

COUNCIL ACTION FORM

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

BACKGROUND:

The Main Street Cultural District (MSCD) plans to hold its third annual Firefly Country Night on Main Street from 3:00 p.m. to 9:00 p.m. on Sunday, July 17th, 2016. The event will feature country musicians performing on a stage placed in the 200 block of Main Street. MSCD uses proceeds from this event as a fundraiser for the continued revitalization of Downtown.

To facilitate this event, MSCD has made the following requests:

- Closure of Main Street between Kellogg Avenue and Douglas Avenue, and closure of Douglas Avenue between Main Street and the alley from 6:00 p.m. on Saturday, July 16th to 11:59 p.m. on Sunday, July 17th.
- Closure of 50 parking spaces within the closed area. Because the closure will not take place during metered hours, no loss to the Parking Fund is expected.
- Temporary Obstruction Permit and blanket Vending License (\$50 license fee)
- Use of City-owned electrical outlets on light poles along Main Street (approximately \$5 cost to the Electric Fund)
- Approval of a Special Class C Liquor License with Outdoor Service Privilege

MSCD has a waiver of fees for the Vending License and electricity. It will apply for a Noise Permit from the Police Department. Although MSCD will use City light pole outlets for vendor electricity, the stage lighting and sound system will be powered by generators.

Organizers anticipate similar attendance to last year’s event (approximately 2,000 people). Due to the safe execution of previous iterations of this event, the Police Department does not feel that approval must be contingent on the hiring of police officers. MSCD plans to use a reputable security firm for event security. Additionally, MSCD will ensure that an adequate number of volunteers will be on hand to assist with crowd control and the rapid removal of barricades in the event that emergency vehicles need access to the area.

MSCD’s application indicates that it will communicate event details to affected businesses by going door-to-door, placing signs in the event area prior to the event, and distributing details via email to businesses in the district.

ALTERNATIVES:

1. Approve the street and parking closures, Temporary Obstruction Permit, Vending License, Special Class C Liquor License with Outdoor Service Privilege, use of City-owned electrical outlets, and do not require reimbursement for the Vending License and use of electricity.
2. Approve the street and parking closures, Temporary Obstruction Permit, Vending License, Special Class C Liquor License with Outdoor Service Privilege, use of City-owned electrical outlets, but require reimbursement for the Vending License and use of electricity.
3. Do not approve the use of City streets for this event.

MANAGER'S RECOMMENDED ACTION:

Main Street Cultural District has a proven track record of handling large-scale events of this nature, and worked diligently last year to host a safe and enjoyable Firefly Country Night event. This year's event has been moved to Sunday night, which is traditionally when the fewest businesses are open on Main Street to be impacted by the event.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the street and parking closures, Temporary Obstruction Permit, Vending License, Special Class C Liquor License with Outdoor Service Privilege, use of City-owned electrical outlets, and do not require reimbursement for the Vending License and use of electricity.



May 9, 2016

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

RE: Firefly Country Night

Dear Honorable Mayor Campbell and City Council,

The Main Street Cultural District is planning to hold the annual Firefly Country Night from 2-9pm on Sunday, July 17. Information about the event can be found on the Special Event Application we submitted. We would also request a waiver of fees for the Blanket Vendor License and electricity.

Thank you for your consideration of this request and continued support of the Main Street Cultural District. We look forward to seeing you on July 17, in downtown Ames.

Sincerely,

Cindy Hicks
Executive Director
Main Street Cultural District

Applicant License Application ()

Name of Applicant: <u>Ames Chamber of Commerce</u>		
Name of Business (DBA): <u>Main Street Cultural District</u>		
Address of Premises: <u>200 Block of Main Street</u>		
City <u>Ames</u>	County: <u>Story</u>	Zip: <u>50010</u>
Business <u>(515) 233-3472</u>		
Mailing <u>304 Main Street</u>		
City <u>Ames</u>	State <u>IA</u>	Zip: <u>50010</u>

Contact Person

Name <u>Cindy Hlcks</u>	
Phone: <u>(515) 233-3472</u>	Email <u>director@amesdowntown.org</u>

Classification Special Class C Liquor License (BW) (Beer/Wine)

Term:5 days

Effective Date: 07/17/2016

Expiration Date: 01/01/1900

Privileges:

Outdoor Service

Special Class C Liquor License (BW) (Beer/Wine)

Status of Business

BusinessType: <u>Municipality</u>	
Corporate ID Number: <u>-</u>	Federal Employer ID <u>42-0623975</u>

Ownership

Cindy Hicks

First Name: Cindy

Last Name: Hicks

City: Ames

State: Iowa

Zip: 50010

Position: Executive Director

% of Ownership: 0.00%

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:



SUMMARY OF EVENT

DESCRIPTION

Event Name Firefly Country Nights

Description

Firefly Country Nights a music festival featuring five country bands, in a street dance style format, in the 200 block of Main Street. This year the concert will be held from 3pm- 9pm on Sunday, July 17. Gates open at 2 pm. Brothers Osborne will be the headline act this year with special guests Adley Stump (team Blake on the Voice) and Nashville recording artist Forgotten Highway. There will also be two local bands to open the concert. There will be six food vendors and beer sales. We will need to close the 200 block of Main Street at 6pm on Saturday to begin set up. We will also close Douglas in the middle of the 400 block (at the alley) to accommodate for any tour bus and vehicle parking.

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

Anticipated Attendance Total 3,000 Per Day _____

DATE/TIME

Setup	Date <u>7/16/16</u>	Time <u>6:00 pm</u>	Day of Week <u>Saturday</u>
Event Starts	Date <u>7/17/16</u>	Time <u>2:00 pm</u>	Day of Week <u>Sunday</u>
Event Ends	Date <u>7/17/16</u>	Time <u>9:00 pm</u>	Day of Week <u>Sunday</u>
Teardown Complete	Date <u>7/17/16</u>	Time <u>11:59 pm</u>	Day of Week <u>Sunday</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:

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Downtown - Main Street Cultural District: (515) 233-3472 events@amesdowntown.org
Campustown - Campustown Action Association: (515) 450-8771 director@amescampustown.com
Iowa State University - Events Authorization Committee: (515) 294-1437 eventauthorization@iastate.edu

CONTACTS

Host Organization

Main Street Cultural District

Local Contact (Required)

Must be present during event

Name: Cindy Hicks

Address: 304 Main Street

Telephone: (515) 233-3472

Cell phone: (316) 871-0837
Must be available by cell phone during event

Email: director@amesdowntown.org

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? 3

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