

**COUNCIL ACTION FORM**

**SUBJECT:** OCTAGON ART FESTIVAL REQUESTS

**BACKGROUND:**

The Octagon Center for the Arts plans to host the 48<sup>th</sup> Annual Art Festival in the Ames Main Street Cultural District (MSCD) on Sunday, September 23, 2018. The event is scheduled to begin at 10:00 a.m. and conclude at 4:00 p.m. Booths selling art works, crafts, and food items will be in operation that day.

To facilitate this event, the following items are requested:

1. Closure of the following streets, from 6:00 a.m. to 6:00 p.m.:
  - a. Main Street, east of Clark (not blocking Wells Fargo Driveway) to just west of Duff Avenue (allowing traffic to access parking lot behind businesses)
  - b. Douglas Avenue, 5<sup>th</sup> Street to Main Street
  - c. Kellogg Avenue, 5<sup>th</sup> Street to Main Street
  - d. Burnett Avenue, south of the alley to Main Street
2. Waiver of costs for electricity during the event (estimated at \$10)
3. Approval of a Blanket Temporary Obstruction Permit for the Central Business District
4. Approval of a Blanket Vending License for the duration of the event
5. Waiver of fee for Blanket Vending License (\$50)

Insurance coverage for the event has been provided by The Octagon Center for the Arts. Notification signs will be placed on parking meters on Saturday evening after 6:00 p.m. Since the event occurs on a Sunday, there is no potential loss of parking meter revenue. Public Works will provide the necessary barricades for the street closures. A noise permit will be obtained through the Police Department.

The Main Street Cultural District has been informed of the Art Festival and is in support of it. Additionally, Octagon staff has contacted affected businesses door-to-door. Signatures confirming the notification have been obtained from nearly all affected businesses. Fewer businesses are open in the downtown area on Sundays compared to other days of the week.

**ALTERNATIVES:**

1. Approve the requests from The Octagon Center for the Arts for the Art Festival on September 23, 2018, including: closure of various streets from 6:00 a.m. to 6:00 p.m., blanket Vending License and waiver of fee for Vending License, Blanket Temporary Obstruction Permit for sidewalks adjacent to closed streets, and waiver of costs for electricity during the event.
2. Approve the requests, but require payment for the Blanket Vending License and reimbursement for electricity use.
3. Deny these requests.

**MANAGER'S RECOMMENDED ACTION:**

This is the 48<sup>th</sup> year that the Octagon has held the Art Festival. There will be more than one hundred artists on hand with unique, hand-crafted artwork for sale, live entertainment, and local food vendors. No admission is charged, and Festival organizers expect 12,000 people to attend. The Main Street Cultural District has expressed its full support of the event.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative #1, thereby approving the requests from The Octagon Center for the Arts for the Art Festival on September 23, 2018.



## SUMMARY OF EVENT

### DESCRIPTION

Event Name Octagon Art Festival

Description

The 48th Octagon Art Festival will take place in downtown Ames on Sunday, Sept 23 from 10 am - 4 pm.

Visual arts, children’s art areas and performing arts form the foundation of the Octagon Art Festival. More than 12,000 people attend our festival. 100 professional artists from across the Midwest will display high-quality original artwork for sale in a wide variety of media. Live entertainment from area bands and performers are also featured throughout the day. Approximately 12 food vendors will offer a wide variety of food options. The festival is held outdoors on pavement, rain or shine.

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

Anticipated Attendance

Total 12,000 Per Day 1 day

### DATE/TIME

Setup Date Sept 23, 2018 Time 5 or 6 am Day of Week Sunday

Event Starts Date Sept 23, 2018 Time 10 am Day of Week Sunday

Event Ends Date Sept 23, 2018 Time 4 pm Day of Week Sunday

Teardown Complete Date Sept 23, 2018 Time 6 pm Day of Week Sunday

Rain Date, if applicable same day, rain or shine

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** Octagon Center for the Arts

<b>Local Contact</b> (Required)	<b>Name</b>	<u>Heather Johnson</u>
	<b>Address</b>	<u>427 Douglas Ave</u>
	<b>Telephone</b>	<u>515-232-5331</u>
	<b>Cell Phone</b>	<u>515-291-8512</u>
	<b>Email</b>	<u>director@octagonarts.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

This is the 48th annual Octagon Art Festival. (formerly Art in the Park). It has been located in downtown Ames Main Street Cultural District since 2003.

