

COUNCIL ACTION FORM

SUBJECT: **REQUESTS FROM THE MAIN STREET CULTURAL DISTRICT
RELATING TO JULY SIDEWALK SALES**

BACKGROUND:

The Main Street Cultural District (MSCD) is again hosting Sidewalk Sales on July 26, 27, and 28, 2012. In conjunction with this event, organizers are requesting suspension of parking regulations and enforcement for the Central Business District from 8:00 a.m. to 6:00 p.m., July 26-28. The approximate estimated lost revenue to the Parking Fund from the waiver of enforcement is \$2,700.

In order to allow businesses to showcase merchandise, a blanket Temporary Obstruction Permit and blanket Vending License have also been requested. The MSCD asks that the Vending License fee be waived.

ALTERNATIVES:

1. The City Council can approve the requests for Sidewalk Sales as requested by the Main Street Cultural District.
2. The City Council can deny these requests.

MANAGER'S RECOMMENDED ACTION:

Sidewalk Sales are successful events held twice each year in the MSCD. Since these events bring shoppers to the MSCD, these requests further the City Council's goals to continue to provide financial support for the MSCD. Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the requests for July Sidewalk Sales.



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 July Sidewalk Sale from Thursday, July 26 through Saturday, July 28. The Sidewalk Sale 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, July 26 through Saturday, July 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 July 26 through July 28.
3. The MSCD requests a Blanket Vending Permit for the entire CBD. MSCD requests the permit for July 26 through July 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 July for the Sidewalk Sale.

Sincerely,

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

Mandy McWherter
Events Coordinator
Main Street Cultural District

Cc: Jeff Benson