

**COUNCIL ACTION FORM**

**SUBJECT: REQUESTS FOR MAIN STREET FARMERS' MARKET**

**BACKGROUND:**

The Ames Chamber of Commerce is planning to host the sixth annual Main Street Farmers' Market this summer, which will take place on the 300 and 400 blocks of Main Street and on Burnett Avenue from Main Street to the U.S. Bank drive-through. The Market will operate on 24 Saturdays from May 7<sup>th</sup> to October 15<sup>th</sup> from 8:00 a.m. to 12:30 p.m. To facilitate set-up and tear-down, streets and parking spaces need to be closed from 5:00 a.m. to 1:30 p.m. each day.

To facilitate the event, organizers request a blanket Temporary Obstruction Permit and blanket Vending License for the entire Central Business District from 8:00 a.m. to 6:00 p.m. each day of the Market, which will allow downtown businesses who file an insurance certificate with the City to display items for sale on the sidewalks. The Chamber has requested that the \$50 Vending License fee be waived.

Organizers have also requested the use of Tom Evans Plaza between the hours of 6:00 a.m. and 1:00 p.m. for vendor booths and entertainment. City staff supports the use of this space for entertainment and educational activities for children and families as has been done in previous years. **However, to prevent damaging the turf in the plaza, City staff does not support using this space for regular Farmers' Market vendors.**

The use of electricity in Tom Evans Plaza, along Main Street and on Burnett Avenue has also been requested. Organizers have requested a waiver of the \$1 per day fee for use of electricity.

To facilitate the Market, organizers have also requested that the two- and four-hour limits on parking in CBD Lots X and Y be waived during Market hours, which City staff supports. Additionally, 75 metered parking spaces will be closed for 4.5 metered hours each day the Market operates. **City staff estimates that this will result in a maximum potential loss of \$1,620 to the Parking Fund.**

Market organizers have requested that the meter fees be waived because the Market is a non-profit organization, and in return the City would be included as a sponsor on all Market advertising materials. However, City staff notes that although the Market organization is non-profit, the vendors using the public space are primarily for-profit. **In 2014, the City Council waived 50% of the meter costs, which was \$900. Last year, the City Council waived all meter fees for this event.**

The portion of Clark Avenue between the Main Street and Lincoln Way will be reconstructed this summer as part of the FY 2015/16 Downtown Pavement Improvements. This project includes full depth pavement removal and replacement. The timing of this project will not be known until it is bid in April, but it is anticipated to affect traffic between Clark Avenue and the CBD parking lot for several weeks during the Farmer's Market season. Farmer's Market organizers have been made aware of this project and City staff will communicate updates to them and other affected businesses as details are available.

**The City Council should note that a letter concerning the location of the Farmer's Market was received from Swank's Jewelry (letter attached). Mr. Swank's letter indicates the Farmer's Market causes an inconvenience to his and other downtown businesses, as well as irritation to downtown residents. He suggests alternative locations for the Farmer's Market.** City staff has relayed Mr. Swank's concerns to the Farmer's Market organizers, who indicate they have met with Mr. Swank to discuss these concerns. The Farmer's Market organizers suggest that the downtown businesses have been surveyed and overwhelmingly support the market. The alternative locations suggested in Mr. Swank's letter have not been evaluated by the Farmer's Market or City staff for feasibility.

**ALTERNATIVES:**

1. Approve the requested street and parking space closures from 5:00 a.m. to 1:30 p.m. on Saturdays from May 7 to October 15, use of Tom Evans Plaza for entertainers, use of City electrical outlets, a blanket Temporary Obstruction Permit, a blanket Vending License, and suspension of enforcement in CBD Lots X and Y, and waive the fee for the Vending License, electricity use, and lost parking meter revenue.
2. Approve the requests as stated in Alternative No. 1, but require Farmers' Market to reimburse the City \$810 (50%) for lost parking meter revenue.
3. Approve the requests as stated in Alternative No. 1, but require Farmers' Market to reimburse the City \$1,620 (100%) for lost parking meter revenue.
4. Direct staff to work with Farmer's Market organizers to find an alternative location for the event.
5. Do not approve the requests.

