

COUNCIL ACTION FORM

SUBJECT: MAIN STREET CULTURAL DISTRICT REQUESTS FOR FOODIES AND BREW

BACKGROUND:

The Main Street Cultural District (MSCD) plans to host its third annual Foodies and Brew on Friday, August 19th. This event involves samples of unique local foods and craft beers from around the region. The sampling event will end after 8:30 PM and the space will convert into a beer garden, where a live band will provide entertainment.

The event will take place on Douglas Avenue between Main Street and Fifth Street. To facilitate the event, MSCD has made the following requests for Friday, August 19th and Saturday, August 20th:

- Approval of closure of Douglas Avenue, and 12 metered parking spaces, between Main Street and Fifth Street from 8 a.m. on Friday, August 19 to 1 a.m. on Saturday, August 20
- Approval of a blanket Vending License
- Approval of a blanket Temporary Obstruction Permit
- Waiver of parking fees (\$24 loss to Parking Fund) and waiver of fee for Vending License (\$50 loss to City Clerk's Office)
- Approval of a Special Class C Liquor License with Outdoor Service Privilege

City staff has reviewed the layout for the beer garden and is satisfied with the proposed alcohol control plan. Entry will be limited to those who are of legal drinking age. Organizers plan to apply for a noise permit through the Police Department.

ALTERNATIVES:

1. Approve the requests for the street and parking space closures, blanket Vending License, Liquor License, and blanket Temporary Obstruction Permit, and waive the fees for parking and the Vending License.
2. Approve the requests for the street and parking space closures, blanket Vending License, Liquor License, and blanket Temporary Obstruction Permit, but require reimbursement for parking and the Vending License.
3. Do not approve the requests.

MANAGER'S RECOMMENDED ACTION:

Foodies and Brew has been a successful event for the Main Street Cultural District. It is anticipated that this year's event will bring even more people to downtown Ames.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the requests for the street and parking space closures, blanket Vending License, Special Class C Liquor License, and blanket Temporary Obstruction Permit, and waive the fees for parking and the Vending License.



June 7, 2016

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

RE: Foodies and Brew 2016

Dear Honorable Mayor Campbell and City Council,

The Main Street Cultural District is planning to hold the annual Foodies and Brew event from 6:30-11 p.m. on Friday, August 19. 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 Permit and parking meters.

Thank you for your consideration of this request and continued support of the Main Street Cultural District. We look forward to seeing you on August 19, in downtown Ames.

Sincerely,

Cindy Hicks
Executive Director
Main Street Cultural District



SUMMARY OF EVENT

DESCRIPTION

Event Name Foodies & Brew

Description

On Friday, August 19th downtown Ames will be host to Foodies & Brew – a special evening event that will feature local cuisine and regional craft beer sampling. Around 400 people attended our event in 2015 and we expect to attract more than 500 people this year.

During this event local restaurateurs and chefs will showcase their talents by providing samples of unique food creations. Event attendees will be encouraged to visit each station and vote for the People’s Choice Award. A selection of craft beers will also be available for sampling, and each attendee will go home with a souvenir glass.

- Friday, August 19, 2016
- 6:30-8:30pm Tasting event
- 8:30-11:00pm Band and beer garden
- Located on Douglas Avenue in downtown Ames between Main and 5th streets.
- Tickets are \$30 (\$35 at the door)

The income of this event will be to cover costs of the event, with any leftover profit to be used as a fundraiser for the Main Street Cultural District to fund beautification and growth of the downtown business district.

Event Category

<input type="checkbox"/> Athletic/Recreation	<input checked="" type="checkbox"/> Concert/Performance
<input checked="" type="checkbox"/> Exhibits/Misc.	<input type="checkbox"/> Farmer/Outdoor Market
<input type="checkbox"/> Festival/Celebration	<input type="checkbox"/> Other (please explain)
<input type="checkbox"/> Parade/Procession/March	

Anticipated Attendance Total 500 Per Day _____

DATE/TIME

Setup	Date <u>8/19/16</u>	Time <u>8:00 am</u>	Day of Week <u>Friday</u>
Event Starts	Date <u>8/19/16</u>	Time <u>6:30 pm</u>	Day of Week <u>Friday</u>
Event Ends	Date <u>8/19/16</u>	Time <u>11:00 pm</u>	Day of Week <u>Friday</u>
Teardown Complete	Date <u>8/20/16</u>	Time <u>1:00 am</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

Main Street Cultural District

Local Contact (Required)

Must be present during event

Name: Cindy Hicks

Address: 304 Main Street

Telephone: () _____

Cell phone: (515) 233-3472

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? 2

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