

**COUNCIL ACTION FORM**

**SUBJECT: MAIN STREET CULTURAL DISTRICT “ART WALK” REQUESTS**

**BACKGROUND:**

The Main Street Cultural District (MSCD) is hosting its 18<sup>th</sup> annual Art Walk on Friday, June 1, 2012, and makes the following requests of the City Council:

1. Waiver of parking meter fees and enforcement in the MSCD from 3:00 to 6:00 p.m.
2. Blanket Temporary Obstruction Permit for the Cultural District sidewalks from 3:00 p.m. to 8:00 p.m.
3. Blanket Vending Permit for Cultural District from 8:00 a.m. to 8:00 p.m.
4. Waiver of fee for Blanket Vending Permit
5. Closure of six parking spaces near the intersection of Main Street and Kellogg Avenue for food vendors

Staff has calculated the lost revenue to the Parking Fund by waiving parking fees for June 3 to be approximately \$300.

**ALTERNATIVES:**

1. The City Council can approve the Art Walk requests as submitted by the MSCD for June 1, 2012.
2. The City Council can deny the requests.

**MANAGER'S RECOMMENDED ACTION:**

The Art Walk is a popular annual event that adds vitality to the Downtown. Because of the City Council's goal of enhancing commercial development in the Downtown, this type of special event should be encouraged.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the Art Walk requests as outlined above.



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 its annual ArtWalk celebration on Friday, June 1 from 5pm to 8pm. The event will showcase area artists in businesses throughout the district. At this time, MSCD requests the council to consider three specific requests:

1. The MSCD requests a district wide waiver of parking fees beginning from 3pm through 6pm on June 1 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 allow artists to create and display merchandise. MSCD requests the permit for June 1 between the hours of 3pm and 8pm.
3. The MSCD requests a Blanket Vending Permit for the entire CBD to allow artists, businesses, and food vendors to sell products. MSCD requests the permit for June 1 between the hours of 8am and 8pm and further request the vending permit the fee be waived.
4. MSCD requests the use of six parking spaces near Kellogg and Main to place food vendors.

Thank you for your consideration of these requests and continued support of the Main Street Cultural District and our 18<sup>th</sup> annual *ArtWalk*.

Sincerely,

Mandy McWherter  
Events Coordinator  
Main Street Cultural District