

ITEM # 8
DATE: 06-10-14

COUNCIL ACTION FORM

SUBJECT: REQUESTS FOR “PAINT BASH” FROM SEEK ENTERTAINMENT

BACKGROUND:

SEEK Entertainment, with the support of the Campustown Action Association (CAA), is planning to host a new event called “Paint Bash” on Friday, September 5. The Paint Bash concept involves a concert during which audience members are sprayed with nontoxic paint, similar to that used in events like the Color Run. Organizers propose to hold the concert in Stanton Lot Z, a City lot located at 2320 Chamberlain Street.

To facilitate this event, organizers have requested the closure of Lot Z from 2:00 p.m. on Friday, September 5, until approximately 12:00 p.m. on Saturday, September 6. Currently, 22 spaces in Lot Z are rented by various businesses and residents of the area. **City staff has contacted these renters to inform them of the SEEK Entertainment request, and no objections were received. Organizers have offered to pay the fees associated with reserving metered stalls off-site for any of the displaced renters who will need alternate arrangements. In addition to reserved stalls, Lot Z also has 35 metered parking spaces. Closure of these spaces will cost the organizers \$35. Because this is a for-profit event, City staff recommends that the City Council require reimbursement for the loss to the Parking Fund.**

Due to the fact that the event would be held on City property, staff has requested and reviewed a Material Safety Data Sheet to ensure that the paint material can be safely removed from the surface of the parking lot. Staff is requiring that a professional cleaning service clean the lot the morning after the event. The organizers also have indicated that they will place barriers to prevent paint from being washed into storm drains.

The Police Department is requiring SEEK Entertainment to pay for two officers to monitor the event. Because the concert is the night before a home football game, organizers may have a difficult time securing Police staff. If the required officers are unavailable, or if inclement weather prevents the concert from occurring on Friday, September 5, organizers have requested alternate dates of September 19 and October 10.

The CAA Board has had an opportunity to discuss this event proposal. Because it is alcohol-free, will be well-staffed, and appears to be well-planned, the CAA has expressed its support of the event in the attached letter.

ALTERNATIVES:

1. Approve the request for Paint Bash as submitted by SEEK Entertainment, contingent upon the organizers reimbursing the Parking Fund \$35, paying for two police officers to monitor the event, protecting the storm sewer system from paint run-off, and using a professional cleaning service to clean the parking lot following the event.
2. Direct staff to work with the organizers to find an alternative date or location for the event.
3. Deny the request.

MANAGER'S RECOMMENDED ACTION:

This event will provide our residents with an opportunity to enjoy an alcohol-free activity in Campustown. The event coordinators have committed to hiring private security and to pay for two Ames Police officers to ensure that the event occurs safely. City staff is comfortable that the paint used will not adversely affect the pavement and that event organizers will take steps to ensure protection of the storm sewer system.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1 as described above.

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ANTHONY SECORD
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May 6, 2014

Ames City Council
515 Clark Avenue
Ames, IA 50010

Dear Mayor Campbell and Members of the City Council,

I am writing on behalf of Seek Entertainment LLC, regarding a paint concert in the upcoming fall, Paint Bash. My partners and I are students at Iowa State University with a profound passion for music. Our mission is to create a thriving music scene in our city that rivals other Midwestern cities with universities of similar size, such as Iowa City and Lawrence, Kansas. Based on our market research, Paint Bash, is eagerly desired by students and the Campustown business community alike.

Paint Bash will be a one of a kind event, located in the heart of Campustown intended to benefit Ames both culturally and economically. We recently put out a survey to over 450 students at Iowa State about interest in a paint concert, and 97% gave interest in attending, while only 16% had been previously been to one. Paint concerts, similar to color runs, regularly take place in cities all over the US including Iowa City and even Des Moines. A unique aspect of this event is that it will bring people into Campustown for a fun, non-alcohol related event, as it will be 18 plus with strictly no alcohol allowed. Paint Bash will bring new students into the Campustown district, thus promoting local business interests. Following Paint Bash, we intend to bring more conventional concerts to Ames as well. All members of the Iowa State and Ames community shall be positively impacted from this exciting event.

Our event will be just as safe and well-managed as it will be fun. Public parking lot Z, located on Chamberlain Street across from University Towers Apartments is the venue we plan to use for our concert. Campustown Property Management has been contacted and fully supports this event next to their building. The few spot renters of lot Z will be notified and provided with paid parking within a block of the lot. We are contracting the services of CSC security, a company experienced with large events and concerts around the nation, to maintain a maximum ratio of fifty attendees to one security guard. In addition, Ames Police Officers will be on site along with at least ten Seek Entertainment event staff. The entire lot will be fenced in and the perimeter will be closely watched to prevent any outside substances from being transported into the venue. Our use of paint does not need to worry the city either, as we have provided the Public Works department with a Material Safety Data Sheet from the manufacturer, and Pressure Point Cleaners (located in Ames) will be cleaning all paint after the concert. The paint has been used with no issues in cities all around the country. Finally, Paint Bash and the City of Ames will be insured for up to \$1,000,000 by Allen Financial Group. City of Ames officials have worked with us to make sure every aspect of logistics has been considered in order to create an enjoyable experience for the city and those in attendance.

Our request from the Ames City Council is approval for the usage of parking lot Z on September 5th, 2014 with September 19th and October 10th as backup dates. The lot will need to be closed from 2pm on the day of the event for setup until paint cleanup is complete the following morning. The backup dates are needed if the police department is unable to provide officers on our first date, or if we encounter any unsafe weather conditions. Thank you for taking time to consider our event.

Sincerely,

Anthony Secord



campustown
action
association

May 27, 2014

Mayor and City Council
Ames City Hall
515 Clark Ave
Ames, IA 50010

Dear Honorable Mayor Campbell and City Council,

Iowa State University student Matthew McDonald presented Paint Bash: Ames' First Paint Concert to the Campustown Action Association (CAA) this spring, outlining his unique idea of a concert in Campustown. The Paint Bash, a paint concert with music provided by a DJ and alcohol free, is exactly the kind of concert event the CAA Board of Directors would like to see held in our district. This concert, organized by Iowa State students for the enjoyment of Iowa State students, was discussed by the CAA Board of Directors at our April 9, 2014 board meeting. Board members stated that this was exactly the type of non-CAA sponsored event they would be happy to support. Students under 21 often feel that there is nothing for them to do in Campustown in the evening, and events such as this are exactly what we would like to see in the district. The board voted 9-0 to support this event. The organizers have done a great job in preparation for the potential concert and if they do hire the amount of off-duty officers and security staff as are listed in their proposal, we have no problem with the event moving forward.

As we continue our common goal of making Campustown a great place for all ages, events such as this highlight that there are fun and unique opportunities for community members to experience live music in our district.

Sincerely,

Kim Hanna
Director, CAA