

**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 5<sup>th</sup> to October 27<sup>th</sup> from 8:00 a.m. to 12:30 p.m. To facilitate set-up and teardown, streets and parking spaces need to be closed from 5:00 a.m. to 1:30 p.m. each day.

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 5:00 a.m. and 1:30 p.m. for vendor booths and entertainment. As in previous years, this space would be used for entertainment and educational activities for children and families. However, to prevent damaging the turf in the plaza, vendors will not be permitted to use Tom Evans Plaza.

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. 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 loss of \$1,755 to the Parking Fund at the present metered parking rate. Assuming the City Council proceeds with its intended increases to metered parking rates this summer, the lost parking revenue from this event will increase as well.**

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 three 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 5 to October 27, use of Tom Evans Plaza for entertainers, use of City electrical outlets, a blanket Temporary Obstruction Permit, a blanket Vending License, suspend parking enforcement in CBD Lots X and Y from 6:30 a.m. to 1:30 p.m. each of the affected days, 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.



Ames™  
CHAMBER OF COMMERCE

February 21, 2018

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

Dear Honorable Mayor Haila 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 5th to October 27th, 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 during our eighth year of the Ames Main Street Farmers' Market throughout the 2018 season.

Sincerely,

Lojean Petersen  
Ames Main Street Farmers' Market Manager

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



# SPECIAL EVENT APPLICATION

## SUMMARY OF EVENT

### DESCRIPTION

**Event Name** Ames Main Street Farmers' Market

**Description**

The Ames Main Street Farmers' Market would like to hold the Market in the 300 and 400 blocks of Main Street, including the Tom Evans Park and south half of Burnett Street which is the same location as last year. The event is scheduled for every Saturday between May 5th through October 27th, 2018. We would close the streets from 5:00 am and have them back open at 1:30 pm. We have "No Parking" signs made to put on the parking meters telling of the the no parking between those hours. We put these signs on the meters Friday night at 6 pm. The open hours of the Market are from 8am to 12:30 pm.

During the 24 week event we will showcase the area's best local produce farmers, craftsmen, artist and prepared food vendors. as well as offering weekly live entertainment and children's activities.

Last year we had a total of 119 Vendors join us with approximately 78.000 visitors joining us during our 26 week season last year. It was a very successful year for the Ames Main Street Farmers' Market and the Vendors that participated. We believe it will just continue to grow and get better as we continue to promote this exciting and vibrant event in the heart of our downtown.

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

**Anticipated Attendance**      Total 78000      Per Day 3000

### DATE/TIME

<b>Setup</b>	Date <u>5/5/18</u>	Time <u>5:00 am</u>	Day of Week <u>Saturday</u>
<b>Event Starts</b>	Date <u>5/5/18</u>	Time <u>8 am</u>	Day of Week <u>Saturday</u>
<b>Event Ends</b>	Date <u>5/5/18</u>	Time <u>12:30 pm</u>	Day of Week <u>Saturday</u>
<b>Teardown Complete</b>	Date <u>5/5/18</u>	Time <u>1:30 pm</u>	Day of Week <u>Saturday</u>

**Rain Date, if applicable** This is the schedule every Saturday through

**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

<b>Local Contact</b> (Required)	<b>Name</b>	<u>Lojean Petersen</u>
	<b>Address</b>	<u>304 Main Street</u>
	<b>Telephone</b>	<u>515-232-2310</u>
	<b>Cell Phone</b>	<u>515-520-0702</u>
	<b>Email</b>	<u>amesfarmersmarket@ameschamber.com</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