

COUNCIL ACTION FORM

SUBJECT: REQUESTS FROM MAIN STREET FARMERS' MARKET FOR FARM-TO-TABLE SUPPER

BACKGROUND:

The Ames Main Street Farmers' Market is proposing to host a Farm-to-Table Supper in the 500 block of Main Street from 5:30 p.m. to 9:00 p.m. on Sunday, August 12. Aunt Maude's restaurant will prepare the meal with meats and produce supplied by the Ames Main Street Farmers' Market. The organizers have also proposed serving wine and beer at the event. An estimated 150 guests are anticipated to attend. Guests will purchase tickets in advance to attend.

To facilitate this event, Ames Main Street Farmers' Market has requested the following for Sunday, August 12:

- Closure of the 500 block of Main Street from 12:00 p.m. on August 12 to 12:00 a.m. on August 13 (No parking meter revenue will be lost due to the event occurring on a Sunday)
- A blanket Temporary Obstruction Permit
- Access to City-owned electric outlets and waiver of fees for electricity use (approximately \$5 loss of revenue)
- Approval of 5-Day Special Class C Liquor License & Outdoor Service Privilege

The Main Street Cultural District is in support of the event. Organizers planned to notify affected businesses by going door to door and by placing signs in the affected area prior to the event.

Staff has discussed security considerations in detail with the event organizer. Staff has been provided a security plan, which includes perimeter fencing and barriers, entrance and exit management, an emergency plan, and the hiring of a private security firm to monitor the event area. Additionally, alcohol service for this event will be limited to ticketed guests 21 years of age and above, who will be wristbanded to ensure no alcohol is provided to individuals who should not obtain it.

ALTERNATIVES:

1. Approve the requests for the Farm to Table Supper on Sunday, August 12, as outlined above, including the waiver of fees for electricity use.

2. Approve the requests as indicated above, but require reimbursement for electricity use.
3. Do not approve the requests.

MANAGER'S RECOMMENDED ACTION:

The Ames Main Street Farmers' Market Farm to Table Supper celebrates locally sourced meats and produce. This type of event also encourages consumers to shop locally. The organizers have taken steps to ensure the safety of their event.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the requests for the Farm to Table Supper on Sunday, August 12, as outlined above, including the waiver of fees for electricity use.



**AMES MAIN STREET
Farmers' Market**

June 29, 2018

Mayor and City Council
City of Ames
515 Clark St.
Ames, IA 50010

Dear Honorable Mayor Haila and City Council,

The Ames Main Street Farmers' Market is planning on hosting a new event called the Farm to Table Dinner. The event is scheduled for August 12, 2018 on the 500 block of Main Street from 5:30 to 9 pm. The event will showcase food bought from our Ames Main Street Farmers' Market Vendors and prepared by the staff of Aunt Maude's. We will ask to close the street from Pearl St to the driveway to the Depot/HyVee/Bank of the West at Noon to 12 am. At this time, we would also ask that the City Council consider 2 specific requests.

1. The Ames Main Street Farmers' Market requests the free use off electricity along the 500 block of Main Street.
2. The Ames Main Street Farmers' Market requests the fee be waived for the parking meters that will be in the perimeters of our event.

Thank you for your consideration of these requests and continued support for the Ames Main Street Farmers' Market.

Sincerely,

Lojean Petersen
Ames Main Street Farmers' Market Manager

Farm to Table Security Plan

1. We will have 2 Security Officers – Place at diagonal corners to watch the perimeter of the event.
2. We will also have 4 others assigned to watch the perimeter.
3. One security officer will check ID's at the Entrance.
4. Fencing/Roping/Strings of lights will be all around the perimeter of the event. We will have a combination of all. If it is roping and lights we will have 2 rows to make it more difficult to get through.
5. All 21 and older will be given wrists bands to be served alcohol.
6. Trained bartenders to serve the wine and beer.
7. No Smoking Signs will be posted.
8. Signage will be placed to the east of the bridge to make drivers aware that Main Street is closed and they will have to turn north on Pearl St.
9. Signage will be place on Clark St to make drivers aware that Main Street is closed to the east but they can still enter the Parking lot to enter HyVee.
10. We will be placing barricades to the east and west of our event.
11. Vehicles will be parked at the east and west of our event to deter anyone trying to drive through our event. They will be able to be moved in case of an emergency.
12. Fire Extinguisher will be at the Main Entrance.



SUMMARY OF EVENT

DESCRIPTION

Event Name Ames Main Street Farmers' Market Farm to Table Supper

Description

The Farm to Table Supper will consists of 150 guests enjoying a meal on the ^{street} 300 Block of Main Street. Aunt Maudes are our Chefs preparing the meal in their restaurant. This will be a fundraiser for the Ames Main St. Farmers' Market with the supper prepared with meats, produce, flowers and etc. from the vendors of the Market. We also hope to serve local wine & Beer at the event. Timeline is 5:30 pm to 9:00pm, Sunday evening, August 12, 2018.

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

Anticipated Attendance Total 200 Per Day 200

DATE/TIME

Setup	Date <u>8/12/18</u>	Time <u>12:00 PM</u>	Day of Week <u>Sunday</u>
Event Starts	Date <u>8/12/18</u>	Time <u>5:30 PM</u>	Day of Week <u>Sunday</u>
Event Ends	Date <u>8/12/18</u>	Time <u>9:00 PM</u>	Day of Week <u>Sunday</u>
Teardown Complete	Date <u>8/12/18</u>	Time <u>12:00 AM</u>	Day of Week <u>Sunday</u>

Rain Date, if applicable None

Rain Location, if applicable None

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 Main Street Farmers' Market/Ames Chamber

Local Contact (Required)

Name	<u>Lojean Petersen</u>
Address	<u>304 Main Street</u>
Telephone	<u>515-520-0702</u>
Cell Phone	<u>515-520-0702</u>
Email	<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

This is our first year with this event but we do hope that it will become a yearly event.

Applicant License Application ()

Name of Applicant:	<u>Ames Main Street Farmers Market</u>				
Name of Business (DBA):	<u>Ames Main Street Farmers' Market</u>				
Address of Premises:	<u>304 Main Street</u>				
City	<u>Ames</u>	County:	<u>Story</u>	Zip:	<u>50010</u>
Business	<u>(515) 232-2310</u>				
Mailing	<u>304 Main Street</u>				
City	<u>Ames</u>	State	<u>IA</u>	Zip:	<u>50010</u>

Contact Person

Name	<u>Lojean Petersen</u>				
Phone:	<u>(515) 520-0702</u>	Email	<u>amesmarket@gmail.com</u>		

Classification Special Class C Liquor License (BW) (Beer/Wine)

Term:5 days

Effective Date: 08/10/2018

Expiration Date: 01/01/1900

Privileges:

Outdoor Service

Special Class C Liquor License (BW) (Beer/Wine)

Status of Business

BusinessType:	<u>Municipality</u>				
Corporate ID Number:	<u>XXXXXXXXXX</u>	Federal Employer ID	<u>XXXXXXXXXX</u>		

Ownership

Lojean Petersen

First Name: Lojean

Last Name: Petersen

City: Ames

State: Iowa

Zip: 50010

Position: Manager

% of Ownership: 0.00%

U.S. Citizen: Yes

Insurance Company Information

Insurance Company:	
Policy Effective Date:	Policy Expiration
Bond Effective	Dram Cancel Date:
Outdoor Service Effective	Outdoor Service Expiration
Temp Transfer Effective	Temp Transfer Expiration Date: