

COUNCIL ACTION FORM

SUBJECT: **MAIN STREET CULTURAL DISTRICT REQUESTS FOR
“MUSICWALK”**

BACKGROUND:

The Main Street Cultural District (MSCD) is planning to host its annual “MusicWalk” event on Thursday, September 29. In addition to the traditional arrangements for MusicWalk, the District will be working with Downtown food establishments to set up outdoor seating areas inside metered parking stalls adjacent to the establishments. MSCD staff has made the following requests of the City Council to help facilitate the MusicWalk festivities on Thursday, September 29:

- a. Blanket Temporary Obstruction Permit for MSCD sidewalks and Blanket Vending License for MSCD from 3:00 p.m. to 9:00 p.m.
- b. Waiver of fee for Blanket Vending License (\$50 loss to City Clerk’s Office)
- c. Use of City-owned electrical outlets and waiver of costs from 3:00 to 9:00 p.m. (approximately \$5 loss to Electric Fund)
- d. Waiver of parking meter fees and enforcement in the MSCD from 3:00 p.m. to 6:00 p.m. (maximum loss of \$353 to the Parking Fund)
- e. Closure of 10 parking spaces in the Main Street Cultural District from 3:00 p.m. to 9:00 p.m.

No alcohol service or consumption will be permitted in the temporary sidewalk cafes. The MSCD’s application for this event is attached.

ALTERNATIVES:

1. Approve the “MusicWalk” requests as submitted by the Main Street Cultural District, including a blanket Temporary Obstruction Permit and blanket Vending License for the Main Street Cultural District, use of electricity, closure of parking spaces, and waiver of parking meter fees, Vending License fee, and electricity use fee.
2. Approve the “MusicWalk” requests as submitted by the Main Street Cultural District, including a blanket Temporary Obstruction Permit and blanket Vending License for the Main Street Cultural District, use of electricity, closure of parking spaces, but require reimbursement for the parking meter fees, Vending License fee, and electricity use fee.
3. Do not approve the requests.

MANAGER'S RECOMMENDED ACTION:

This event provides Ames residents with another opportunity to enjoy family-oriented outdoor activities in the City's Downtown. Because of the City Council's goal of strengthening Downtown, this type of special event should be facilitated.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the "MusicWalk" requests as submitted by the Main Street Cultural District, including a blanket Temporary Obstruction Permit and blanket Vending License for the Main Street Cultural District, use of electricity, closure of parking spaces, and waiver of parking meter fees, Vending License fee, and electricity use fee.



August 23, 2016

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

RE: MusicWalk

Dear Honorable Mayor Campbell and City Council,

The Main Street Cultural District is planning to hold the annual MusicWalk event on Thursday, September 29th from 5:00-8:00 pm. 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, electricity, 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 September 29th, in downtown Ames.

Sincerely,

Edana Delagardelle
Event Coordinator
Main Street Cultural District



SUMMARY OF EVENT

DESCRIPTION

Event Name 2016 Main Street Music Walk

Description The MusicWalk showcases downtown businesses on Main Street as well as local musicians. With downtown businesses featuring musicians, artists performing on the sidewalk and participating businesses offering a fall food selection, it will allow you to experience the many things Main Street has to offer! This event will be spread through the entire downtown district!

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

Anticipated Attendance Total 1,500 Per Day 1

DATE/TIME

Setup	Date <u>9/29/16</u>	Time <u>3:00 pm</u>	Day of Week <u>Thursday</u>
Event Starts	Date <u>9/29/16</u>	Time <u>5:00 pm</u>	Day of Week <u>Thursday</u>
Event Ends	Date <u>9/29/16</u>	Time <u>8:00 pm</u>	Day of Week <u>Thursday</u>
Teardown Complete	Date <u>9/29/16</u>	Time <u>9:00 pm</u>	Day of Week <u>Thursday</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: 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? 10

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