

COUNCIL ACTION FORM

SUBJECT: **REQUESTS FOR FIRST FRIDAY IN CAMPUSTOWN**

BACKGROUND:

The Campustown Action Association (CAA) plans to hold a new event called First Friday in Campustown from 4:00 p.m. to 8:00 p.m. on Friday, August 24, 2018. The event is designed to welcome students and newcomers to Campustown and Ames. Attendees will explore Campustown through a passport of "deals" to area businesses. Businesses will offer special deals, pricing and giveaways to passport holders. Once participants have accumulated enough stamps, they can enjoy a root beer float and sign up for prize drawings.

- Organizers plan to have a tent placed in Lot Y, and plan to close the lot from 12:00 p.m. to 9:00 p.m. They are also requesting the closure of five metered parking spaces on Chamberlain Street, located directly north of the parking lot. Chamberlain would remain open to traffic.

The Public Works Department will provide barricades for the event, and organizers will obtain a noise permit through the Police Department. CAA will contact affected businesses by going door-to-door, distributing flyers, and through email contacts.

To facilitate this event, organizers are requesting the following from 12:00 p.m. to 9:00 p.m. on Friday, August 24th:

- Closure of Lot Y and five metered parking spaces on Chamberlain Street from 12:00 p.m. and 9:00 p.m.
- Waiver of parking meter fees (A loss of \$55.50 to the Parking Fund)
- Access to City-owned electric outlets and waiver of fees for electricity use (approximately \$5 loss of revenue)
- Blanket Temporary Obstruction Permit

The Ames Chamber of Commerce is providing liability insurance coverage for this event, since the CAA is an affiliate organization of the Chamber.

ALTERNATIVES:

1. Approve the requests as indicated above, including the waiver of fees for parking and electricity
2. Approve the requests, but require reimbursement for the lost parking meter revenue and use of electricity
3. Do not approve the requests for the event.

MANAGER'S RECOMMENDED ACTION:

The proposed event is an opportunity to welcome new and returning ISU students and other community members to Campustown at the start of the fall semester. The event is free and open to the public, and supports the goal of promoting one community.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative #1, thereby approving the requests as indicated above, including the waiver of fees for parking and electricity.



SUMMARY OF EVENT

DESCRIPTION

Event Name First Friday in Campustown

Description

First Friday is new event designed to welcome students and newcomers to Campustown and Ames. Attendees will explore Campustown through a passport of "deals" to area businesses. Businesses will offer special deals, pricing and giveaways to passport holders. Once they have accumulated enough stamps, they can enjoy a root beer float and sign up for prize drawings. We will have a tent placed in Lot Y, and would like to have barricades closing the 5 parking spots directly north of the parking lot. Chamberlain would remain open to traffic.

We are also partnering with several groups/organizations from ISU and the Ames community. Members of ISU Student Wellness, Student Conduct and Student Assistance will be on hand promoting their services, including their Know the Code and Good Neighbor campaigns. The Volunteer Center of Story County and Ames Pride will be participating as well. City Staff, City Council and members of the adjacent Neighborhood Associations have been invited to participate by signing up to serve the floats.

Opening lines of communication, raising awareness of community resources, providing introductions to neighbors, city staff & government and showcasing an inclusive Ames are

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

Anticipated Attendance
Total 350 Per Day _____

DATE/TIME

Setup	Date <u>8/24/2018</u>	Time <u>12:00pm</u>	Day of Week <u>Friday</u>
Event Starts	Date <u>8/24/2018</u>	Time <u>4:00pm</u>	Day of Week <u>Friday</u>
Event Ends	Date <u>8/24/2018</u>	Time <u>8:00pm</u>	Day of Week <u>Friday</u>
Teardown Complete	Date <u>8/24/2018</u>	Time <u>9:00pm</u>	Day of Week <u>Friday</u>

Rain Date, if applicable NA

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:

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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 Campustown Action Association

Local Contact (Required)	Name	<u>Karin Chitty</u>
	Address	<u>119 Stanton Ave. #602</u>
	Telephone	<u>515-292-4528</u>
	Cell Phone	<u>515-451-7503</u>
	Email	<u>karin.chitty@amescampustown.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



campustown
action
association

July 18, 2018

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

RE: First Friday in Campustown 2018

Dear Honorable Mayor Haila and City Council,

The Campustown Action Association (CAA) is planning to hold a new event called First Friday in Campustown, on August 24, 2018. Information about the event can be found on the Special Event Application we submitted. We are also requesting a resolution approving the waiver of parking meter fees for Lot Y and a portion of Chamberlain for the day. In addition, we ask for the waiver of electricity costs for the same portion of Chamberlain and Lot Y.

Thank you for your consideration of these requests and continued support of Campustown. We look forward to seeing you on August 24th.

Sincerely,

Karin Chitty
Executive Director, Campustown Action Association