

COUNCIL ACTION FORM

SUBJECT: **REQUESTS FOR OKTOBERFEST RAIN LOCATION
ON MAIN STREET**

BACKGROUND:

The Main Street Cultural District (MSCD) plans to hold its annual Oktoberfest at Bandshell Park on Saturday, September 15, 2018. However, if weather conditions could cause the event to damage the Bandshell Park turf, MSCD intends to use the 200 block of Main Street, from Kellogg Avenue to Douglas Avenue, as a rain location. Because the decision to move the event to the rain location would take place on short notice, seeking City Council approval in advance for the rain location is appropriate.

The rain location would use the 200 block of Main Street from noon on September 14th to noon on September 16th. The event involves a beer garden/craft brew fest, live music and other entertainment, and food vendors. Approximately 3,000 people are anticipated to attend the event.

MSCD has assured City staff that the fenced-in beer garden will be adequately staffed with volunteers and arranged in such a manner that it can be removed quickly to provide access in the event of an emergency. A private security firm will be retained by MSCD to assist with the event. A large tent will be erected to cover the gathering area.

To facilitate this event, the following requests have been made by MSCD:

- Closure of Main Street between Kellogg Avenue and Douglas Avenue from noon Friday, September 14, to noon Sunday, September 16 (rain location)
- Blanket Temporary Obstruction Permit (rain location)
- Blanket Vending License and waiver of fee (\$50 lost to City Clerk's Office)
- Closure of 45 metered parking spaces in the 200 block of Main Street from noon Friday, September 14, to noon Sunday, September 16, and waiver of parking meter fees (\$135 loss to the Parking Fund) (rain location)
- Access to and waiver of cost for use of electricity in 200 block of Main Street (approximately \$10 loss to the Electric Fund) (rain location)

MSCD intends to request approval of two Special Class C Liquor Licenses (Beer and Wine) with Outdoor Service Privilege (one for the primary location at Bandshell Park and one for the rain location on the 200 block of Main Street). Approval of the licenses will be requested separately as the date of the event approaches.

Organizers plan to go door-to-door with event information notifying the affected neighbors that the 200 block of Main Street is the backup location should the weather not permit the event to be held in Bandshell Park.

ALTERNATIVES:

1. Approve the requests from the Main Street Cultural District as indicated above, including the waiver of fees.
2. Approve the requests as indicated above, but require reimbursement for lost parking meter revenue, a Vending License, and the use of electricity should the weather not permit the event to be held in Bandshell Park.
3. Do not approve the requests.

MANAGER'S RECOMMENDED ACTION:

The Main Street Cultural District has had a proven record of putting on safe and well-attended events for the community. In addition to bringing large numbers of people to the Downtown area in the past, this event can promote the use and appeal of Bandshell Park.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the requests from the Main Street Cultural District as indicated above, including the waiver of fees.



December 6, 2017

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

RE: Oktoberfest

Dear Honorable Mayor Campbell and City Council,

The Main Street Cultural District is planning to hold the annual Oktoberfest event on Saturday, September 15, 1-10 p.m.. 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 15, in downtown Ames.

Sincerely,

Cindy Hicks
Executive Director
Main Street Cultural District

SUMMARY OF EVENT

DESCRIPTION

Event Name Main Street Oktoberfest Septemeber 15, 2018

Description

Oktoberfest Festival has become an Ames fall tradition where people gather from the local community and out of town to experience the European festival. It's traditionally known for its German food and multiple breweries as well as Guten Tag Games, a best-dressed costume competition, Stein holding competition, and polka dancing. Ending the night with a great cover band where everyone knows the songs and dancing comes natural!

The Oktoberfest festival begins at 1 p.m. September 15th, 2018 and will end at 10pm. This year we plan to have the festival in Band Shell Park but will need the 200 Block of Main Street, from Kellogg Avenue to Douglas Avenue, as a rain location. If we are forced to use the rain location, we will need to close the 200 block of Main Street from noon on September 14th to noon on September 16th The area will be gated off and entry is only via tickets bought.

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

Anticipated Attendance Total 3,000 Per Day 1

DATE/TIME

Setup	Date <u>9/14/18</u>	Time <u>12:00 pm</u>	Day of Week <u>Fri</u>
Event Starts	Date <u>9/15/18</u>	Time <u>1:00 pm</u>	Day of Week <u>sat</u>
Event Ends	Date <u>9/15/18</u>	Time <u>10:00 pm</u>	Day of Week <u>Sat</u>
Teardown Complete	Date <u>9/16/18</u>	Time <u>12:00 pm</u>	Day of Week <u>sun</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, or on ISU property require prior approvals. 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

CONTACTS

Host Organization

MSCD

Local Contact (Required)

Must be present during event

Name: Cindy Hicks

Address: 229 Main

Telephone: (515) 233-3472

Cell phone: (316) 871-0837

Must be available by cell phone during event

Email: director@amesdowntown.org

No later than two weeks 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? 6

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