

COUNCIL ACTION FORM

SUBJECT: **MAIN STREET CULTURAL DISTRICT REQUESTS FOR
“TUNE IN TO MAIN STREET” ACTIVITIES**

BACKGROUND:

The Main Street Cultural District (MSCD) is again planning to hold *Tune in to Main Street* concerts on Thursdays from May 24 through July 26, 2012. The kick-off for this event will include sidewalk displays, food vendors, and entertainment in Tom Evans Plaza.

The MSCD is making the following requests of the City Council for each Thursday from May 24 through July 26, 2012:

- a. Waiver of electricity costs for power used from outlets near and inside Tom Evans Plaza
- b. Approval of a blanket Temporary Obstruction Permit and blanket Vending Permit for Central Business District (CBD) sidewalks from 8:00 a.m. to 8:00 p.m.
- c. Waiver of fee for Blanket Vending Permit
- d. Approval of closure of 24 parking spaces in CBD Lot X to facilitate vending and entertainment

In addition, necessary noise permits will be obtained from the Police Department.

ALTERNATIVES:

1. The City Council may approve the *Tune in to Main Street* requests, as submitted by the MSCD.
2. The City Council may approve the *Tune in to Main Street* requests, as submitted by the MSCD, with the exception of the fee waivers.
3. The City Council may direct staff to work with representative of the MSCD to modify these requests.

MANAGER'S RECOMMENDED ACTION:

The City Council has demonstrated that it is very supportive of the Main Street Cultural District, and has approved similar requests to support the positive energy that is being exhibited within the District. Therefore, it is the recommendation of the City Manager that the Council adopt Alternative No. 1, thereby approving the requests from the Main Street Cultural District for the 2011 *Tune in to Main Street* activities.



January 9, 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 the Tune In to Main Street concert series on Thursdays, beginning May 24th from 5:30-7:30 p.m. and continuing for a total of 10 Thursdays ending on July 26th. Tune In to Main Street was a great success the past seven years, and we are excited to be able to hold it again this year. We will again feature local artists and hold free concerts open to the community. At this time, MSCD requests the council to consider these specific requests:

1. We plan to have musical entertainment in Tom Evans Park similar to past years. We ask for use of the electricity in Tom Evans Park. We ask for a waiver of utility cost for outlets near and in Tom Evans Plaza.
2. The MSCD requests a temporary obstruction permit to allow stores to utilize the storefront sidewalk to display merchandise. The temporary obstruction permit should be for the entire CBD from Thursday, May 24th at 8:00 a.m. to 8:00pm, and every Thursday through July 26th.
3. The MSCD also requests a Blanket Vending Permit for the entire CBD. We request the permit for every Thursday May 24th through July 28th from 8:00 a.m.- 8:00 p.m. We would like this permit to allow businesses to sell outside if they so choose. We further request that the fee be waived, as the businesses selling products will be members of the MSCD.
4. MSCD requests the use of the two parking rows directly south and to the east of Tom Evans Plaza from 1-8pm during the ten events for the use of children's activities, a bounce house, and to place a food vendor.

Thank you for your consideration of these requests and continued support of downtown Ames. We look forward to seeing you at the Tune In to Main Street concerts.

Sincerely,

A handwritten signature in blue ink, reading "Mandy McWherter".

Mandy McWherter
Events Coordinator
Main Street Cultural District