

COUNCIL ACTION FORM

SUBJECT: ADDITIONAL REQUESTS FOR ARTWALK ACTIVITIES

BACKGROUND:

The City Council recently approved requests from the Main Street Cultural District (MSCD) for the 18th annual Art Walk occurring on Friday, June 1. The MSCD has since added a chalk drawing competition to the Art Walk activities, and further requests the following of the City Council:

- Use of up to 10 parking spaces in the south row of Parking Lot N (east of City Hall) for chalk drawing competition from 12:00 to 8:00 p.m.
- Waiver of meter fees and enforcement in those spaces from 12:00 to 8:00 p.m.

Washable sidewalk chalk will be used in the chalk drawing competition, and organizers will leave the handicapped stall and reserved parking space unobstructed during this activity. Loss of revenue to the Parking Fund for waiver of meter fees for this activity is expected to be less than \$15. Council already approved a waiver of \$300 in meter fees for Art Walk's original requests, bringing the total estimated cost of Art Walk requests to \$315.

ALTERNATIVES:

1. The City Council can approve the additional requests for Art Walk activities, as requested above.
2. The City Council can deny the requests.

MANAGER'S RECOMMENDED ACTION:

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 additional requests from the MSCD for the 18th annual Art Walk.



May 15, 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 the following additional requests:

1. The use of the south row of parking spaces in Lot N from 12-8pm to host a chalk drawing art competition. This is a new element for ArtWalk and the reasoning behind selecting this particular area is to draw crowds to the areas of the district that tend to get less foot traffic during events.
2. Waiver of parking meter fees and enforcement in the south row of Lot N from 12-8pm

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

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