

### **COUNCIL ACTION FORM**

**SUBJECT:**     **REQUESTS FOR OKTOBERFEST ON MAIN STREET**

**BACKGROUND:**

The Main Street Cultural District (MSCD) plans to hold its second annual Oktoberfest fundraiser on Main Street on Saturday, October 12 from 12:00 p.m. to 11:00 p.m. The event will involve a beer garden/craft brew fest, live music and other entertainment, and food vendors. Funds raised from the event will go to the proposed Main Street arch project.

Because this event was new last year, MSCD was required to hire an off-duty police officer for the event. The beer garden was located adjacent to the north entrance of Olde Main Brewing, and was operated as an extension of its license. This year, organizers are planning the event on the entire 200 block of Main Street, and the MSCD is independently applying for a 5-day beer permit. Approximately 700 people attended the event last year and there were no incidents reported. Since the event last year was successful, staff feels that the MSCD should not need to hire a Police officer this year. Staff has worked with the MSCD to ensure that the fenced-in beer garden will be adequately staffed with volunteers and arranged in such a manner that it can be removed quickly to provide access in the event of an emergency.

To facilitate this event, the following requests have been made by the MSCD:

- Closure of Main Street between Kellogg Avenue and Douglas Avenue from 10:00 a.m. Saturday, October 12 to 2:00 a.m. on Sunday, October 13
- Temporary Obstruction Permit
- Blanket Vending Permit and waiver of fee (\$50)
- Closure of 46 parking spaces in the 200 block of Main Street and waiver of parking meter fees (approximately \$150 loss to the parking fund)
- Waiver of cost for use of electricity in 200 block
- 5-day Class B Beer Permit & Outdoor Service for the 200 block of Main Street (map attached)

MSCD is asking for approval earlier this year to accommodate a longer promotional period. However, the insurance carrier providing dram shop insurance will not issue an insurance certificate so far in advance of the event. Staff recommends making the approvals for the event contingent on MSCD obtaining dram shop insurance.

