

ITEM # 18
DATE: 09-24-13

COUNCIL ACTION FORM

**SUBJECT: REQUESTS TO EXTEND MAIN STREET FARMERS' MARKET UNTIL
OCTOBER 5, 2013**

BACKGROUND:

On February 26, 2013, the City Council approved requests for the Main Street Farmer's Market to be held on Saturdays until September 28th. Due to difficult growing conditions in the early part of the season, the Main Street Cultural District (MSCD) has requested that the market be extended to include October 5, 2013.

The Main Street Farmers' Market takes place on the 400 block of Main Street and a portion of Burnett Avenue. Hours of operation are scheduled to be from 8:00 a.m. to 12:00 p.m. each Saturday.

In order to facilitate this additional Saturday, MSCD requests the following for October 5, 2013:

1. Closure of Main Street between Clark Avenue and Burnett Avenue, and closure of Burnett Avenue between Main Street and the 5th Street alley, between the hours of 5:00 a.m. and 1:00 p.m. Closure of an additional eight parking spaces on the 300 Block of Main Street to use as a traffic turnaround between the hours of 5:00 a.m. and 1:00 p.m. (Approx. \$55 loss to Parking Fund)
2. A blanket Temporary Obstruction Permit for the entire Central Business District (CBD) between the hours of 5:00 a.m. and 6:00 p.m. This will facilitate the market activities, the use of Tom Evans Plaza, and sidewalk sales by adjacent businesses. Any business choosing to sell merchandise on the sidewalk will be required to file their certificate of insurance with the City of Ames.
3. A blanket Vending Permit for the entire CBD between the hours of 8:00 a.m. and 6:00 p.m. and a waiver of permit fee. (\$50 loss to the City Clerk's Office)

As with MSCD's original requests related to the Farmers Market, City staff again recommends that the City Council require reimbursement of the estimated \$55 in lost parking revenue, and \$10 for electrical use. To waive these costs may set a difficult precedent for any future requests from businesses wishing to use public property for extended periods of time for their businesses. Since this request is an extension of an existing blanket Vending Permit, City staff recommends that the \$50 Vending Permit fee be waived.

ALTERNATIVES:

1. The City Council may approve the street and parking space closures for October 5 from 5:00 a.m. to 1:00 p.m., blanket Temporary Obstruction Permit, blanket Vending Permit, and waiver of fee for the Vending Permit. The Farmers Market will be required to reimburse the City \$55 for lost meter revenue and \$10 for electrical use.
2. The City Council may approve the requested closures of streets and parking spaces but waive the requirement that the City be reimbursed for lost revenue.
3. The City Council may deny the request for an extension of the Market.

MANAGER'S RECOMMENDED ACTION:

The Main Street Farmers' Market has been a success the last two years. Due to poor growing conditions early in the season, the Main Street Cultural District has requested that the market be extended to compensate for the lack of offerings early in the season.

Therefore, it is the City's Manager's recommendation that the City Council adopt Alternative #1, thereby approving the street and parking space closures for October 5 from 5:00 a.m. to 1:00 p.m., blanket Temporary Obstruction Permit, blanket Vending Permit, and waiver of fee for the Vending Permit. **The Farmers Market will be required to reimburse the City \$55 for lost meter revenue and \$10 for electrical use.**



September 6, 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 (MSCD) would like to extend the Main Street Farmers' Market by one week to include October 5, 2013, to make up for the Farmers' Market day we missed on May 4th. At this time, MSCD asks the City Council to consider five specific requests:

1. The MSCD also requests the closure of Main Street between Clark and Burnett, and the South half of Burnett between Main and 5th Street on Saturday, October 5, 2013, between the hours of 5:00 AM to 1:00 PM to host the market and vendor booths.
2. The MSCD requests the use of the eight parking spaces on the 300 Block of Main Street, four on the North side of Main Street and four on the South side to use as a cul-de-sac for traffic on the 300 Block. This would be for Saturday, October 5, 2013 between the hours of 5AM and 1PM to allow traffic on the 300 block to turn around.
3. The MSCD requests a temporary obstruction permit for the entire Central Business District (CBD) to allow businesses to use the half of the sidewalk closest to their storefronts to display merchandise on market days. MSCD requests the permit for Saturday, October 5, 2013, between the hours of 8:00 AM and 6:00 PM. Any business choosing to sell merchandise on the sidewalk will be required to file their certificate of insurance with the City of Ames.
4. The MSCD requests a Blanket Vending Permit for the entire CBD to allow businesses to sell merchandise outside their stores if they so choose. MSCD requests the permit for Saturday, October 5, 2013 between the hours of 8:00 AM and 6:00 PM. MSCD further requests the fee be waived as any businesses selling products on the sidewalk are MSCD investors. MSCD intends that regular street vendors in the CBD who have permits through the city will continue their operations as usual during this time.

Thank you for your consideration of these requests and continued support of downtown Ames.

Sincerely,

Lojean Petersen

Ames Main Street Farmer's Market Manager
Ames Main Street Farmer's Market
www.amesmarket.com

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