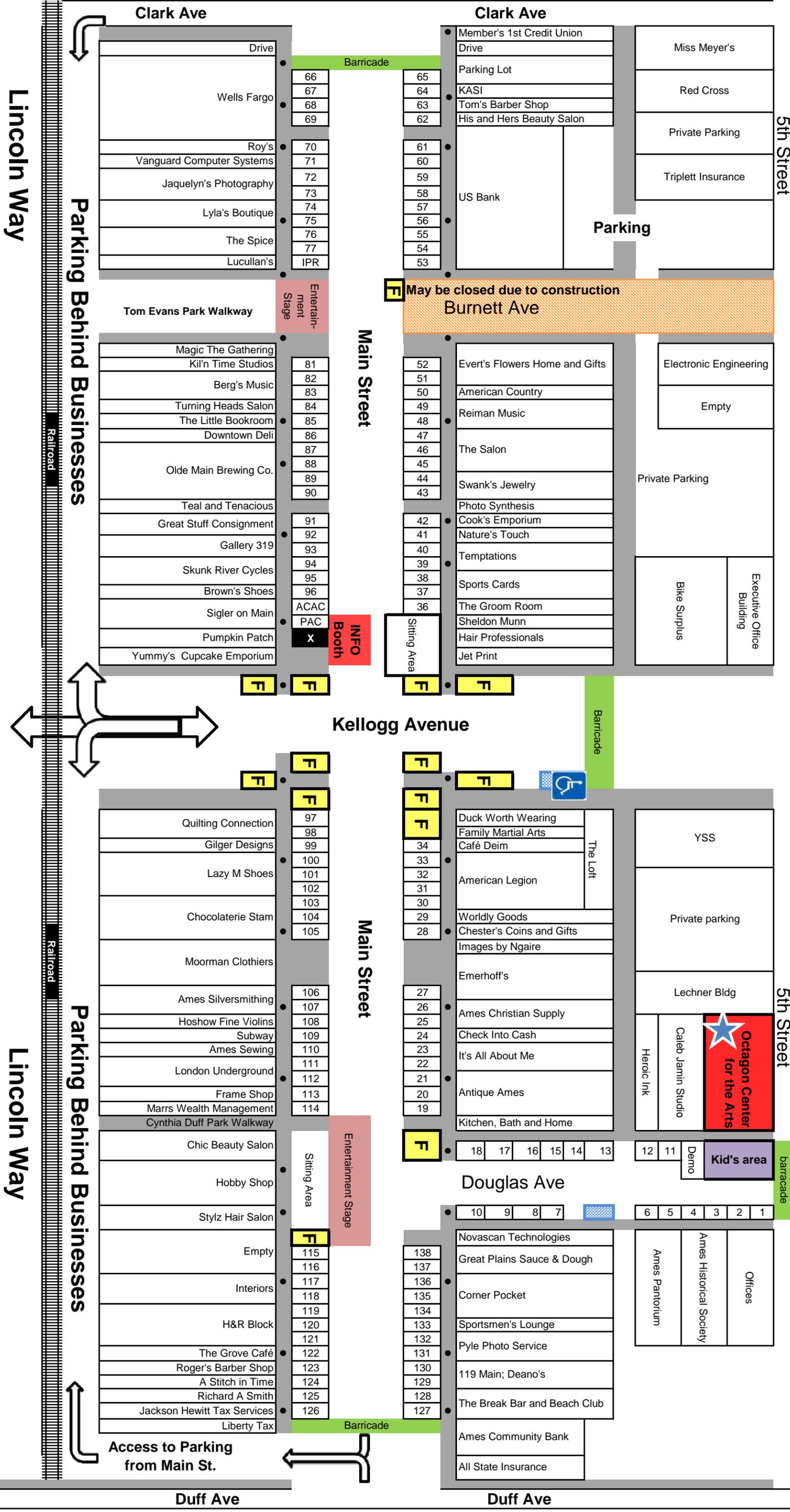
Much gratitude for your time and consideration.

Heather Johnson  
Octagon Art Festival Coordinator

# Octagon Art Festival

September 26, 2010 10am to 5pm

Main Street Cultural District in Downtown Ames, IA



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

Rest Rooms and hand washing

# Artists' Booths

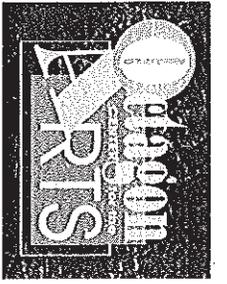
**F** Food

**B** Barricade

• Electricity



\* Booths are set up on streets, not sidewalks



Octagon Center for the Arts 427 Douglas Avenue Ames, Iowa 50010 Phone 515.232.5331 www.octagonarts.org

Signing below indicates that you have been approached with the details of the Octagon Art Festival that will be held on Sunday, September 26, 2010 in downtown Ames from 10 am to 5 pm. A street closure is requested from city council on Main Street from Duff to Burnett Avenues, 1 block of Douglas, 1 block of Kellogg, and 1 block of Burnett. Please view map for detail of festival layout. This form will be included in the city council agenda. Thanks for your support!

