

COUNCIL ACTION FORM

SUBJECT: REQUESTS FROM AMES CONVENTION & VISITORS BUREAU FOR ALL-AMERICAN WEEKEND

BACKGROUND:

The Ames Convention and Visitors Bureau, along with the Iowa Street Rod Association and Main Street Cultural District (MSCD), plan to host the 10th Annual All-American Weekend (AAW) during Labor Day weekend this year. Downtown activities will begin on Saturday, September 3, and will run through Sunday, September 4, 2011. The weekend will feature a barbeque competition, the Iowa Street Rod Association Car Show, and a concert sponsored by Olde Main Brewing Company.

Several requests are being made of the City Council to help facilitate these AAW activities. These requests include:

1. Closure of 5th Street, from Clark Avenue to Douglas Avenue; Burnett Avenue, from Main Street to 6th Street; and City Parking Lot N (east of City Hall), from 6:00 a.m. Saturday to 5:00 p.m. Sunday for barbeque competition
2. Closure of Main Street, from Clark Avenue to Kellogg Avenue, from 6:00 a.m. to 11:00 p.m. Saturday, September 3. This area will include the Farmers' Market, Car Show, and concert.
3. Closure of Main Street, from Kellogg Avenue to the CBD drive aisle; Kellogg Avenue, from the CBD Lot to the alley between Main Street and Fifth Street; and Douglas Avenue, from Main Street to the alley, on Saturday from 6:00 a.m. to 4:00 p.m.
4. Approval of an Outdoor Service Area on the 300 block of Main Street for Olde Main Brewing Company
5. Waiver of fee for electricity costs
6. Free parking for entire Central Business District and waiver of meter fees
7. Blanket Temporary Obstruction Permit for the Main Street Cultural District
8. Blanket Vending Permit for the Main Street Cultural District
9. Waiver of fee for Blanket Vending Permit

The approximate loss to the Parking Fund for the waiver of meter fees for the Central Business District would amount to approximately \$400, which excludes the Farmers' Market meters and hours (which has already been approved by Council). Electricity costs would amount to approximately \$5 - \$10.

Event organizers and the MSCD have notified businesses in the area that will be affected by the closures, and feedback has been very positive. Volunteers will be stationed at barricades to ensure that vehicles can get into and out of the one-way lanes through Noon

on Saturday. Olde Main Brewing Company is working with the Police Department to ensure only those of-age will have access to alcohol at the concert on Saturday evening. They will hire an off-duty Police Officer to assist with crowd control.

ALTERNATIVES:

1. The City Council may approve the requests to facilitate the All-American Weekend activities as requested above.
2. The City Council may deny these requests.

MANAGER'S RECOMMENDED ACTION:

The All-American Weekend will provide our citizens with an opportunity to enjoy family-oriented outdoor activities while celebrating the Labor Day holiday. The Main Street Cultural District has given its support of the event, and it is hoped that by moving the activities to Saturday and Sunday there will be fewer businesses affected by the road closures.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the various street closures and waivers.



The All American Weekend committee wants to let you know about the details about this year's All American Weekend - planned for Labor Day weekend -September 2nd, 3rd and 4th. The planning committee wants to make sure that the businesses that will be affected know that the event is being planned, and know what potential streets etc may be affected on the days of the event(s). (Please see attached map.) We would also like to address any questions or input that you may have.

Overview of All American Weekend:

Friday September 2nd

The 5th Annual **Captain Midnight's run for Cystic Fibrosis, 7:00 pm North Grand Mall. Pre-registered runners \$15, Race Day registrants \$20. For more information please contact Jeff Margrett jamargrett@hotmail.com or 515-450-5697 www.captainmidnight.zapevent.com

The Ames Foundation will host **Deuces Wild, a dueling piano duo, ISU Knapp-Storms Dining Complex. Doors open at 7:00 pm and the performance begins at 8:00 pm Tickets, \$25 in advance, \$35 at the door. Purchases by cash or check may be made at University Blvd. Visitor Information Booth; Golf USA , 1628 S. Duff Avenue ; Coe's Flowers and Gifts, 2619 Northridge Parkway. Credit card purchases can be made at Gallery 319, 310 Main St . For more information please contact Joyce Vegge <http://www.amesfoundation.org> or call 515-292-1228.

Saturday, September 3rd

****All American Car Show**, put on by members of the Iowa Street Rod Association. The public is welcome to come downtown to view these fantastic cars, free entry! Proposed for Main Street (See map), Registration 8:00 am to 12:00 pm, Awards at 3:00 pm For more information please contact John Vetter 515-231-3031.

****Ames Main Street Farmers' Market**, Main Street 400 block, This event is free and open to the public! 8:00 am to 1:00 pm For more information please contact the Main Street Cultural District, Tom Drenthe at 515-233-3472.

****All American BBQ Bash**, a professional BBQ Competition welcoming teams from around the Midwest. The public will be welcome to come downtown to see what competitive barbeque is all about! Team set-ups range from large to small and many different styles of smokers are used. Proposed for Burnett and 5th Streets, and City Parking lot East of City Hall (see attached map) The majority of teams are not able to offer samples of BBQ to the public, but don't worry - there will be great BBQ available! Five professional teams will be set up for vending on Saturday 11:00 am – 10:00 pm For more information please contact Sonya Newstrom, stoltzso@yahoo.com or 515-451-3584.

****ISU Football Game**, 6:00 pm

****Olde Main Beer Garden**, Proposed for 300 Block of Main Street, 5:00 pm to 10:30 pm, DJ 4:00 to 7:30, Eldorado band 7:30 – 10:30 pm For more information please contact Jamie Courtney at 515-232-0553.

Sunday, September 4th

**All American BBQ Bash cntd. Professional teams turn in to judges 12:00 pm – 1:30 pm, awards at 4:00 pm.

Please join us for some or ALL of the AAW events!



August 5, 2011

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

Dear Mayor Campbell and City Council,

The Main Street Cultural District (MSCD) is pleased with the number and quality of events taking place in downtown Ames this summer. Events and promotions are an important aspect to the vitality of our downtown and the community; and so we would like to express our support of the *All American Weekend* events taking place within the cultural district on September 3 and 4.

The MSCD is fully in support of this event including the BBQ Bash, Beer Garden, Car Show, and the Ames Main Street Farmers' Market, and ask that Council requests be granted. Thank you for your consideration and your continued support of the Main Street Cultural District. We hope to see you downtown during All American Weekend.

Sincerely,

Tom Drenthe
Event Coordinator
Main Street Cultural District

Cc: Jeff Benson

Main Street's All American Weekend (September 3rd - 4th) - CLOSED ROADS IN DOWNTOWN AMES -

All day Saturday



Saturday 6am - Sunday 5pm



Saturday 6am-4pm



One-way open lane for business traffic until noon on Saturday