# OCTAGON

## CENTER FOR THE ARTS

Octagon Center for the Arts • 427 Douglas Ave. Ames, IA 50010 • 515.232.5331 • [www.octagonarts.org](http://www.octagonarts.org)

July 18, 2018

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

Honorable Mayor and City Council,

On Sunday, September 23, the Octagon Center for the Arts is hosting the 48th Annual Octagon Art Festival in Downtown Ames Main Street Cultural District.

The purpose for the celebration is: ***An event to showcase the various artists representing the creative talent in Ames and the Midwest, to celebrate the richness and enjoyment that art provides through visual expression, highlight the beauty of Ames' community and people while sharing the wonderful Downtown Ames experience with visitors from all over Iowa and neighboring states.***

The Octagon Arts Festival will officially begin Sunday, September 23 at 10 a.m. and conclude at 4 p.m. Octagon staff members have already notifying businesses on Main Street about street closures for this festival.

### Sunday, September 23: Octagon Art Festival

5 or 6 am: Setup, barricades setup to close streets in downtown

10 am: festival open to public

4 pm: festival closes to public, teardown

6 pm: streets cleared of artists, streets reopen

Following is a list of specific Octagon Arts Festival requests for consideration by the Ames City Council:

### Closed Streets

The following street closures are requested to cover from 6 am - 6 pm on September 23. **(Please view map)**

- Main Street will be closed from just East of Clark (not blocking Wells Fargo driveway) to just West of Duff Avenue, allowing traffic to access parking lot behind businesses.
- Douglas Avenue will be closed up to 5th Street.
- Kellogg Avenue will be closed up to 5th Street (still allows garbage transportation through alley way)
- Burnett Avenue will be closed just past the Alley (still allows garbage transportation through alley way).
- Barricades are requested for all intersections. Barricades will be staffed at all times after their placement.

Octagon event volunteers will man barricades to facilitate the flow of emergency vehicles if need be.

### **Utilities**

•Costs for electricity needed for the Arts Festival are requested to be waived. This involves electricity from City facilities on Main Street, Douglas Avenue, Kellogg Avenue, and Burnett Avenue, including connection costs.

### **Blanket Temporary Obstruction Permit**

•A temporary obstruction permit is requested for the central business district to allow businesses to be included in the festival atmosphere and display merchandise in front of the stores, obstructing a portion of the sidewalks. Artists and vendors will be setting up booths in the streets, allowing enough room down center of street for traffic of emergency vehicles should they be needed.

### **Noise Permit**

•A noise permit is being requested to allow the playing of music, as well as other entertainment, in the Downtown Area from 10 a.m. on Sunday, September 23, through 4 p.m. Two entertainment areas will be set up. Main Entertainment Area near Tom Evans Park. Smaller entertainment area will be located at Main and Douglas, near Cynthia Duff Walkway.

### **Food Vending Permit**

Approximately ten-twelve food vendors will be offering culinary options to festival visitors. Focal area for the food vendors will be centered in the Kellogg and Main Street intersection.

- The Octagon is requesting that the food vending fee be waived.
- The Octagon is also requesting about 6-8 picnic tables from Park and Rec to be used near the food vendor area along Kellogg.

### **Small Banner display**

• The Octagon is again requesting to place approximately 5 or 6 vinyl banners that are 3 ft by 5 ft in size at the street corner pylons along Main Street intersections. Both the Main Street Cultural District and the Octagon have displayed these banners in past years to promote public events taking place in the Main Street Cultural District. These banners would be securely installed, with zip ties, at end of August and promptly taken down day after event.

On behalf of the Octagon Center for the Arts, we appreciate the City of Ames supporting artistic and cultural experiences such as the Octagon Art Festival. We invite the mayor and city council members to stop by the festival on Sunday, September 23 from 10 am – 4 pm in downtown Ames.

Much gratitude,



Heather Johnson  
Executive Director  
Octagon Center for the Arts  
427 Douglas Avenue  
Ames, IA 50010