

COUNCIL ACTION FORM

SUBJECT: REQUESTS FOR MAIN STREET FARMERS' MARKET

BACKGROUND:

The Ames Chamber of Commerce is planning to host the annual Main Street Farmers' Market this summer, which will take place on the 300 and 400 blocks of Main Street and on Burnett Avenue from Main Street to the U.S. Bank drive-through. The Market will operate on 26 Saturdays from May 6th to October 28th from 8:00 a.m. to 12:30 p.m. To facilitate set-up and tear-down, streets and parking spaces need to be closed from 5:00 a.m. to 1:30 p.m. each day. This season runs two weeks later than last year's Farmers' Market season.

To facilitate the event, organizers request a blanket Temporary Obstruction Permit and blanket Vending License for the entire Central Business District from 8:00 a.m. to 1:30 p.m. each day of the Market, which will allow downtown businesses who file an insurance certificate with the City to display items for sale on the sidewalks. The Chamber has requested that the \$50 Vending License fee be waived.

Organizers have also requested the use of Tom Evans Plaza between the hours of 6:00 a.m. and 1:00 p.m. for vendor booths and entertainment. **City staff supports the use of this space for entertainment and educational activities for children and families as has been done in previous years. However, to prevent damaging the turf in the plaza, City staff does not support using this space for regular Farmers' Market vendors.**

The use of electricity in Tom Evans Plaza, along Main Street and on Burnett Avenue has also been requested. Organizers have requested a waiver of the \$1 per day fee for use of electricity.

To facilitate the Market, organizers have also requested that the two- and four-hour limits on parking in CBD Lots X and Y be waived during Market hours, which City staff supports. Additionally, 75 metered parking spaces will be closed for 4.5 metered hours each day the Market operates. **City staff estimates that this will result in a maximum potential loss of \$1,755 to the Parking Fund.**

Market organizers have requested that the meter fees be waived because the Market is a non-profit organization, and in return the City would be included as a sponsor on all Market advertising materials. **In the past two years, the City Council waived all meter fees for this event.**

ALTERNATIVES:

1. Approve the requested street and parking space closures from 5:00 a.m. to 1:30 p.m. on Saturdays from May 6 to October 28, use of Tom Evans Plaza for entertainers only, use of City electrical outlets, a blanket Temporary Obstruction Permit, a blanket Vending License, and suspension of parking enforcement in CBD Lots X and Y, and waive the fee for the Vending License, electricity use, and lost parking meter revenue.
2. Approve the requests as stated in Alternative No. 1, but require Farmers' Market to reimburse the City for the Vending License, electricity use, and parking meter revenue.
3. Direct staff to work with Farmer's Market organizers to find an alternative location for the event.
4. Do not approve the requests.

MANAGER'S RECOMMENDED ACTION:

The Main Street Farmers' Market has successfully attracted visitors to the Main Street Cultural District for the last several years. It has become a signature event in Ames, enhancing the local economy and providing a family-friendly activity that showcases the Ames community.

It is therefore the recommendation of the City Manager that the City Council adopt Alternative No. 1 as described above.



CITY OF

Ames™

SPECIAL EVENT APPLICATION**SUMMARY OF EVENT****DESCRIPTION****Event Name** The Ames Main Street Farmers' Market**Description**

The Ames Main Street Farmers' Market would like to hold the Market in the 300 & 400 blocks of Main Street, including the Tom Evans Park and the south half of the Burnett Street which is the same location as last year. The event is scheduled for every Saturday between May 6th and October 28th. We would close the street at 5 am. and have them back open at 1:30 pm. The Market hours are 8 am to 12:30 pm.

During the 26 week event will showcase the area's best local produce farmers, craftsmen, artists and prepared food vendors, as well as offering weekly live entertainment and children's activities!

Last year a total of 118 Vendors joined us, up 39 from last year. With an average of 3000+ daily visitors. It was a very successful year for the Ames Main Street Farmers' Market as well as the Vendors that participated. This will be our 7th year and we are excited to promote this exciting and vibrant event in the heart of our downtown.

