

COUNCIL ACTION FORM

SUBJECT: REQUESTS FOR SUMMERFEST IN CAMPUSTOWN

BACKGROUND:

The Campustown Action Association (CAA) plans to hold its 6th annual Summerfest on June 4, 2016. Previous iterations of Summerfest have been successful from the City's perspective. The event involves activities for young people, live music, and a beer garden. However, no 5k run will take place this year, due to low participation in the year prior.

Organizers plan to close the 200 block of Welch Avenue (from Chamberlain to Hunt Street) and Chamberlain Street from Welch Avenue to the Chamberlain Lot Y exit from approximately 7:00 a.m. to 10:30 p.m. Parking meters will be covered and parking enforcement suspended on that portion of Welch Avenue from 12:01 a.m. on June 4th through the conclusion of the event. Metered spaces in Welch Lot T (south of Pizza Pit) and Chamberlain Lot Y will also close from 12:01 a.m. to 10:30 p.m. to facilitate event activities. Reserved spaces in Welch Lot T will not be affected and those users will be able to enter and exit their spaces through the alley west of Welch Avenue. Fire Station #2 will not be affected by the arrangement of these closures.

The Public Works Department will provide barricades for the event, and organizers will obtain a noise permit through the Police Department. CAA will contact affected businesses by going door-to-door, distributing flyers, and through email contacts.

Organizers are requesting the following actions by City Council:

- Closure of the 200 block of Welch Avenue and Chamberlain Street from Welch Avenue to the exit of Chamberlain Lot Y between 7:00 a.m. and 10:30 p.m.
- Closure of parking spaces in the 200 block of Welch Avenue, on Chamberlain Street between Welch Avenue and the Chamberlain Lot Y exit, Welch Lot T, and Chamberlain Lot Y between 12:01 a.m. and 10:30 p.m.
- Waiver of parking meter fees (\$227.50 loss of revenue)
- Access to City-owned electric outlets and waiver of fees for electricity use (approximately \$5 loss of revenue)
- Blanket Temporary Obstruction Permit
- Blanket Vending License
- Waiver of fee for Blanket Vending Permit (\$50 loss to City Clerk's Office)
- Approval of 5-Day Class B Beer Permit with Outdoor Service

CAA has requested a waiver of the fees for parking, electricity use, and the blanket Vending License. The Ames Chamber of Commerce is providing liability insurance coverage for this event, since the CAA is an affiliate organization of the Chamber.

ALTERNATIVES:

1. Approve the requests as outlined above for Summerfest on June 4, 2016, including the waivers of fees for parking, licenses, and permits.
2. Approve the requests for street and parking lot closures, the Temporary Obstruction Permit and the beer permit, but require reimbursement to the City for lost revenue to the Parking Fund, Electric Fund, and City Clerk's Office.
3. Do not approve the requests.

MANAGER'S RECOMMENDED ACTION:

Campustown Action Association's Summerfest has been a successful event, and staff feels comfortable that the event will continue to be successful this year. In addition, it is important that CAA is successful in promoting the Campustown area through events and activities like Summerfest. Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the requests as stated by Campustown Action Association for Summerfest 2016.



campustown
action
association

April 4, 2016

Honorable Mayor Campbell and City Council
Ames City Hall
515 Clark Avenue
Ames, IA 50010

RE: Summerfest in Campustown 2016

Dear Honorable Mayor Campbell and City Council,

The Campustown Action Association (CAA) is planning to hold the sixth annual Summerfest in Campustown on Saturday, June 4th from 3pm to 9:30pm. Information about the event can be found on the Special Event Application we submitted, but we have three waivers that we are requesting at this time as well as the resolutions and motions outlined in the application. We ask for resolutions approving the waiver of electricity costs for the 200 block of Welch Avenue, the waiver of parking meter fees for the entire day (200 block of Welch, portion of Chamberlain, Lot Y and Lot T), and a waiver of fee for the Blanket Vendor Permit.

Thank you for your consideration of these requests and continued support of Campustown. We look forward to seeing you on June 4th.

Sincerely,

Anne M. Taylor
CAA Promotions Chair



SUMMARY OF EVENT

DESCRIPTION

Event Name Summerfest in Campustown

Description The 6th Annual Summerfest in Campustown is a free, family event meant to serve as an "open house" to our neighborhood / commercial district. From 3 to 7 PM the 200 block of Welch Ave and just east of the clock tower of Chamberlain, Lot Y and Lot T are closed to host inflatables, games, face painting, a petting zoo, the balloon lady, a portrait studio, bingo, a root beer garden, crafts, live local misc and a beer garden. The live music and beer garden will run 3 pm to 930 pm.

The 200 block of Welch will host family friendly activities in large "big top tents", stage, beer garden, root beer garden, Ames PD, Ames Library, business hosted family activities, ACVB,

Stage will be set in drive way of Battles facing west. Beer garden fenced off in a portion of Welch between Battles and Dogtown (218 and 217 Welch)

Lot T will host the petting zoo and other family activities

A portion of Chamberlain just east of the Welch intersection will host our event partners Healthiest Ames and Ames Bicycle Coalition with inflatables, physical fitness activities, bike safety workshop, and bike decorating contest.

Saturday June 4th, 2016

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

Anticipated Attendance Total 750 Per Day _____

DATE/TIME

Setup	Date <u>6/4/16</u>	Time <u>7:00 am</u>	Day of Week <u>Saturday</u>
Event Starts	Date _____	Time <u>3:00 pm</u>	Day of Week _____
Event Ends	Date _____	Time <u>9:30 pm</u>	Day of Week _____
Teardown Complete	Date _____	Time <u>10:30 pm</u>	Day of Week _____

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

Campustown Action Association

Local Contact (Required)

Must be present during event

Name: Anne Taylor

Address: 515 Poe Circle

Telephone: (515) 290-6487

Cell phone: ()

Must be available by cell phone during event

Email: anne@dogtownu.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? 6

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

Applicant License Application ()

Name of Applicant:	<u>The Fighting Burrito LLC</u>		
Name of Business (DBA):	<u>Summerfest 2016</u>		
Address of Premises:	<u>200 Block of Welch Ave.</u>		
City	<u>Ames</u>	County:	<u>Story</u> Zip: <u>50014</u>
Business	<u>(515) 441-0460</u>		
Mailing	<u>PO Box 1336</u>		
City	<u>Ames</u>	State	<u>IA</u> Zip: <u>50014</u>

Contact Person

Name	<u>Matthew Goodman</u>		
Phone:	<u>(515) 441-0460</u>	Email	<u>mg@fightingburrito.com</u>

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

Term:5 days

Effective Date: 06/04/2016

Expiration Date: 01/01/1900

Privileges:

Class B Beer (BB) (Includes Wine Coolers)

Outdoor Service

Status of Business

BusinessType:	<u>Limited Liability Company</u>		
Corporate ID Number:	<u>294974</u>	Federal Employer ID	<u>20-1213211</u>

Ownership

Matthew Goodman

First Name: Matthew

Last Name: Goodman

City: Ames

State: Iowa

Zip: 50014

Position: President

% of Ownership: 100.00%

U.S. Citizen: Yes

Insurance Company Information

Insurance Company:	
Policy Effective Date:	Policy Expiration
Bond Effective	Dram Cancel Date:
Outdoor Service Effective	Outdoor Service Expiration
Temp Transfer Effective	Temp Transfer Expiration Date: