

**COUNCIL ACTION FORM**

**SUBJECT: REQUESTS FROM MAIN STREET CULTURAL DISTRICT FOR SMITHSONIAN INSTITUTE TRAVELING EXHIBIT**

**BACKGROUND:**

The Main Street Cultural District (MSCD) is planning to host the Smithsonian Institute Traveling Exhibit Opening Night Reception on October 4. The exhibit, titled Hometown Teams, highlights the many ways sports have shaped communities across America. The reception, therefore, will be held as a family-friendly "Tailgate" party, with food trucks, local marching bands, cheerleaders, bleachers, tailgating vehicles, and a mascot competition. Approximately 2,000 people are anticipated to attend the event.

To facilitate this event, the following requests have been made by MSCD for Thursday, October 4:

- Closure of the 400 block of Douglas from 3:00 to 8:00 p.m.
- Blanket Temporary Obstruction Permit
- Blanket Vending License and waiver of fee (\$50 loss to the City Clerk's Office)
- Closure of 12 metered parking spaces in the 400 block of Douglas, 8 metered parking spaces on Main Street from 3:00 to 8:00 pm and waiver of parking meter fees (\$20 loss to the Parking Fund).
- Use of electricity along Main Street and waiver of electricity costs (approximately \$5 loss to Electric Fund).

Organizers plan to place signs in the affected area, and distribute information via email to businesses affected by the street closures.

**ALTERNATIVES:**

1. Approve the requests for the Smithsonian Institute Traveling Exhibit as requested by the Main Street Cultural District, including the waiver of fees.
2. Approve the requests for the Smithsonian Institute Traveling Exhibit, but require reimbursement for the lost parking meter revenue, a Vending License, and the use of electricity.
3. Deny the requests.

**MANAGER'S RECOMMENDED ACTION:**

The Smithsonian Institute Traveling Exhibit aims to bring additional traffic and visitors to Main Street districts statewide. The request furthers the City Council's goal to strengthen the downtown.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the requests for the Smithsonian Institute Traveling Exhibit as requested by the Main Street Cultural District, including the waiver of fees.



January 5, 2018

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

RE: Smithsonian Institute Traveling Exhibit Opening Night Reception

Dear Honorable Mayor Haila and City Council,

The Main Street Cultural District is planning the Smithsonian Institute Traveling Exhibit Opening Night Reception, October 4, 2018. Information about the event can be found on the Special Event Application we submitted. We would also request a waiver of fees for the Parking Meter, Blanket Vendor Permit and electricity fees.

Thank you for your consideration of this request and continued support of the Main Street Cultural District. We look forward to seeing you on October 4, in downtown Ames.

Sincerely,

Cindy Hicks  
Executive Director  
Main Street Cultural District



# SPECIAL EVENT APPLICATION

## SUMMARY OF EVENT

### DESCRIPTION

**Event Name** Smithsonian Institute Traveling Exhibit Opening Night Reception

**Description**

The Smithsonian Institute Traveling Exhibit will be on display in Ames September 29 - November 11, 2018. The Opening Night Reception is being held on October 4, 5-7pm in the 400 block of Douglas. The exhibit, titled Hometown Teams, showcases the many ways sports has shaped communities across America. The reception will be held as a family-friendly "Tailgate" party, with food trucks, local marching bands, cheerleaders, bleachers, tailgating vehicles, and a mascot competition. We want to close the 400 block of Douglas and parking spaces on the north east side of Main Street in the 200 block. And select parking spots on Main Street for tailgate vehicle parking.

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

**Anticipated Attendance**  
 Total 2,000 Per Day \_\_\_\_\_

### DATE/TIME

<b>Setup</b>	Date <u>10/4/2018</u>	Time <u>3pm</u>	Day of Week <u>Thursday</u>
<b>Event Starts</b>	Date <u>10/4/2018</u>	Time <u>5pm</u>	Day of Week <u>Thursday</u>
<b>Event Ends</b>	Date <u>10/4/2018</u>	Time <u>7pm</u>	Day of Week <u>Thursday</u>
<b>Teardown Complete</b>	Date <u>10/4/2018</u>	Time <u>8pm</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                      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** Main Street Cultural District

<b>Local Contact</b> (Required)	<b>Name</b>	<u>Cindy Hicks</u>
	<b>Address</b>	<u>304 Main Street</u>
	<b>Telephone</b>	<u>515-233-3472</u>
	<b>Cell Phone</b>	<u>316-871-0837</u>
	<b>Email</b>	<u>director@amesdowntown.org</u>

**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