

COUNCIL ACTION FORM

SUBJECT: MAIN STREET CULTURAL DISTRICT HOLIDAY ACTIVITY REQUESTS

BACKGROUND:

The Main Street Cultural District (MSCD) is planning Holiday activities again this year. The District requests suspension of parking regulations to coincide with its holiday hours as well as the use of power to be donated from Electric Services for the lighting on street poles, along the buildings on Main Street, on Burnett Avenue, and in Tom Evans Plaza. They are also requesting the closure of Burnett Avenue, from Main Street to Fifth Street, between 2:00 and 8:00 p.m. on November 19 to facilitate the planned activities in the area.

Specifically, the MSCD requests suspension of parking enforcement for the Central Business District on weekdays from 5:00 p.m. to 6:00 p.m. between November 21 and December 31, 2011. The District also requests suspension of parking enforcement for the Central Business District on Saturdays, beginning November 19 and continuing through December 31, 2011. In addition, the closure of four parking spaces on the south side of Main Street, west of Burnett, and one parking space on the west side of Douglas Avenue, between Main Street and Fifth Street, are requested for pick up and drop off locations for horse and buggy rides on Saturday, November 19 from 4:00 to 7:00 p.m. and again on Sunday, November 20 from 1:00 to 4:00 p.m.

The MSCD further requests that lighted decorations be placed on street poles and that Electric Services donate the energy so that the District may use these lights, the lighting outlining the buildings along Main Street, and lighting on trees in Tom Evans Plaza from November 19 through December 31. MSCD also requests a Blanket Vending License and Blanket Temporary Obstruction Permit be granted for the District on November 19, and that the fee for the Blanket Vending License be waived.

These requests are consistent with the City's Land Use Policy goal "to enhance the role of Downtown as a community focal point." However, it should be noted that lost parking revenues to the City would equate to approximately \$9,300 (7 days at \$900/day and 30 days at \$100/day).

ALTERNATIVES:

1. The City Council can approve the requests as submitted by the MSCD.
2. The City Council can deny these requests.

MANAGER'S RECOMMENDED ACTION:

These activities provide our citizens with an opportunity to enjoy family oriented holiday activities in the Downtown area. This supports the Council's goal of enhancing commercial development in the Downtown.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the holiday activity requests as submitted by the MSCD.



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

Dear Honorable Mayor Campbell and Distinguished City Council Representatives,

The Main Street Cultural District is partnering with many sponsors to celebrate this year's annual Snow magic Celebration. MSCD would like to host a number of events during this annual celebration. A calendar of events is below:

- November 19th 4-7pm Tree Lighting and Holiday Kickoff in Central Business District (CBD) and Tom Evans Plaza
- November 20th 1-5pm Holiday Open House in CBD
- December 3rd 1-3pm Snow Ball Drop in Tom Evans Plaza

At this time, MSCD requests the council consider the following specific requests:

1. The MSCD requests to use Tom Evans Plaza on November 19th between the hours of 4pm and 7pm for the downtown holiday tree lighting, live music, and carolers. MSCD also requests the use of electricity in and near Tom Evans Plaza and requests a waiver for electricity costs for power to light the holiday trees and other holiday decorations during the duration of the holiday season.
2. The MSCD requests to use Tom Evans Park on December 3rd from 1-3pm to host a Snow Ball Drop where we give out ping pong balls to attendees filled with downtown giveaways and specials.
3. MSCD requests the use of four parking spaces on the south side of Main Street just west of Burnett Street and for the use of one parking space on the west side of Douglas Street between Main and 5th as pickup and drop off locations for the free horse and buggy rides. MSCD requests the spaces for Saturday, November 19th from 4-7pm and on Sunday, November 20th from 1-4pm.
4. MSCD requests to close Burnett Street between Main and 5th Street on Saturday, November 19th from 2-8pm (activity hours are 4-7pm) to host a number of activities including providing free train rides for kids. In addition, this section of roadway will be a location for food vendors.
5. MSCD requests that blanket free parking be granted in the entire Central Business District (CBD) starting Saturday, Nov 19th and request suspension of parking regulations on Saturday's as well as weekdays from 5:00 to 6:00 p.m. in the CBD through the end of December to help incentivize the public to make downtown Ames a destination choice for holiday shopping.
6. The MSCD requests a temporary obstruction permit for the entire CBD on November 19th to allow stores to display merchandise and for MSCD to place Snow Magic festivities on city sidewalks (includes face painters, Santa, popup tents, etc.). At least four feet of open sidewalk space will be available at every Snow Magic activity location to keep sidewalks open to pedestrian traffic.
7. The MSCD requests a Blanket Vending Permit for the entire Cultural District for November 19th and November 20th for businesses to sell on the sidewalk if they choose. MSCD further requests the permit 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 Cultural District during this time.

Thank you for your consideration of these requests and I sincerely appreciate your continued support of the Main Street Cultural District.

Sincerely,

Tom Drenthe
Executive Director
Main Street Cultural District