

COUNCIL ACTION FORM

SUBJECT: HEALTHIEST AMES REQUESTS FOR OPEN STREETS EVENT

BACKGROUND:

On Sunday, October 1, the Healthiest Ames organization plans to host its third annual Open Streets event. The event is intended to promote healthy activities, support local businesses, and encourage sustainable transport. To achieve this, activities such as wellness education, healthy food samples, and play activities will occur in the downtown area. Organizers expect up to 1,500 participants and plan to have 50 to 100 volunteers on hand to manage the activities. Healthiest Ames has held similar events the past two years.

The event will take place from 1:00 p.m. to 4:00 p.m. on October 1. To facilitate this event, organizers have made the following requests:

- Closure of Main Street from Clark Avenue to Douglas Avenue, from 8:00 a.m. to 5:00 p.m.
- Closure of 115 on-street metered parking spaces
- A blanket Temporary Obstruction Permit
- Use of electricity from City-owned electrical outlets along Main Street and waiver of electrical costs (approximately \$5 loss to the Electric Fund)

At last year's event, the Main Street closure extended to Pearle Avenue. In response to complaints regarding access to the Depot businesses, the proposed closure this year will leave Main Street open in front of the Depot and the Clark Avenue/Main Street intersection.

Although there will be vendors providing samples at the event, no money will change hands. Therefore, a Vending Permit is not required. **Additionally, because the event takes place on a Sunday, no parking meter revenues will be affected.** Event organizers have met with Main Street Cultural District (MSCD) staff regarding this event and MSCD has provided a letter of support. Healthiest Ames has obtained liability insurance for the event.

The organizers have provided a sample notification letter for each affected business and plan to go door-to-door to communicate with businesses and residents who may be affected by the activities.

ALTERNATIVES:

1. Approve the Healthy Streets Event requests for October 1, including the street and parking closures, blanket Temporary Obstruction Permit, use of electricity and waiver of fees.
2. Approve the requests, but require \$5 reimbursement for the use of City electrical outlets.
3. Do not approve the requests.

CITY MANAGER'S RECOMMENDED ACTION:

The proposed event is being conducted by a City-sponsored organization to promote healthy activities, nutrition, and lifestyles. It is a community event open to the public and will help draw residents to the downtown area. The event has been modified to address concerns from the previous year. This event has received the endorsement of the Main Street Cultural District.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1 as described above.



SPECIAL EVENT APPLICATION

SUMMARY OF EVENT

DESCRIPTION

Event Name Open Streets

Description

Open Streets events temporarily close streets to automobile traffic to encourage people to use them for walking, bicycling, playing, socializing, and wellness education. The initial Open Streets event was held in 1974 in Bogota, Columbia and now events exist in over 90 cities throughout the nation, including: New York, Los Angeles, Minneapolis, Madison, Chicago, and Houston. Open Streets events are becoming increasingly common in cities seeking innovative and fun ways to achieve environmental, social, economic, and public health goals as well as innovative ways to promote healthy living, support local businesses and encourage sustainable transport!

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

Anticipated Attendance Total 1,500 Per Day 1,500

DATE/TIME

Setup	Date <u>10/1/2017</u>	Time <u>8:00 AM</u>	Day of Week <u>Sunday</u>
Event Starts	Date <u>10/2/2017</u>	Time <u>1:00 PM</u>	Day of Week <u>Sunday</u>
Event Ends	Date <u>10/1/2017</u>	Time <u>4:00 PM</u>	Day of Week <u>Sunday</u>
Teardown Complete	Date <u>10/1/2017</u>	Time <u>5:00 PM</u>	Day of Week <u>Sunday</u>

Rain Date, if applicable _____

Rain Location, if applicable N/A

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

Healthiest Ames

Local Contact (Required)

Must be present during event

Name: John Shierholz

Address: 4788 Copperstone Drive, Ames, IA 50010

Telephone: (515) 232-5445

Cell phone: () _____

Must be available by cell phone during event

Email: jshierholz@mediacombb.net

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

Main Street
CULTURAL DISTRICT
Ames, Iowa

June 12, 2017

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

Dear Mayor Campbell and City Council,

The Main Street Cultural District supports the closure of Main Street from Douglas to Clark for the Healthiest Ames event on Sunday, October 1, 2017. We are excited to see the activity hubs, fitness demonstrations, and the overall promotion of physical activity in the heart of our downtown community. This is the third year for the event, which keeps growing in popularity.

Sincerely,



Paul Livingston
2017 MSCD Board President



Healthiest Ames
4788 Copperstone Drive
Ames, Iowa 50010

July 5, 2016

City of Ames
515 Clark Avenue
Ames, Iowa 50010

Dear Honorable Mayor Campbell and City Council,

Healthiest Ames is planning to host Open Streets on Sunday, October 1, 2017. The event will be hosted on Main Street from 1-4PM. This will be the fourth Open Streets hosted by Healthiest Ames and significant effort has been made to add new activities and improve the event to further increase participation.

The event route will start at Douglas Avenue and run to West of Clark Avenue. We will need to access electricity for a stage on the South end of Burnett Avenue near Tom Evans Park. The stage will be used for fitness demonstrations such as Zumba, yoga, and cardio dance.

Healthiest Ames is asking the city to waive electric fees for the stage. We appreciate all the support we have received from the City of Ames, and hope to continue hosting these events to make Ames one of the healthiest communities in Iowa.

Sincerely,

Healthiest Ames