**MANAGER'S RECOMMENDED ACTION:**

The Main Street Farmers' Market has successfully attracted visitors to the Main Street Cultural District for the last several years. It has become a signature event in Ames, enhancing the local economy and providing a family-friendly activity that showcases the Ames community.

The City Council has received a letter expressing concern about the operation of the Market in its present location. However, Farmer's Market organizers have surveyed downtown businesses regarding the event, and have indicated the majority of businesses support the Market.

Assuming the City Council is supportive of the event's location and would support the latest precedent to waive parking fees to facilitate this event, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1 as described above.



January 28, 2016

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

Dear Honorable Mayor Campbell and City Council,

The Ames Chamber of Commerce is planning to hold the sixth season of the *Ames Main Street Farmers' Market* this summer. The event is scheduled to be held on the 300 and 400 block of Main Street every Saturday from May 7th to October 15th, 8:00AM to 12:30PM (the road is scheduled to be closed from 5:00AM to 1:30PM to allow for setup, teardown, and cleanup). The 24-week event will showcase the area's best farmers, crafters, artist and prepared food experts as well as offering weekly live entertainment and children's activities. At this time, Ames Chamber of Commerce asks the City Council to consider four specific requests:

1. The Ames Chamber of Commerce requests a Blanket Vending Permit for the entire CBD to allow businesses to sell merchandise outside their stores if they so choose. The Chamber of Commerce further requests the fee be waived as any businesses selling products on the sidewalk are members.
2. The Ames Chamber of Commerce requests free use of electricity along the 300 and 400 Blocks of Main Street and for the outlets in the Tom Evans Park.
3. The Ames Chamber of Commerce requests that the fee be waived for the parking meters on the 300 and 400 Blocks during the Ames Main Street Farmers' Market as the Market is a Non-Profit organization. In return the City of Ames would be considered a Sponsor of our Ames Main Street Farmers' Market and would be included in all advertising, newsletters and on our Website. For the 24 week period the Market brings conservatively 60,000 - 72,000 people to the Main Street Cultural District. The benefit from these visitors coming to the Market will increase income in parking, shopping and eating in our beautiful city.
4. The Ames Chamber of Commerce also requests that that any timed, 2hr or 4 hr. parking fees in the back lots of the 300 and 400 Blocks of Main street be waived from 6:30am to 1:00pm during the Market season.

Thank you for your consideration of these requests and continued support of downtown Ames. We look forward to seeing you in the sixth year of the Ames Main Street Farmers' Market throughout the 2016 season.

Sincerely,

Lojean Petersen  
Ames Main Street Farmers' Market Manager

304 Main Street, Ames, IA 50010 | 515.232.2310 | Ames Chamber of Commerce

# Swank's

319 Main St. Ames, IA

27 January 2016

Steve Schainker, City Manager, Ames  
cc: Mayor, City Council

Dear Mr. Schainker et al:

On behalf of numerous Downtown District Businesses, this letter opens for consideration the relocation of the 2016 Downtown Farmers Market (DFM).

Currently, DFM strictly limits access to the 300/400 block businesses, on twenty-six (26) Saturdays. DFM effectively closes the north side 300/400 block businesses (Main Street access only) for 50% of Saturdays, annually.

The current DFM location causes great inconvenience to our established customer base and offers no opportunity for new customer sales, causing financial hardship to said DT businesses.

DowntownFarmersMarket alternative locations for consideration:

- A. 5<sup>th</sup> Street (most businesses closed – Saturday)
- B. City Hall parking lot (5<sup>th</sup>/Clark)
- C. Behind Main St. (south side parking lot)
- D. East 5<sup>th</sup> St. (Bandshell for music/E.5<sup>th</sup> St. for commerce)

The 5<sup>th</sup> St. DFM location offers similar Downtown Ames look and feel.

The Bandshell DFM location offers a casual, festival atmosphere.

The City Hall DFM offers ultimate downtown landscape.

