

COUNCIL ACTION FORM

SUBJECT: REQUESTS FOR MAIN STREET FARMERS' MARKET

BACKGROUND:

The Main Street Cultural District (MSCD) is planning to hold the second season of the Saturday Main Street Farmers' Market on Main Street, between Clark and Burnett Avenues, this summer. The Market will be in operation from May 5 to October 27 this year. **Note that this is an earlier start to the Market, and later ending.** Last year the Market ran from June 25 through September 24. Hours of operation are scheduled to be from 8:00 a.m. to 12:00 p.m. each Saturday.

In order to facilitate set-up and tear-down of the individual booths and to allow for general clean-up of the area, the street and parking spaces need to be closed from 6:00 a.m. to 1:00 p.m. Businesses in the 400 block of Main Street are aware of the MSCD's plan to host the market again this year.

The MSCD is also requesting a blanket Temporary Obstruction Permit and blanket Vending Permit for the entire Central Business District from 8:00 a.m. to 6:00 p.m. on each of these Saturdays. They are also requesting that the \$50 fee for the blanket Vending Permit be waived.

Since the Market will not be a special one-weekend or one-day event and will generate revenue for the District, City staff is again recommending the City Council require reimbursement of the estimated \$400 in lost parking revenue, and that Electric Utility be reimbursed \$1 per day for any outlets that are used. To waive these costs may set a difficult precedent for any future requests from businesses wishing to use public property for extended periods of time for their businesses.

ALTERNATIVES:

1. The City Council may approve the closure of Main Street, between Clark and Burnett Avenues, from May 5 through October 27, each Saturday from 6:00 a.m. to 1:00 p.m., blanket Temporary Obstruction Permit, blanket Vending Permit, and waiver of fee for the Vending Permit. Parking spaces in the area will also be closed during these times. The Farmers Market will be required to reimburse the City \$400 for lost meter revenue and \$1 per day for each electric outlet used.
2. The City Council may approve the requested closures of Main Street and the parking spaces but waive the requirement that the City be reimbursed for lost revenue.

3. The City Council may direct staff to work with the MSCD to find an alternate location for the Market.

MANAGER'S RECOMMENDED ACTION:

The new Main Street Farmers' Market was a success last year. The impact of a vibrant Farmer's Market in the Main Street should outweigh the inconveniences which some may endure during its hours of operation. It will hopefully continue to draw people to spend the day and enjoy the businesses in the District.

Therefore, it is the City's Manager's recommendation that the City Council adopt Alternative #1, thereby approving the requests from the MSCD as listed above. As a part of this alternative, the Farmers Market will be required to reimburse the City \$400 for lost meter revenue and \$1 per day for each electric outlet used. This recommendation is consistent with the Council's action last year.



January 20, 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 (MSCD) is planning to hold the second season of the *Ames Main Street Farmers' Market* this summer. The event is scheduled to be held on the 400 block of Main Street every Saturday from May 5 to October 27, 8:00AM to 12:00PM (the road is scheduled to be closed from 6:00AM to 1:00PM to allow for setup, teardown, and cleanup). The 26-week event will showcase the area's best farmers, crafters, and prepared food experts as well as offering weekly live entertainment and children's activities. At this time, MSCD asks the City Council to consider these specific requests:

1. The MSCD requests the closure of Main Street between Clark and Burnett on Saturdays from May 5 to October 27 between the hours of 6am-1pm to host the market and vendor booths.
2. The MSCD requests a temporary obstruction permit for the entire Central Business District (CBD) to allow businesses to use the half of the sidewalk closest to their storefronts to display merchandise on market days. MSCD requests the permit for Saturdays in May through October between the hours of 8:00AM and 6:00PM. Any business choosing to sell merchandise on the sidewalk will be required to file their certificate of insurance with the City of Ames.
3. The MSCD requests a Blanket Vending Permit for the entire CBD to allow businesses to sell merchandise outside their stores if they so choose. MSCD requests the permit for Saturdays in May through October between the hours of 8:00AM and 6:00PM. MSCD further requests the fee be waived as any businesses selling products on the sidewalk are MSCD investors. MSCD intends that regular street vendors in the CBD who have permits through the city will continue their operations as usual during this time.

Thank you for your consideration of these requests and continued support of downtown Ames. We look forward to seeing you in the second year of the Ames Main Street Farmers' Market throughout the 2012 season.

Sincerely,

Mandy McWherter
Events Coordinator
Main Street Cultural District

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