

COUNCIL ACTION FORM

SUBJECT: WAIVER OF PARKING METER FEES FOR THE IOWA SHRINE BOWL PARADE

BACKGROUND:

Requests for the Iowa Shrine Bowl parade were approved by City Council on June 26, 2012. The Ames Convention and Visitors Bureau (ACVB) is requesting a waiver of parking meter fees for this event, and this request was inadvertently omitted from the June 26 agenda. The loss of revenue to the Parking Fund is estimated at \$200.

ALTERNATIVES:

1. The City Council can approve the request to waive parking meter fees for the Shrine Bowl parade route and staging areas on July 21, 2012.
2. The City Council can deny the request and ask the ACVB to reimburse the City for lost revenue.

MANAGER'S RECOMMENDED ACTION:

The City Council has approved this similar request in the past in order to show support for this type of activity in the Downtown Business District. Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative #1, thereby approving the request for waiver of parking meter fees for the Shrine Bowl Parade activities on July 21, 2012.