

**COUNCIL ACTION FORM**

**SUBJECT:** MAIN STREET CULTURAL DISTRICT REQUESTS FOR JANUARY  
DOLLAR DAYS

**BACKGROUND:**

The Main Street Cultural District (MSCD) is planning to host its annual dollar days sales from January 24 through 26, 2013, and makes the following requests of the City Council:

- a. Waiver of parking meter fees and enforcement in the Central Business District (CBD) from 8:00 a.m. to 6:00 p.m., Thursday, January 24, through Saturday, January 26, with a loss of approximately \$2,700 to the Parking Fund
- b. Blanket Temporary Obstruction Permit for CBD sidewalks from 8:00 a.m. to 6:00 p.m., January 24 – 26
- c. Blanket Vending Permit for entire CBD for January 24 – 26
- d. Waiver of fee for Blanket Vending Permit

**ALTERNATIVES:**

1. The City Council may approve the January Sidewalk Sales requests as submitted by the Main Street Cultural District
2. The City Council may deny these requests.

**MANAGER'S RECOMMENDED ACTION:**

The MSCD Dollar Days is a successful event held twice a year. Since these events bring shoppers to the MSCD, these requests further the City Council's goals to continue to provide support for the downtown commercial area.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the January Dollar Days requests as submitted by the MSCD.



December 5, 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 January Dollar Days sale from Thursday, January 24 through Saturday, January 26. Dollar Days 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, January 24 through Saturday, January 26 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 January 24 through January 26.
3. The MSCD requests a Blanket Vending Permit for the entire CBD. MSCD requests the permit for January 24 through January 26 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 January for the Dollar Days sale.

Sincerely,

Rachel Miller  
Events Coordinator  
Main Street Cultural District

Cc: Jeff Benson