

COUNCIL ACTION FORM

SUBJECT: AMES MAIN STREET REQUESTS FOR ART WALK

BACKGROUND:

Ames Main Street (AMS) is planning to host its annual Art Walk on Thursday, June 4 from 5:00 p.m. to 8:00 p.m. Art Walk 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 (Loss of \$459.75 to the Parking Fund)
- Blanket Temporary Obstruction Permit for the Central Business District from 3:00 p.m. to 8:30 p.m.
- Blanket Vending License 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 10 metered parking spaces in the Central Business District
- Use of electricity in Tom Evans Plaza and use of the Plaza for live music
- Closure of Kellogg Avenue, from Main Street to Fifth Street from 3:00 p.m. to 8:30 p.m.

ALTERNATIVES:

1. Approve the Art Walk requests as submitted by AMS for June 4, 2020, 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 License.
3. Deny the requests.

CITY MANAGER'S RECOMMENDED ACTION:

Art Walk is a popular annual event that adds vitality to the Downtown. The event organizers have experience hosting this event, as well as 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 Art Walk as submitted by AMS for June 4, 2020, including the waiver of fees.



December 3, 2019

Mayor and City Council
City of Ames
515 Clark Ave
Ames, IA 50010

Dear Mayor Haila and Members of the Ames City Council,

Ames Main Street is planning to hold the annual Ames Main Street Art Walk event on June 4, 2020.

Specific information about the event can be found on the included Special Event Application. We would also request a waiver of fees for the Blanket Vendor Permit, and electricity. We would also like to request a street closure of Kellogg from Main Street to 5th Street for our Community Art Project.

By bringing residents to Downtown Ames for attractions such as this, Ames Main Street is able to fulfill its mission as a Main Street Iowa community and create an economically vibrant downtown with unique living, dining, and entertainment experiences.

Thank you for your consideration of this request and continued support of Ames Main Street. We look forward to seeing you shopping in Downtown Ames!

Sincerely,

A handwritten signature in black ink, appearing to read 'Sonya Stoltze-Newstrom', with a decorative flourish at the end.

Sonya Stoltze-Newstrom
2020 Ames Main Street Board President



SPECIAL EVENT APPLICATION

Applications received less than thirty (30) days before the event may not be processed by the City in time for the event and will automatically be denied. Each application is viewed as a new event regardless of previous occasions.

Event Name

Location/Address

Region (Select one or more)

- Ames Main Street (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:

Downtown - Main Street Cultural District: (515) 233-3472
 Campustown - Campustown Action Association: (515) 450-8771
 ISU - Events Authorization Committee: (515) 294-1437

events@amesdowntown.org
 director@amescampustown.com
 eventauthorization@iastate.edu

TIMELINE

Setup Date Time M T W R F Sa Su

Event Starts Date Time M T W R F Sa Su

Detailed Description of Event Activities (written overview of event and what's going to happen)

Ames Main Street Art Walk is an annual event that showcases the art of local artists. Art will be exhibited on sidewalks, with enough space for pedestrian to comfortably travel.

Event Ends Date Time M T W R F Sa Su

Teardown Complete Date Time M T W R F Sa Su

Event Category

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

Rain Date Rain Location

Yes No

Is this an annual event? If yes, how many years?

For Office Use Only

Documents Received

Date: 12/9/19

- Completed Application
- Fireworks Application (\$25 fee)
- Insurance Certificate
- Public Safety & Event Management Plan
- Site Plan/Route Map (\$25 fee) (Road Race)
- Vendor List (\$50 fee/each)
- Parking fees
- Letter to Council
- Special Events Meeting

Date _____

Time _____

Room _____

Documents Sent:

- Alcohol License ABD
- Fireworks Permit
- Road Race Permit
- TOP
- Vending Permit
- Other _____

Departments Included

- City Manager: Brian Phillips and Tasheik Kerr
- CyRide: Jenny Bethurem or Rob Holm or Kevin Gries
- Electric: Mark Imhoff
- Fire: Jason Ziph or Rich Higgins
- Parks & Rec: Craig Kaufman or Joshua Thompson
- Public Works: Brad Becker or Dave Cole
- Police: Jason Tuttle or Geoff Huff
- Water: Heidi Petersen
- Risk Management: Bill Walton

CAA: Karen Chitty
 AMS: Jess Clyde or Sarah Dvorsky
 ISU: Events Authorization Committee

City Council Meeting

Date _____
 Added to Agenda with CAF Approved Y N

Reminder Date _____

CONTACTS

Sponsor/Applicant Name Sarah Dvorsky/Ames Main Street
Address 304 Main St.
City Ames State IA Zip Code 50010
Daytime Phone (515) 715-1854 Cell Phone (319) 930-2276
E-mail sarahd@ameschamber.com
Alternate Contact Name Drew Kamp
Daytime Phone (515) 817-6311 Cell Phone (402) 415-7207
E-mail drew@ameschamber.com

ATTENDANCE

Anticipated Daily Attendance 300-800

Yes No

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:

ORGANIZATION STATUS/PROCEEDS

- For-Profit
- Bona Fide Tax Exempt
- Nonprofit

Yes No

Are patron admission, entry, or participant fees required? If yes, please describe and provide amounts:

Are vendor or other fees required? If yes, please provide amounts:

Percentage of net proceeds going towards fundraising %

Percentage of net proceeds going towards for-profit entity %

SECURITY

Ames Police Department 24 hour non-emergency phone number: 515-239-5133

Please complete the course at <https://www.crowdmanagers.com/training> for crowd management training.

Yes No

Have you hired a professional security company to develop and manage your event's security plan? If yes, please fill out the following information:

Security Organization
Address
City State Zip Phone
Email