

COUNCIL ACTION FORM

SUBJECT: MAIN STREET CULTURAL DISTRICT HOLIDAY ACTIVITY REQUESTS

BACKGROUND:

The Main Street Cultural District (MSCD) is planning Holiday activities again this year. The District requests 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 Main Street, from Burnett to Kellogg, from 3:30 to 9:00 p.m. on November 19 to facilitate children's train rides and a gingerbread house contest on the street.

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 22 and December 31, 2010. The District also requests suspension of parking enforcement for the Central Business District all day on Friday, November 19, and on Saturdays, beginning November 20 and continuing through December 25, 2010.

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 19 through December 31. MSCD also requests a Blanket Vending License be granted for the District on November 19 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 approximately \$8,400 (6 days at \$900/day and 30 days at \$100/day).

ALTERNATIVES:

1. The City Council can approve the requests as submitted by the MSCD.
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 in the heart of the City's commercial area. Because of the City Council's goal of enhancing commercial development in 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 23, 2010

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 19th from 5:00 – 8:00 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 20 and request suspension of parking regulations on Saturdays 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 Main Street from Burnett to Kellogg. We would like to give train rides to children on a children's train as well as have a "celebrity ginger bread house making contest on the street.

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

Sincerely,

A handwritten signature in cursive script, appearing to read "Jennifer Schill".

Jennifer Schill
Events Planner
Main Street Cultural District

Cc: Jeff Benson