

COUNCIL ACTION FORM

SUBJECT: MAIN STREET CULTURAL DISTRICT REQUESTS FOR SNOW MAGIC

BACKGROUND:

Main Street Cultural District (MSCD) plans to host its Snow Magic Celebration November 9th through December 24th. The event will kick off on November 9 with the tree lighting ceremony, open houses, and horse and carriage rides.

Although in previous years, MSCD has requested free parking in the Central Business District for several Saturdays during the holiday season, this year MSCD is only requesting a blanket free parking day on November 24th.

To facilitate this event, MSCD has made the following requests:

- Installation of the holiday snowflake lights, use of electricity for these lights along Main Street and waiver of electricity costs (approximately \$10 loss to Electric Fund).
- Use of Tom Evans Plaza from 5:00 to 8:00 p.m. on November 9th for the tree lighting ceremony.
- Closure of Kellogg Avenue from Main Street to Fifth Street, including closure of 12 metered parking spaces, from 8:00 a.m. to 1:00 p.m. on December 8th for Santa's Train (\$12 loss to the Parking Fund).
- Closure of 10 metered parking spaces within the MSCD from 3:00 to 9:00 p.m. on November 9th to facilitate the pick-up and drop-off of passengers on horse drawn carriage rides through the downtown (\$6 loss to the Parking Fund).
- A blanket Temporary Obstruction Permit and a blanket Vending Permit for the Central Business District from November 9th through December 24th to allow stores to display and sell merchandise and waiver of vending fee (\$50 loss to City Clerk's Office).
- Suspension of parking regulations and enforcement to allow free parking in the entire Central Business District on Saturday, November 24 (\$1,194 loss to the Parking Fund).

ALTERNATIVES:

1. Approve the requests made by Main Street Cultural District as indicated above, including the requested waiver of fees.
2. Approve the requests as indicated above, but require reimbursement for the blanket Vending Permit (\$50), electricity use (\$10), and lost parking meter revenue (\$1,212)
3. Deny the requests.

MANAGER'S RECOMMENDED ACTION:

Snow Magic provides an opportunity to draw residents and visitors to the downtown and supports local businesses during the holiday shopping season.

It is therefore the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the requests made by Main Street Cultural District as indicated above, including the requested waiver of fees.



December 6, 2017

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

RE: Snow Magic

Dear Honorable Mayor Campbell and City Council,

The Main Street Cultural District is planning to hold the annual Snow Magic event from November 9 - December 24. 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 downtown for our Snow Magic events.

Sincerely,

Cindy Hicks
Executive Director
Main Street Cultural District



SPECIAL EVENT APPLICATION

SUMMARY OF EVENT

DESCRIPTION

Event Name Snow Magic in Downtown Ames

Description

Snow Magic is an annual event for the downtown businesses held November 9-December 24. The kickoff will be held November 9, from 5-8 pm. We would like to ask Mayor John Haila to light the Christmas tree in Tom Evans Park. There will be carriage rides around the downtown with stops in front of the Ames Historical Society and the Depot. We will need to block off two parking stalls in front of the Historical Society. We also need 8 parking stalls in various locations for food trucks.

We would like to offer Free Parking for Small Business Saturday on November 24.

Saturday, December 8, we would like to close Kellogg from Main Street to 5th Street for Santa's Train from 8am-1pm. The event will be held from 1am-1pm.

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

Anticipated Attendance Total _____ Per Day _____

DATE/TIME

Setup	Date <u>11/9/18</u>	Time <u>3:00 pm</u>	Day of Week <u>Friday</u>
Event Starts	Date <u>11/9/18</u>	Time <u>5:00 pm</u>	Day of Week <u>Friday</u>
Event Ends	Date <u>11/9/18</u>	Time <u>8:00 pm</u>	Day of Week <u>Friday</u>
Teardown Complete	Date <u>11/9/18</u>	Time <u>9:00 pm</u>	Day of Week <u>Friday</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: Cindy Hicks

Address: 304 Main St

Telephone: (515) 233-3472

Cell phone: (316) 871-0837

Must be available by cell phone during event

Email: director@downtownames.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? _____

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