

**COUNCIL ACTION FORM**

**SUBJECT: REQUESTS FROM THE MAIN STREET CULTURAL DISTRICT  
RELATING TO JULY SIDEWALK SALES**

**BACKGROUND:**

The Main Street Cultural District (MSCD) is again hosting Sidewalk Sales on July 28, 29, and 30, 2011. In conjunction with this event, organizers are requesting suspension of parking regulations and enforcement for the Central Business District from 8:00 a.m. to 8:00 p.m., July 28-30. The approximate estimated lost revenue to the Parking Fund from the waiver of enforcement is \$2,700.

In order to allow businesses to showcase merchandise outside their stores, a blanket Temporary Obstruction Permit and blanket Vending License have also been requested. The MSCD asks that the Vending License fee be waived.

**ALTERNATIVES:**

1. The City Council can approve the requests for Sidewalk Sales as requested by the Main Street Cultural District.
2. The City Council can deny these requests.

**MANAGER'S RECOMMENDED ACTION:**

Sidewalk Sales are successful activities held twice each year in the MSCD. Since these events bring shoppers to the MSCD, these requests further the City Council's goals to continue to provide support for the MSCD and help to make it a vibrant area.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the requests for July Sidewalk Sales.

February 3, 2011

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

Dear Mayor Campbell and City Council,

Main Street Cultural District (MSCD) will hold July Sidewalk Sales July 28-30. Sidewalk Sales is a semi-annual event designed to promote shopping in the Cultural District. During the July event stores bring merchandise on to the sidewalk to add to the atmosphere. We would like to request suspension of parking regulations in the central business district Thursday thru Saturday, July 28-30. MSCD will be responsible for putting signs on the meters. This would allow us to include free parking in our promotions.

We would also request a Blanket Temporary Obstruction Permit and Blanket Vending Permit to allow businesses to sell merchandise on the sidewalks. We respectfully request a waiver of these fees. Businesses have been told to have their own insurance cover their merchandise on the sidewalk. MSCD will not be covering this.

Thank you for your consideration and your continued support of the Main Street Cultural District. We hope you will join the fun during Sidewalk Sales.

Sincerely,



Jennifer Schill  
Events Planner  
Main Street Cultural District

Cc: Jeff Benson