Business Signature Print name Open. Sept. 26? Interested in purchasing color ad brochure? 17

Star Studio *A. Lemaster* Anita Lemaster Yes

Dennis *Kathy Perkins* Kathy Perkins Yes No

Antique Lanes *Carol Jacobs* Carol Jacobs Unknown No

It's All About ME *Kathy Perkins* Kathy Perkins Yes Maybe, probably not

Check into basin *Assia Jay Johnson* Assia Jay Johnson No Yes

Ames Senior Living *Mary Rose* Mary Rose No No

Elmer's *Mary Rose* Mary Rose No No

James by *Mary Rose* Mary Rose No Maybe

Chester's Cakes *Kirk Nichols* Kirk Nichols No No

Worldly Bonds *Geet Beaur* Geet Beaur Yes Yes Bill

CAFED *Erin Graedel* Erin Graedel Yes

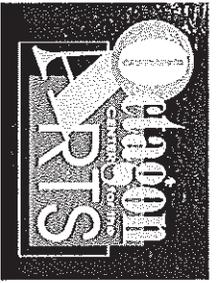
Duckworth Loft *Reisetter* Reisetter No

Gigler Designs *Mary Rose* Mary Rose No

Laggy M Shoes *Carol Dunsmuir* Carol Dunsmuir No Member

St-C-M *Lara Parkin* Lara Parkin Yes Maybe

Ames Interiors *Gay Sewing* Gay Sewing No No



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Ames Sealing & Vacuum OK Faithy Day N  
 The Horseshy Shop N

NIR Block J. Collier LeAnn Carson N

Felt Print B. Brown Brenda Brown N

temptation J. Davis Goble Yes Check back please

Nature's Touch Patricia Redinger ?

Coats Enrollers J. Davis Vicki Evans ? Check Back PLEASE

Photo Synthesis Doreen Hanson Lindsey Hanson NO N

Stevens's ride samant NO N

Rimmer Music Jimmy Hall Dennis Haskins NO

Alexander Recording Kimberly Haskins Haskins Haskins YES

Artistic Resources Allie Haskins Bob Hulse NO

Hummer's Market Anjourn Towner Zorn NO Check back yes Bill

The Frame Shop W. S. Any Deger NO N

Subury S. R. Desai Reese YES N

Weighting Conventions D. M. Kelly S. Invin yep Bill

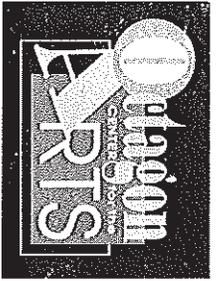
Vinyl Code Amy Cox Rachelle Knill can be check back



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Business	Signature	Print name	Open. Sept. 26?	Interested in purchasing color ad brochure?
Ames State	Becky State	Becky Sent	?	?
Brown Shoe	[Signature]	John Reizer	N	N
Skunk & River Cycles	[Signature]	Eric Flawitta		NC
Kellogg 309	[Signature]	LORNA JUSTICE	Y	? check back
Old Mill	[Signature]	Ardie Roehr		
Leak + Tomacius	[Signature]	Susan Hart	Y	check back no
Heroic Ink	[Signature]	Scott Muepfer	Y	Y. Bill
Events	[Signature]	Bryan Smith	Y	Y Bill
Kiln Time Studio	[Signature]	Cynthia Sullivan	Y	Y Bill
Will Sattage	[Signature]	Dee Tometch	Y	Y Bill
Ames Aug 2008	[Signature]	Sam Donnellas	Y	Y
Plus + There	[Signature]	Kim Jordan	Y	Y
US BANK	[Signature]	TREAR	Y	Y
Little Bookroom	[Signature]	S. Bell	Y	Y
Sigler on Main Innara	[Signature]	Heather Berg	?	?
Eric M. Fox	[Signature]	Eric M. Fox	Y	Y
Old Mill Books Company	[Signature]	[Signature]	Y	Consult Heather C.



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Business

Signature

Print name

Open. Sept. 26?

Interested in purchasing color ad brochure?

Main Street Music

*[Handwritten Signature]*

John Williams

YES

TRACQUEN'S PHOTO  
Downtown Bell

*[Handwritten Signature]*  
Dyana Lee AUSTIN Rte  
John Seelert

*[Handwritten Signature]*  
Master  
Seelert

Multiple horizontal lines for additional entries.



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