

**COUNCIL ACTION FORM**

**SUBJECT: MAIN STREET CULTURAL DISTRICT REQUESTS FOR  
JANUARY SIDEWALK SALES**

**BACKGROUND:**

The Main Street Cultural District (MSCD) is planning to host its annual winter sidewalk sales from January 26 through 28, 2012, and makes the following requests of the City Council:

- a. Waiver of parking meter fees and enforcement in the Central Business District (CBD) from 8:00 a.m. to 6:00 p.m., Thursday, January 26, through Saturday, January 28, with a loss of approximately \$2,700 to the Parking Fund
- b. Blanket Temporary Obstruction Permit for CBD sidewalks from 8:00 a.m. to 6:00 p.m., January 26 – 28
- c. Blanket Vending Permit for entire CBD for January 26 - 28
- d. Waiver of fee for Blanket Vending Permit

**ALTERNATIVES:**

1. The City Council may approve the January Sidewalk Sales requests as submitted by the Main Street Cultural District.
2. The City Council may deny these requests.

**MANAGER'S RECOMMENDED ACTION:**

The MSCD Sidewalk Sales is a successful event held twice a year. Since these events bring shoppers to the MSCD, these requests further the City Council's goals to continue to provide support for the downtown commercial area.

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



January 5, 2012

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

Dear Honorable Mayor Campbell and City Council,

The Main Street Cultural District is planning to hold its annual January Dollar Days sale from Thursday, January 26 through Saturday, January 28. Dollar Days is a semi-annual event designed to promote shopping in the Cultural District. In past years, this event has proven to be a successful sale for the many businesses who participate. At this time, MSCD requests the council to consider three specific requests:

1. The MSCD requests a district wide waiver of parking fees all day beginning Thursday, January 26 through Saturday, January 28 to help attract additional patrons downtown.
2. The MSCD requests a temporary obstruction permit for the entire Central Business District (CBD) to allow businesses to use the sidewalk in front of their stores to sell and display merchandise. MSCD requests the permit for January 26 through January 28.
3. The MSCD requests a Blanket Vending Permit for the entire CBD. MSCD requests the permit for January 26 through January 28 and further request the vending permit fee be waived.

Thank you for your consideration of these requests and continued support of the Main Street Cultural District. We look forward to seeing you at the end of January for the Dollar Days sale.

Sincerely,

A handwritten signature in blue ink that reads "Mandy McWherter". The signature is fluid and cursive, with a long horizontal stroke at the end.

Mandy McWherter  
Events Coordinator  
Main Street Cultural District

Cc: Jeff Benson

**312 Main Street, Ste 201, Ames, IA 50010 515.233.3472 [MainStreetCulturalDistrict.com](http://MainStreetCulturalDistrict.com)**