

ITEM # 23
DATE: 05-27-14

COUNCIL ACTION FORM

SUBJECT: MAIN STREET CULTURAL DISTRICT REQUESTS FOR “COUNTRY NIGHT” ON MAIN STREET

BACKGROUND:

The Main Street Cultural District (MSCD) plans to hold a new event, called Main Street Country Night Fundraiser, on Thursday, July 17, from 4:00 p.m. to 11:00 p.m. As described in the attached letter, this event will feature two country music acts performing on a stage on the 200 block of Main Street. The District will use this event as a fundraiser for the continued revitalization of Downtown.

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

- Closure of Main Street between Kellogg Avenue and Douglas Avenue from 12:00 p.m. Thursday, July 17 to 2:00 a.m. on Friday, July 18
- Temporary Obstruction Permit and blanket Vending License
- Waiver of fee for blanket Vending License
- Waiver of fee for use of electricity on 200 block
- Closure of 46 parking spaces in the 200 block of Main Street and waiver of parking meter fees (approximately \$55 loss to the Parking Fund)
- 5-day Class B Beer Permit & Outdoor Service for the 200 block of Main Street

MSCD has applied for a 5-day Class B Beer Permit and will handle staffing and service of the beer sales. Organizers plan to market up to 6,000 tickets for this event, but anticipate that attendance will likely be between 1,200 and 2,000 people. 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. MSCD plans to hire a professional firm to provide event security. In addition, because this is a new event that would be marketed to visitors beyond the Ames area, City staff recommends that two additional Police Officers provide on-site patrol during the event at the expense of the MSCD.

The MSCD is seeking approval of this event before finalizing contracts with the performers. If the event is approved and contracts are finalized, the District will secure dram shop insurance for the Class B Beer Permit. It is recommended that the requests be approved contingent upon the District obtaining dram shop insurance.

ALTERNATIVES:

1. Authorize the street and parking closures, waiver of fees and 5-day Class B Beer Permit as requested by the Main Street Cultural District, contingent on the District obtaining dram shop insurance and making arrangements to pay for two police officers to patrol the event.
2. Authorize the street and parking closures and the 5-day Class B Beer Permit as requested by the Main Street Cultural District, but require the organization to reimburse the Parking Fund \$55. This approval would be contingent on Main Street Cultural District obtaining dram shop insurance and hiring two police officers to patrol the event.
3. Do not authorize the requested permits, closures and fee waivers.

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, and 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, waiver of fees and 5-day Class B Beer Permit as requested by the Main Street Cultural District, contingent on the District obtaining dram shop insurance and making arrangements to pay for two police officers to patrol the event.



April 28, 2014

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 new event, Main Street Country Night Fundraiser on Thursday, July 17 from 4pm to 11pm. The purpose for this event is to raise funds for the on-going revitalization of Downtown Ames. 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 July 17, 2014 from 12pm to 2am (event to run from 4pm-11pm) to host Main Street Country Night on the 200 block of Main Street.
2. The MSCD requests a temporary obstruction permit and vending license for the same space (Main Street between Kellogg and Douglas) to enclose part of the sidewalks and street with double fencing to host the Country Night Fundraiser. MSCD requests the permit for July 17 between the hours of 12pm and 2am. Set up for fencing will begin at 12pm after the road closure. The MSCD further requests that the fee for the vending license be waived.
3. MSCD requests the use of 46 parking spaces within the confines of the Country Night 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 Country Night 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 beer permit for the Country Night Fundraiser event space, covering the date of July 17, 2014 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 successful first annual Country Night Fundraiser and your assistance in making this event possible. Please save the date to attend on July 17, 2014.

Sincerely,

Emily Miller
Events Coordinator
Main Street Cultural District

Cc: Jeff Benson

304 Main Street, Ames, IA 50010 | 515.233.3472 | AmesDowntown.org