

BK/SLS/sl/drm

COUNCIL ACTION FORM

SUBJECT: OCTAGON ART FESTIVAL REQUESTS

BACKGROUND:

The Octagon Center for the Arts plans to host an art festival in the Ames Main Street Cultural District (MSCD) on Sunday, September 25, 2011. The event is scheduled to begin at 10:00 a.m. and conclude at 5:00 p.m. Booths selling art works, crafts, and food items will be in operation that day. In addition, there will be entertainment on the sidewalks in Tom Evans Plaza and in Cynthia Duff Plaza.

To facilitate this event, the following items are requested:

1. Closure of the following streets, from 6:00 a.m. to 6:00 p.m.:
 - a. Main Street, east of Clark (not blocking Wells Fargo Driveway) to just west of Duff Avenue (allowing traffic to access parking lot behind businesses)
 - b. Burnett Avenue, south of the alley to Main Street
 - c. Douglas Avenue, 5th Street to Main Street
 - d. Kellogg Avenue, 5th Street to Main Street
2. Waiver of costs for electricity during the event
3. Approval of a Blanket Temporary Obstruction Permit to include the sidewalks adjacent to the closed streets
4. Approval of a Blanket Vending License for the duration of the event
5. Waiver of fee for Blanket Vending License

Insurance coverage for the event has been provided by The Octagon Center for the Arts. Notification signs will be placed on parking meters on Saturday evening after 6:00 p.m. Public Works will provide the necessary barricades for the street closures. The Main Street Cultural District has been informed of the Art Festival and is in support of it.

ALTERNATIVES:

1. The City Council can approve the requests from The Octagon Center for the Arts for the Art Festival on September 25, 2011, including closure of various streets from 6:00 a.m. to 6:00 p.m., waiver of costs for electricity during the event, Blanket Temporary Obstruction Permit for sidewalks adjacent to closed streets, and Blanket Vending License and waiver of fee for Vending License.
2. The City Council can deny these requests.

MANAGER'S RECOMMENDED ACTION:

This is the 41st year that the Octagon has held the Art Festival. There will be more than one hundred artists on hand with unique, hand-crafted artwork for sale, two stages with live entertainment, and local food vendors. No admission is charged, and Festival organizers expect more than 8,000 people to attend. The Main Street Cultural District has expressed its full support of the event.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative #1, thereby approving the requests from the Octagon Center for the Arts for the Art Festival on September 25, 2011.



427 Douglas Avenue Ames, Iowa 50010 Phone 515.232.5331 Fax 515.232.5088
www.octagonarts.org

August 20, 2011

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

Honorable Mayor and City Council,

On Sunday, September 25, the Octagon Center for the Arts is hosting the 41st Annual Octagon Art Festival in Downtown Ames.

The purpose for the celebration is:

An event to showcase the various artists representing the creative talent in Ames and the Midwest, to celebrate the richness and enjoyment that art provides through visual expression, highlight the beauty of Ames' community and people while sharing the wonderful Downtown Ames experience with visitors from all over Iowa and neighboring states.

The Octagon Arts Festival will officially begin Sunday, September 25 at 10 a.m. and conclude at 5 p.m. Octagon staff members have notified a majority of merchants on Main Street about street closures for this festival.

Following is a list of specific Octagon Arts Festival requests for consideration by the Ames City Council:

Closed Streets

The following street closures are requested to cover from 6 a.m. to 6 p.m. on September 25. (Please view enclosed map)

- Main Street will be closed from just East of Clark (**not** blocking Wells Fargo driveway) to just West of Duff Avenue, allowing traffic to access parking lot behind businesses.
- Douglas Avenue will be closed up to 5th Street.

- Kellogg Avenue will be closed up to 5th Street (still allows garbage transportation through alley way)
- Burnett Avenue will be closed just past the Alley (still allows garbage transportation through alley way).
- Barricades are requested for all intersections. Barricades will be staffed at all times after their placement. Octagon event volunteers will man barricades to facilitate the flow of emergency vehicles if the need should arise.

Utilities

- Costs for electricity needed for the Arts Festival are requested to be waived. This involves electricity from City facilities on Main Street, Douglas Avenue, Kellogg Avenue, and Burnett Avenue, including connection costs.

Blanket Temporary Obstruction Permit

- A temporary obstruction permit is requested for the central business district to allow businesses to be included in the festival atmosphere and display merchandise in front of the stores, obstructing a portion of the sidewalks. Artists and vendors will be setting up booths in the streets, allowing enough room down center of street for traffic of emergency vehicles should they be needed.

Noise Permit

- A noise permit is being requested to allow the playing of music, as well as other entertainment, in the Downtown Area from 10 a.m. on Sunday, September 25, through 5 p.m. Two entertainment areas will be set up. Main Entertainment Area near Tom Evans park. Smaller area at Main and Douglas, near Cynthia Duff Walkway.

Food Vending Permit

Approximately ten food vendors will be offering culinary options to festival visitors. Focal area for the food vendors will be centered in the Kellogg and Main Street intersection.

- The Octagon is requesting that the food vending fee be waived.

Much gratitude for your time and consideration.

Heather Johnson
Octagon Art Festival Coordinator



August 29, 2011

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

Dear Mayor Campbell and City Council,

Main Street Cultural District (MSCD) supports the Octagon Art Festival being planned for Sunday, September 25, 2011. MSCD supports the planned street closings and downtown location for the event. Similar to years past, many downtown businesses plan to be open on the day of the festival to show support for the event and to be welcoming to the festival attendees. Main Street Cultural District is excited to host the Octagon Art Festival, as it is the highest attended cultural event located in the Cultural District and brings exhibitors and audience from all over Iowa and surrounding states.

Thank you for your consideration and your continued support of the Octagon Center for the Arts and the Main Street Cultural District.

Sincerely,

A handwritten signature in cursive script that reads "Angela Moore".

Angela Moore
Executive Director
Main Street Cultural District

Cc: Jeff Benson, City of Ames

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MainStreetCulturalDistrict.com
515.233.3472