

**COUNCIL ACTION FORM**

**SUBJECT: SUMMER SIDEWALK SALES REQUESTS FROM MAIN STREET CULTURAL DISTRICT**

**BACKGROUND:**

The Main Street Cultural District (MSCD) is again hosting its annual Summer Sidewalk Sales from July 28<sup>th</sup> through July 30<sup>th</sup>. At this event, downtown businesses display merchandise on the sidewalks for pedestrians to browse.

To facilitate this event, organizers are requesting suspension of parking regulations and enforcement for the entire Central Business District from 8:00 a.m. to 6:00 p.m. on Saturday, July 30. Because the Main Street Farmer's Market will take place Saturday morning, parking will already be closed for a large portion of the Downtown area from 8:00 a.m. to 1:30 p.m. that day. Therefore, the lost revenue to the Parking Fund from the waiver of meter fees for the Sidewalk Sales will be \$962.10.

A blanket Temporary Obstruction Permit and blanket Vending License have also been requested for July 28<sup>th</sup> through July 30<sup>th</sup>. MSCD also has asked that the Vending License fee (\$50) be waived.

Additionally this year, MSCD has requested closure of the 400 block of Kellogg Avenue from 4:00 p.m. to 7:30 p.m. on Thursday, July 28<sup>th</sup> to allow food trucks to provide dining options to downtown shoppers. MSCD has requested a waiver of parking meter fees for this activity as well (\$5.60 loss to the Parking Fund), bringing the total request for parking waivers to \$967.70.

**ALTERNATIVES:**

1. Approve the requests for Sidewalk Sales as requested by the Main Street Cultural District, including the waiver of fees for parking and the Vending License.
2. Approve the requests for Sidewalk Sales, but require reimbursement for the lost parking meter revenue and vending license fee.
3. Deny the requests.

**MANAGER'S RECOMMENDED ACTION:**

Sidewalk Sales are successful events held twice each year in the MSCD. Since these events bring shoppers downtown, these requests further the City Council's goal to strengthen downtown. Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the requests for Sidewalk Sales from the Main Street Cultural District, including the waiver of fees for parking and the Vending License.



June 23, 2016

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

RE: Summer Sidewalk Sales

Dear Honorable Mayor Campbell and City Council,

The Main Street Cultural District is planning to hold the annual Summer Sidewalk Sales July 28<sup>th</sup> through July 30<sup>th</sup>. 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 Vending Permit and free parking of city meters in the entire Main Street Cultural District on Saturday, July 30<sup>th</sup>. We would also like to request a waiver of parking meter fees for the 400 block of Kellogg Avenue on Thursday for food vendors.

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

Sincerely,

Edana Delagardelle  
Events Coordinator  
Main Street Cultural District



## SUMMARY OF EVENT

### DESCRIPTION

**Event Name** Summer Sidewalk Sales

**Description**

The Summer Sidewalk Sale is a semi-annual sale held in Downtown Ames. The event will be held July 28-July 30 and merchants will display their sale items on the sidewalks - leaving the appropriate amount of walking room for pedestrians. The purpose of the sale is to attract people to the Main Street Cultural District and it promotes shopping local in the streets of Downtown Ames. We will have food vendors on Thursday evening from 4:00pm-7:30pm on both sides of the 400 block of Kellogg. They will be facing the sidewalk so that we can keep traffic going and we request those spots be vendor only parking. On Saturday, July 30th we would like shoppers to have free parking in the entire Main Street Cultural District area. We require a blanket vending permit for the entire Main Street Cultural District area.

**Event Category**

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

**Anticipated Attendance**

Total 1,500 Per Day 500

### DATE/TIME

<b>Setup</b>	Date _____	Time _____	Day of Week _____
<b>Event Starts</b>	Date <u>7/28/16</u>	Time <u>8:00 am</u>	Day of Week <u>Thursday</u>
<b>Event Ends</b>	Date <u>7/30/16</u>	Time <u>8:00 pm</u>	Day of Week <u>Saturday</u>
<b>Teardown Complete</b>	Date _____	Time _____	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) Outdoor shopping

**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: Edana Delagardelle

Address: 304 Main Street

Telephone: ( 515 ) 233-3472

Cell phone: ( 515 ) 231-0697

*Must be available by cell phone during event*

Email: events@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? \_\_\_\_\_

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