

COUNCIL ACTION FORM

SUBJECT: REQUESTS FROM MAIN STREET CULTURAL DISTRICT FOR MAIN STREET FARMERS' MARKET

BACKGROUND:

The Main Street Cultural District (MSCD) is working with the Ames Chamber of Commerce to host a Saturday Main Street Farmers' Market on Main Street, between Clark and Burnett Avenues, this summer. The plan is for the Market to be in operation from June 25 to September 24 in 2011. Hours of operation are scheduled to be from 8:00 a.m. to 1:00 p.m. each Saturday.

The City Council has already approved of the closure of the 400 block of Main Street to accommodate the market, and the MSCD further requests the following to help facilitate the event:

- a. The use of Tom Evans Plaza every Saturday from 6:00 a.m. to 2:00 p.m., June 25 to September 24, including use of electricity and waiver of costs for Cultural District's entertainment (any Market vendors using outlets in the triangular planter wall would still reimburse the City for costs of electricity)
- b. Blanket Temporary Obstruction Permit for the entire Central Business District (CBD) on Saturdays between the hours of 8:00 a.m. and 6:00 p.m.
- c. Blanket Vending Permit for the entire CBD on Saturdays between the hours of 8:00 a.m. and 6:00 p.m.
- d. Waiver of fee for Blanket Vending Permit

It should be noted that staff has yet to meet with representatives of the Shrine Bowl Parade and the All American Weekend to plan for these two important events. MSCD staff will need to work with those event planners to prepare alternative route plans for their events which will accommodate the Market's location and minimize the disruption to other businesses in the District. The Shrine Bowl Parade is in late July, and the All American Weekend is Labor Day weekend. MSCD must resolve these issues before the City staff can make final recommendations regarding these other two events.

ALTERNATIVES:

1. The City Council may approve the additional Farmers' Market requests as detailed above.
2. The City Council may deny the requests.

MANAGER'S RECOMMENDED ACTION:

City staff is supportive of this new Farmers' Market which is anticipated to bring many community members to the Cultural District to shop and enjoy the amenities the District provides. However, the MSCD staff still needs to work with the Shrine Bowl Parade and All American Weekend organizers, which may have a potential conflict with the location of the Market, to identify alternative arrangements that will meet the needs of all involved. If the MSCD staff can commit to resolving these issues, it is the City's Manager's recommendation that the City Council adopt Alternative #1, thereby approving the requests from MSCD as detailed above.

It should be remembered that previously the City Council voted to require that the City be reimbursed \$400 for lost parking revenue for the season and \$1 per day for any electric outlet used.



March 15, 2011

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 (MSCD) is planning a brand new, ultra dynamic *Ames Main Street Farmers' Market* this summer. The event is scheduled to be held on the 400 block of Main Street each Saturday from June 25th to September 24th, 8:00AM to 1:00PM (the road is scheduled to be closed from 6:00AM to 2:00PM to allow for setup, teardown, and cleanup). The 14-week event will showcase approximately 40-vendors each week featuring the area's best farmers, crafters, and prepared food experts as well as have weekly live entertainment and children's activities. At this time, MSCD asks the City Council to consider four specific requests:

1. The MSCD requests to use Tom Evans Park every Saturday from June 25th to September 24th between the hours of 6:00AM and 2:00PM for live entertainment, children's activities, and educational programming (the activities will not take place before 8:00AM or after 1:00PM as these times would be designated for setup, teardown, and cleanup). MSCD also requests the use of electricity in Tom Evans Park and requests a waiver for electricity costs for outlets in the Park. Kevin Shawgo with Parks and Recreation has been contacted and has granted us his approval to use Tom Evans Park for the reasons and times stated above.
2. The MSCD requests a temporary obstruction permit for the entire Central Business District (CBD) to allow businesses to use the half of the sidewalk closest to their storefronts to display merchandise on market days. MSCD requests the permit to be for every Saturday from June 25th to September 24th between the hours of 8:00AM and 6:00PM. Any business choosing to sell merchandise on the sidewalk will be required to file their certificate of insurance with the City of Ames.
3. The MSCD requests a Blanket Vending Permit for the entire CBD to allow businesses to sell merchandise outside their stores if they choose to. MSCD requests the permit to be for every Saturday from June 25th to September 24th between the hours of 8:00AM and 6:00PM. MSCD further requests that the fee be waived as any businesses selling products on the sidewalk will be MSCD investors. MSCD intends that regular street vendors in the CBD who have permits through the city will continue their operations as usual during this time.

Thank you for your consideration of these requests and continued support of downtown Ames!

Sincerely,


Thomas K. Drenthe
MSCD Events Planner


Angela Moore
MSCD Executive Director