

## COUNCIL ACTION FORM

### **SUBJECT: MAIN STREET CULTURAL DISTRICT REQUESTS FOR *TUNE IN TO MAIN STREET* ACTIVITIES**

#### **BACKGROUND:**

The Main Street Cultural District (MSCD) is again planning to hold *Tune in to Main Street* concerts on Thursdays from May 26 through July 28, 2011. The kick-off for this event will be on May 26 and will include sidewalk displays, food vendors, and entertainment in Tom Evans Plaza.

The MSCD is making the following requests of the City Council for each Thursday from May 26 through July 28, 2011:

- a. Waiver of parking meter fees and enforcement in the Central Business District (CBD) from 3:00 to 6:00 p.m.
- b. Waiver of electricity costs for power used from outlets near and inside Tom Evans Plaza
- c. Usage of and waiver of fee for water in Tom Evans Plaza for games and activities
- d. Approval of a Blanket Temporary Obstruction Permit for CBD sidewalks from 8:00 a.m. to 8:00 p.m.
- e. Approval of a Blanket Vending Permit from 8:00 a.m. to 8:00 p.m. for the CBD
- f. Waiver of fee for Blanket Vending Permit
- g. Approval of closure of 24 parking spaces in CBD Lot X to facilitate vending and entertainment

In addition, necessary noise permits will be obtained from the Police Department for planned entertainment. Staff has calculated that the lost revenue to the Parking Fund by waiving parking fees for these events is approximately \$3,000.

#### **ALTERNATIVES:**

1. The City Council may approve the *Tune in to Main Street* requests, as submitted by the MSCD.
2. The City Council may approve the *Tune in to Main Street* requests, as submitted by the MSCD, with the exception of the parking meter fee waiver.
3. The City Council may direct staff to work with representative of the MSCD to modify these requests.

**MANAGER'S RECOMMENDED ACTION:**

The City Council has demonstrated that it is very supportive of the Main Street Cultural District, and has previously approved similar requests to support the positive energy that is being exhibited within this important section of our community. The Council has also asked for information relative to the financial impact the fee waivers have on the Parking Fund which is highlighted above. Because of the City Council's desire to enhance the vitality of the Downtown area, this type of special event can be seen as a part of accomplishing that task.

Therefore, it is the recommendation of the City Manager that the Council adopt Alternative No. 1, thereby approving the requests from the Main Street Cultural District for the 2011 *Tune in to Main Street* activities.



February 3, 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 is planning once again to hold our Tune In to Main Street concerts on Thursdays, beginning May 26<sup>th</sup> from 5:30-7:30 p.m. and continuing for a total of 10 Thursdays ending on July 28<sup>th</sup>. Tune In to Main Street was a great success in the last six years, and we are excited to be able to hold it again this year. We will again feature local artists and hold free concerts open to the community.

MSCD would like to offer free parking for attendees and include this in our promotions. We ask that parking enforcement be suspended in the Central Business District from 3:00 p.m. to 6:00 p.m. on these ten Thursday afternoons. This was granted to us last year.

We plan to have musical entertainment in Tom Evans Park similar to last year. Kevin Shawgo with Parks and Recreation has been contacted and has granted us permission to use Tom Evans Park Thursdays May-July. We ask for use of the electricity and water in Tom Evans Park. We ask for a waiver for electricity costs for power usage for outlets near and in Tom Evans Park, as well as a waiver of the costs for the use of City water.

The MSCD requests a temporary obstruction permit to allow stores to utilize the half of the sidewalk closest to their storefronts to display merchandise as well as to host musicians stationed and playing along the street. The temporary obstruction permit should be for the entire CBD from Thursday, May 26<sup>th</sup> at 8:00 a.m., continuing every Thursday through July 28<sup>th</sup> until 8:00 p.m. Businesses are also aware that they need to provide their own insurance to the City of Ames.

The MSCD also requests a Blanket Vending Permit for the entire CBD. We request the permit be for every Thursday May 26<sup>th</sup> through July 28<sup>th</sup> from 8:00 a.m.- 8:00 p.m. We would like this permit to allow businesses to sell outside if they choose although there may not be many businesses that take advantage of this opportunity. 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 CBD during this time. We do not want to infringe on Smiles and Gyros, or any other vendor that may normally vend on Thursday nights.

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

Sincerely,

A handwritten signature in black ink that reads 'Jennifer Schill'.

Jennifer Schill  
Event Planner