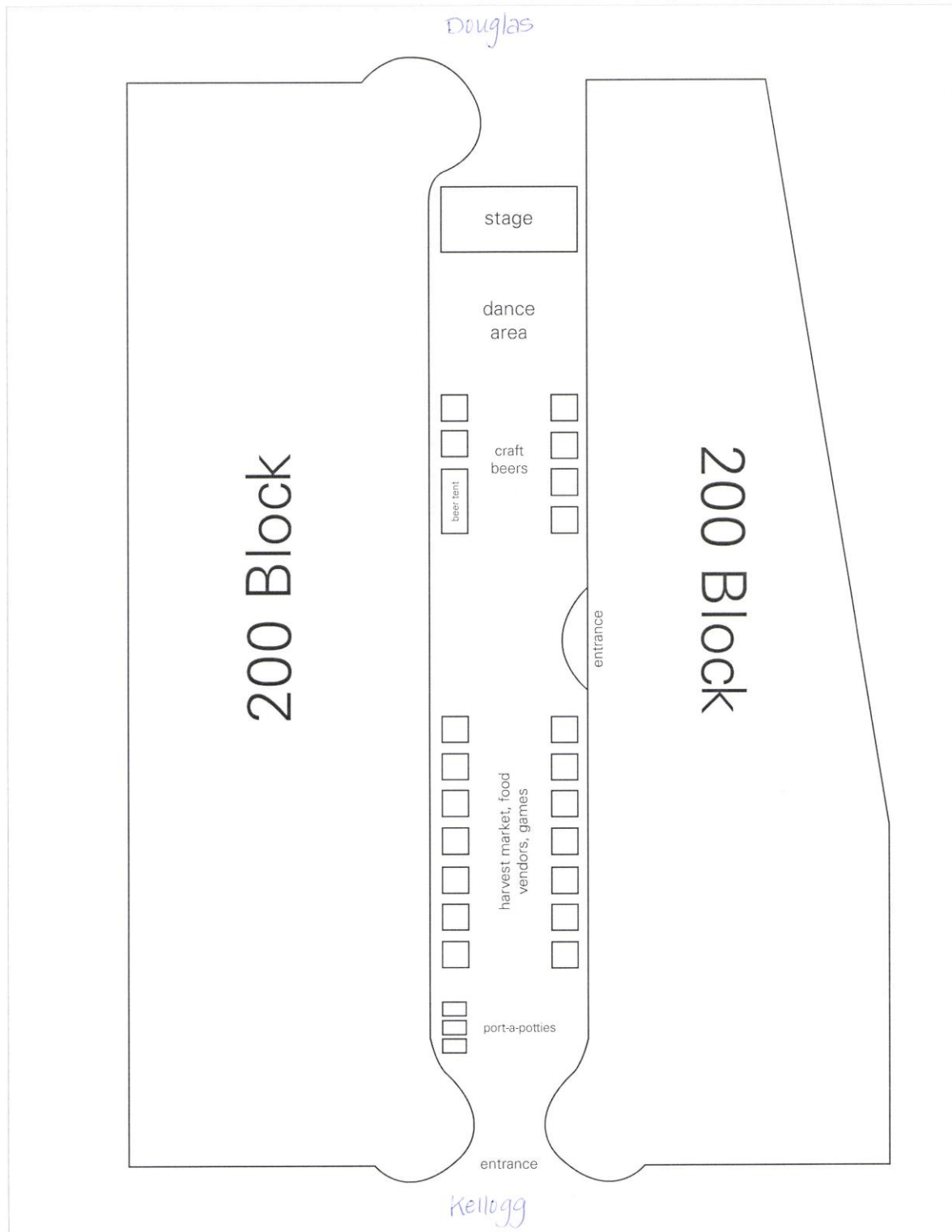
**ALTERNATIVES:**

1. Authorize the street and parking closures, the permits, and the waiver of fees as requested by the Main Street Cultural District, contingent on Main Street Cultural District obtaining dram shop insurance.
2. Authorize the street and parking closures and permits as requested by the Main Street Cultural District, but require the organization to pay the Blanket Vending Permit fee (\$50) and reimburse the Parking fund \$150 for lost revenue. These approvals would be contingent on Main Street Cultural District obtaining dram shop insurance.
3. Do not authorize the permits and closures.

**MANAGER'S RECOMMENDED ACTION:**

The Main Street Cultural District has had a proven record of putting on safe and well-attended events for the community. The first Oktoberfest last year was a success. The proceeds from this event will support Downtown beautification efforts.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby authorizing the street and parking closures, permits, and waiver of fees as requested, contingent on Main Street Cultural District obtaining dram shop insurance.





April 9, 2013

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 the second annual Oktoberfest Fundraiser on Saturday, October 12 from 12pm to 11pm. The purpose for this event is to raise funds for the proposed arch over the East end of Main Street as part of the on-going Downtown Beautification initiative. At this time, MSCD requests the council to consider five specific requests:

1. The MSCD requests the closure of Main Street between Kellogg and Douglas on October 12 from 10am to 2am (event to run from 12pm-11pm) to host Oktoberfest on the 200 block of Main Street.
2. The MSCD requests a temporary obstruction permit and blanket vending permit for the same space (Main Street between Kellogg and Douglas) to enclose part of the sidewalks and street with double fencing to host the Oktoberfest Fundraiser and food vendors. MSCD requests the permit for October 12 between the hours of 10am and 2am, and further requests that the vending permit fee be waived. Set up for fencing will begin at 10am after the road closure.
3. MSCD requests the use of 46 parking spaces within the confines of the Oktoberfest Fundraiser event space on Main Street between Kellogg and Douglas. MSCD further requests that the parking fees be waived.
4. MSCD requests the use of electricity within the confines of the Oktoberfest Fundraiser event space on Main Street between Kellogg and Douglas. MSCD further requests a waiver for these utility fees.
5. MSCD has submitted a Special Event, 5-day liquor license for the Oktoberfest Fundraiser event space, covering the date of October 12, 2013 and requests the approval of the license.

Thank you for your consideration of these requests and continued support of the Main Street Cultural District. We look forward to a prosperous second year of Ames' Oktoberfest Fundraiser and your assistance in making this event a success. Please save the date to attend on October 12, 2013.

Sincerely,

Rachel Miller  
Events Coordinator  
Main Street Cultural District

Cc: Jeff Benson

**312 Main Street, Ste 201, Ames, IA 50010 | 515.233.3472 | [AmesDowntown.org](http://AmesDowntown.org)**

# License Application ( )

## ***Applicant***

Name of Applicant: Main Street Cultural District

Name of Business (DBA): Main Street Cultural District

Address of Premises: 200 Block Main Street

City: Ames County: Story Zip: 50010

Business Phone: (515) 233-3472

Mailing Address: 312 Main Street Suite 201

City: Ames State: IA Zip: 50010

## ***Contact Person***

Name: Rachel Miller

Phone: (515) 233-3472 Email Address: events@amesdowntown.org

Classification: Class B Beer (BB) (Includes Wine Coolers)

Term: 5 days

Effective Date: 10/10/2013

Expiration Date: 10/14/2013

Privileges:

Class B Beer (BB) (Includes Wine Coolers)  
Outdoor Service

## ***Status of Business***

BusinessType: Privately Held Corporation

Corporate ID Number: 180303 Federal Employer ID # 42-0623975

## ***Ownership***

### **Terry Stark**

First Name: Terry Last Name: Stark

City: Nevada State: Iowa Zip: 50201

Position Board President

% of Ownership 50.00 % U.S. Citizen

### **William Malone**

First Name: William Last Name: Malone

City: Ames State: Iowa Zip: 50010

Position Board Member

% of Ownership 50.00 % U.S. Citizen

## ***Insurance Company Information***

**Insurance Company:** Founders Insurance Company

**Policy Effective Date:**

**Policy Expiration Date:**

**Bond Effective Continuously:**

**Dram Cancel Date:**

**Outdoor Service Effective Date:**

**Outdoor Service Expiration Date:**

**Temp Transfer Effective Date:**

**Temp Transfer Expiration Date:**