

COUNCIL ACTION FORM

SUBJECT: AMES MAIN STREET REQUESTS FOR JANUARY DOLLAR DAYS

BACKGROUND:

Ames Main Street (AMS) is planning to host its annual dollar days from Thursday, January 24 through Sunday, January 27, and requests a waiver of parking fees and enforcement in the downtown district on those days. The request is detailed in the attached letter.

Fulfilling this request and providing free parking for the 609 metered parking spaces in the downtown area for three days yields an estimated loss of \$5,353.84 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 three days.

ALTERNATIVES:

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

MANAGER'S RECOMMENDED ACTION:

Ames Main Street sidewalk sales are successful events held twice a year. Since these events bring shoppers to the downtown, this request furthers the City Council's goal to provide support for the commercial area.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the request from Ames Main Street to waive parking fees and enforcement for the downtown area for January Dollar Days as described above.



November 19, 2019

Dear Honorable Mayor John Haila and Ames City Council,

Ames Main Street is planning to hold the annual January Dollar Days event on Thursday, January 24 through Sunday, January 27, 2019. This event is for the businesses and community to enjoy small business sales in the destination district in the heart of the community. January Dollar Days offers the opportunity to use the gift cards they got for Christmas while finding that great after-the-holiday sale! We would like to request free parking in the downtown district from that Thursday to Sunday to offer the opportunity for great sales to the businesses as well as comfort to the community 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 cursive script that reads 'Jess Clyde'.

Jess Clyde
Ames Main Street Promotions Chair