

COUNCIL ACTION FORM

SUBJECT: AMES MAIN STREET REQUESTS FOR ARTWALK

BACKGROUND:

Ames Main Street (AMS) is planning to host its annual ArtWalk on Friday, June 7, from 5:00 p.m. to 8:00 p.m. ArtWalk showcases downtown businesses and community artists. In order to facilitate this event, AMS has requested approval for the following:

- Waiver of parking meter fees and enforcement in the Downtown from 3:00 p.m. to 8:30 p.m. to provide free parking to participants
- Blanket Temporary Obstruction Permit for the Central Business District from 3:00 p.m. to 8:30 p.m.
- Blanket Vending Permit for the Central Business District from 3:00 p.m. to 8:30 p.m. and waiver of fee (\$50 loss to City Clerk's Office)
- Closure of ten metered parking spaces in the Central Business District
- Use of electricity in Tom Evans Plaza and use of the Plaza for live music

Youth and Shelter Services will offer art-related kid activities in conjunction with Art Walk, AMS has requested the closure of the 400 block of Kellogg Avenue to facilitate this activity.

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 Art Walk requests as submitted by AMS for June 7, 2019, including the waiver of fees.
2. Approve the requests as submitted by AMS, but require reimbursement for lost parking revenue and for the blanket Vending Permit.
3. Deny the requests.

MANAGER'S RECOMMENDED ACTION:

ArtWalk is a popular annual event that adds vitality to the Downtown. The event organizers have experience in hosting this and many other similar events throughout the year.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the requests for ArtWalk as submitted by AMS for June 7, 2019, including the waiver of fees.



February 7th, 2017

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

RE: ArtWalk

Dear Honorable Mayor John Haila and City Council,

Ames Main Street is planning to hold the annual ArtWalk on June 7th, 2019, 5-8pm. 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 June 7th, in downtown Ames.

Sincerely,

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

Jess Clyde
Promotions Chair
Ames Main Street