

COUNCIL ACTION FORM

SUBJECT: AMES MAIN STREET REQUESTS FOR MUSICWALK

BACKGROUND:

Ames Main Street (AMS) is planning to host its annual MusicWalk event on Friday, April 26 from 5:00 p.m. to 8:00 p.m. In addition to the traditional arrangements for MusicWalk, AMS will be working with Downtown food establishments to set up outdoor seating areas inside metered parking stalls adjacent to the establishments. AMS staff has made the following requests of the City Council to help facilitate the MusicWalk festivities on April 26:

- a. Blanket Temporary Obstruction Permit for the Central Business District sidewalks and Blanket Vending License for the Central Business District from 3:00 p.m. to 9:00 p.m.
- b. Waiver of fee for Blanket Vending License (\$50 loss to City Clerk's Office)
- c. Use of City-owned electrical outlets and waiver of costs from 3:00 to 9:00 p.m. (approximately \$5 loss to Electric Fund)
- d. Waiver of parking meter fees and enforcement in the Central Business District from 3:00 p.m. to 9:00 p.m.
- e. Closure of 11 parking spaces in the Central Business District from 3:00 p.m. to 9:00 p.m.

No alcohol service or consumption will be permitted in the temporary sidewalk cafes.

The Council should recall that it has directed staff to adjust the parking meters downtown to a uniform rate of \$.50 per hour before April 1. Staff estimates that with this new rate in effect, meters may be utilized an average of 50% of the time. Therefore, the waiver of parking meter fees downtown for 613 meters is expected to result in a loss of \$459.75.

ALTERNATIVES:

1. Approve the MusicWalk requests as submitted by AMS, including a blanket Temporary Obstruction Permit and blanket Vending License for the Central Business District, use of electricity, and closure of parking spaces.
2. Approve the MusicWalk requests as submitted by AMS, but require reimbursement for the parking meter fees, Vending License fee, and electricity use fee.
3. Do not approve the requests.

MANAGER'S RECOMMENDED ACTION:

This event provides Ames residents with another opportunity to enjoy family-oriented outdoor activities. Because of the City Council's goal of strengthening Downtown, this type of special event should be facilitated.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the MusicWalk requests as submitted by Ames Main Street, including the waiver of parking meter fees, Vending License fee, and electricity use fee.



February 7th, 2019

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

RE: MusicWalk

Dear Honorable Mayor John Haila and City Council,

Ames Main Street is planning to hold the annual MusicWalk event on Friday, April 26 from 5:00-8:00 pm. Information about the event can be found on the Special Event Application we submitted. We would also request a waiver of fees for the Blanket Vendor Permit, electricity, and parking meters.

Thank you for your consideration of this request and continued support of Ames Main Street. We look forward to seeing you on April 26, in downtown Ames.

Sincerely,

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

Jess Clyde
Promotions Chair
Ames Main Street