Main Street South DFM offers MainStreet look and feel without inconveniencing the regular MainStreet customer.

The DFM event is a 40-vendor, family festival experience not to be confused with a convenience-shopping event.

Finally, after surveying MainStreet shoppers and residents, we learned the DFM festival Saturdays not only create inconvenience to the shoppers, but the activity/noise level is irritating to the residents.

Thank you for your review and timely response.

Sincerely,

Rick Swank  
swjewels@yahoo.com



Current Market Location

Alternative Sites Proposed by Mr. Swank:  
City Hall Lot N  
5th Street  
CBD Lot  
Bandshell Park



## SUMMARY OF EVENT

### DESCRIPTION

**Event Name** Ames Main Street Farmers' Market

**Description**

The Ames Main Street Farmers' Market would like to hold the Market in the 300 and 400 blocks of Main Street, including the Tom Evans Park and south half of Burnett Street which is the same location as last year. The event is scheduled for every Saturday between May 7th through October 15th, 2016. We would close the streets from 5:00 am and have them back open at 1:30 pm. We have "No Parking" signs made to put on the parking meters telling of the the no parking between those hours. We put these signs on the meters Friday night at 6 pm. The open hours of the Market are from 8am to 12:30 pm.

During the 24 week event we will showcase the area's best local produce farmers, craftsmen, artist and prepared food vendors. as well as offering weekly live entertainment and children's activities.

Last year we had a total of 88 Vendors join us with approximately 78.000 visitors joining us during our 26 week season last year. It was a very successful year for the Ames Main Street Farmers' Market and the Vendors that participated. We believe it will just continue to grow and get better as we continue to promote this exciting and vibrant event in the heart of our downtown.

- Event Category**
- Athletic/Recreation
  - Exhibits/Misc.
  - Festival/Celebration
  - Parade/Procession/March
  - Concert/Performance
  - Farmer/Outdoor Market
  - Other (please explain)

**Anticipated Attendance** Total 72,000 Per Day 3,000

### DATE/TIME

<b>Setup</b>	Date <u>5/7/16</u>	Time <u>5:00 am</u>	Day of Week <u>Saturday</u>
<b>Event Starts</b>	Date <u>5/7/16</u>	Time <u>8:00 am</u>	Day of Week <u>Saturday</u>
<b>Event Ends</b>	Date <u>5/7/16</u>	Time <u>12:30 pm</u>	Day of Week <u>Saturday</u>
<b>Teardown Complete</b>	Date <u>5/7/16</u>	Time <u>1:30 pm</u>	Day of Week <u>Saturday</u>

**Rain Date, if applicable** \_\_\_\_\_

**Rain Location, if applicable** \_\_\_\_\_

## LOCATION

### Region

(Select one or more)

- Main Street Cultural District (Downtown)
- Campustown District
- Iowa State University Property
- City Parks
- Other (please explain)

**Please note** that events occurring in the Downtown, Campustown, in City parks, or on ISU property require prior approvals. A letter of support will be required from CAA if the event occurs in Campustown or from MSCD if the event occurs in Downtown. Please contact the appropriate office well in advance:

Downtown - Main Street Cultural District: (515) 233-3472

Campustown - Campustown Action Association: (515) 450-8771

Iowa State University - Events Authorization Committee: (515) 294-1437

events@amesdowntown.org

director@amescampustown.com

eventauthorization@iastate.edu

## CONTACTS

### Host Organization

Ames Chamber of Commerce

### Local Contact (Required)

*Must be present during event*

Name: Lojean Petersen

Address: 304 Main Street

Telephone: ( 515 ) 232-2310

Cell phone: ( 515 ) 520-0702

*Must be available by cell phone during event*

Email: amesmarket@gmail.com

**At least ten business days prior to the event, Organizer must submit Emergency Contact List, including names and numbers of all coordinators, volunteers, and location assigned to each.**

### Yes No

Is this an annual event? How many years have you been holding this event? 5

Is this event open to the public?

Is your event being held in conjunction with another event (e.g. *Farmers' Market, 4th of July, etc.*)?

If yes, please list