Event Category☐ Athletic/Recreation☐ Concert/Performance☐ Exhibits/Misc.☒ Farmer/Outdoor Market☐ Festival/Celebration☐ Other (please explain)☐ Parade/Procession/March**Anticipated****Attendance**Total 78,000Per Day 3,000**DATE/TIME****Setup**Date 5/6/17Time 5:00 amDay of Week Saturday**Event Starts**Date 5/6/17Time 8:00 amDay of Week Saturday**Event Ends**Date 5/6/17Time 12:30 pmDay of Week Saturday**Teardown**Date 5/6/17Time 1:30 pmDay of Week Saturday**Complete****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

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

Ames Chamber of Commerce

Local Contact (Required)

Must be present during event

Name: Lojean Petersen

Address: 304 Main Street

Telephone: (515) 232-2310

Cell phone: (515) 520-0702

Must be available by cell phone during event

Email: amesfarmersmarket@ameschamber.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? _____

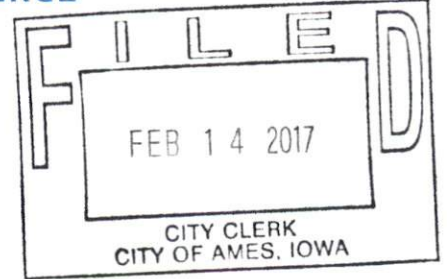
☒ ☐ Is this event open to the public?

☐ ☒ Is your event being held in conjunction with another event (e.g. *Farmers' Market, 4th of July, etc.*)?

If yes, please list



Ames™
CHAMBER OF COMMERCE



February 14, 2017

Mayor and City Council
City of Ames
515 Clark Ave
Ames, IA 50010

Dear Honorable Mayor Campbell and City Council,

The Ames Chamber of Commerce is planning to hold the sixth season of the *Ames Main Street Farmers' Market* this summer. The event is scheduled to be held on the 300 and 400 block of Main Street every Saturday from May 6th to October 28th, 8:00AM to 12:30PM (the road is scheduled to be closed from 5:00AM to 1:30PM to allow for setup, teardown, and cleanup). The 26-week event will showcase the area's best farmers, crafters, artist and prepared food experts as well as offering weekly live entertainment and children's activities. At this time, Ames Chamber of Commerce asks the City Council to consider four specific requests:

1. The Ames Chamber of Commerce requests a Blanket Vending Permit for the entire CBD to allow businesses to sell merchandise outside their stores if they so choose. The Chamber of Commerce further requests the fee be waived as any businesses selling products on the sidewalk are members.
2. The Ames Chamber of Commerce requests free use of electricity along the 300 and 400 Blocks of Main Street and for the outlets in the Tom Evans Park.
3. The Ames Chamber of Commerce requests that the fee be waived for the parking meters on the 300 and 400 Blocks during the Ames Main Street Farmers' Market as the Market is a Non-Profit organization. In return the City of Ames would be considered a Sponsor of our Ames Main Street Farmers' Market and would be included in all advertising, newsletters and on our Website. For the 26-week period the Market brings conservatively 60,000 - 72,000 people to the Main Street Cultural District. The benefit from these visitors coming to the Market will increase income in parking, shopping and eating in our beautiful city.
4. The Ames Chamber of Commerce also requests that that any timed, 2hr or 4 hr. parking fees in the back lots of the 300 and 400 Blocks of Main street be waived from 6:30am to 1:30pm during the Market season.

Thank you for your consideration of these requests and continued support of downtown Ames. We look forward to seeing you in the sixth year of the Ames Main Street Farmers' Market throughout the 2017 season.

Sincerely,

Lojean Petersen
Ames Main Street Farmers' Market Manager

304 Main Street, Ames, IA 50010 | 515.232.2310 | Ames Chamber of Commerce