

**COUNCIL ACTION FORM**

**SUBJECT:** AMES MAIN STREET REQUESTS FOR “DO IT YOURSELF DAY”

**BACKGROUND:**

Ames Main Street (AMS) is planning to host its second annual “Do It Yourself (DIY) Day” on Saturday, February 23. This event is geared towards attracting community members to the downtown. Downtown businesses will offer classes and instruction for hands on projects.

To facilitate this event, AMS is requesting a waiver of parking fees and enforcement. Fulfilling this request and providing free parking for the 609 metered parking spaces in the downtown district yields a loss of \$1,784.61 to the Parking Fund.

The Council should note that lost parking meter revenue has previously been calculated assuming spaces are 100% utilized during metered hours. Knowing that parking spaces are not continuously filled, staff has developed a revised method to estimate lost parking meter revenue. The estimate provided above is calculated by taking the weighted average cost of a downtown parking meter (\$.74/hour) and multiplying that by the estimated utilization of a downtown parking space (44% estimated utilization), and then multiplying the result by 609 downtown meters closed for nine metered hours per day for one day.

**ALTERNATIVES:**

1. Approve the request from Ames Main Street to waive parking fees and enforcement for the downtown area for DIY Day as described above.
2. Do not approve the request.

**CITY MANAGER'S RECOMMENDED ACTION:**

Ames Main Street DIY Day was successfully held last year. Since this event attracts shoppers to the downtown, this request furthers the City Council’s goal to strengthen the downtown.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, as described above.



November 19, 2019

Dear Honorable Mayor John Haila and Ames City Council,

Ames Main Street is planning to hold the second annual DIY Day event on Saturday, February 23. This event is geared to attract community members to downtown Ames to spend a winter day inside business making crafts. Last year the event attracted hundreds of participants to downtown on a cold and blustery day that would have likely been very light on foot traffic in the district. We would like to request free parking in the downtown district to encourage even more people to take part in the event and to shop downtown.

Thank you for your consideration of this request and continued support of the Ames Main Street and downtown Ames.

Sincerely,

A handwritten signature in black ink that reads 'Jess Clyde'.

Jess Clyde  
Ames Main Street Promotions Chair

304 Main Street, Ames, IA 50010 515.233.3472 [AmesDowntown.org](http://AmesDowntown.org)  
MSCD is an affiliate organization of the Ames Chamber of Commerce