

COUNCIL ACTION FORM

SUBJECT: CAMPUSTOWN ACTION ASSOCIATION REQUESTS FOR SUMMERFEST IN CAMPUSTOWN

BACKGROUND:

Representatives of the Campustown Action Association (CAA), in preparation for an event to be held on June 11, have been working with City staff on details of street and parking space closures, as well as the possible closure of Welch Lot T in preparation for an inaugural Summerfest in Campustown. Businesses anticipate hosting activities for young people, City of Ames outreach information, live music, and a possible beer garden. Child care will be provided by Collegiate United Methodist Church for those wishing to attend the adult evening activities. The Ames Chamber of Commerce is providing liability insurance coverage for this event, as the CAA is an affiliate organization of the Chamber.

Due to the fact that this is the first time that the CAA has attempted an event of this type, there have been a number of issues to work through. The street closures necessary for planned activities for adults and children are relatively straightforward. Organizers plan to close Welch Avenue from Lincoln Way to Hunt Street. The portion of Welch Avenue between Lincoln Way and Chamberlain will be closed from approximately 10:00 a.m. to 6:00 p.m. Parking meters will be covered and parking enforcement suspended on that portion of Welch beginning at 8:00 a.m. The Fire Department will be allowed access onto Chamberlain westbound, similar to past activity arrangements. Chamberlain itself will be closed only in the intersection with Welch. The public will be notified of the intersection closure with "Road Closed Ahead" signs at Stanton and Hayward Avenues. Access to businesses along the east and west portions of Chamberlain will be allowed.

The south portion of Welch, from Chamberlain to Hunt, will close beginning at 8:00 a.m. until approximately 10:00 p.m. to facilitate the placement of an entertainment stage. Metered spaces in City Lot T (south of Pizza Pit) will also close from 8:00 a.m. to 10:00 p.m. to facilitate a possible beer garden. Organizers are in the process of obtaining the required beer permit from the Iowa Alcoholic Beverages Division and obtaining appropriate insurance. This will be brought to City Council for approval as soon as it is completed.

Public Works will provide appropriate barricades for the event. Organizers will obtain a noise permit through the Police Department, and City staff is requiring that the event organizers pay for one Police Officer from 5:30 p.m. to 8:30 p.m. to assist with monitoring the beer garden. The officer will be required only in the event that organizers are successful in obtaining all of the required permits and insurance for the beer garden.

Organizers are requesting the waiver of parking meter fees (loss of revenue of approximately \$279) and waiver of fees for use of electricity for entertainment (less than \$20 loss).

ALTERNATIVES:

1. Approve the requests for the closure of Welch Avenue from Lincoln Way to Chamberlain, from 10:00 a.m. to 6:00 p.m.; closure of Welch Avenue from Chamberlain to Hunt Street from 8:00 a.m. to 10:00 p.m.; closure of Welch Lot T from 8:00 a.m. to 10:00 p.m.; waiver of parking meter fees and enforcement on Welch Avenue, from Lincoln Way to Hunt Street from 8:00 a.m. to 6:00 p.m.; and waiver of fees for electricity costs, as requested by the Campustown Action Association.
2. Approve requests for stated street closures, but require the CAA to reimburse the City for lost revenue to the Parking Fund and Electric Fund.
3. Deny the requests.

MANAGER'S RECOMMENDED ACTION:

Since this is the first attempt by the Campustown Action Association to hold an event of this type, City staff and the Association will closely monitor the success of the event, and note any corrective actions which may be needed should the Association decide to do this in the future. It is to the benefit of the entire community that the CAA is successful in promoting the Campustown area, just as the Main Street Cultural District is promoting the Downtown.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the requests as stated by the CAA for Summerfest in Campustown 2011. The request for a beer permit will be brought before the Council for approval once the insurance has been obtained and a State application for a beer permit has been completed.