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# MEMO

**To:** Mayor and City Council  
**From:** Brian Phillips, Assistant City Manager  
**Date:** July 17, 2020  
**Subject:** Fall 2020 Special Events

**Staff is seeking direction from the City Council regarding how to proceed with special events occurring this fall.** On May 12, 2020, the City Council directed staff to utilize a set of decision-making criteria to evaluate events on City property. The criteria are:

- Is the event allowed under the Governor's emergency proclamations?
- How many attendees are expected, and how densely crowded are they?
- Do event organizers have a plan and equipment/supplies needed for increased hygiene?
- Is there sufficient staffing by event organizers to maintain social distancing among participants?
- Is there an increased risk that the event will require City staff to be in close contact with participants or organizers for an extended period of time?

No end date was agreed to for the use of these criteria to evaluate special events. Subsequent to the May 12 decision, staff stopped receiving applications for summer events. However, staff recently received special event applications for the following fall events:

- September 10-13: Summer Sidewalk Sales (Free parking, vendors on sidewalks)
- October 8: Art Walk (Art and music festival with street closures and vendors)
- November 7: Ames Main Street Shop for a Cause (A free parking-only event)
- November 28: Small Business Saturday (Free parking, vending on sidewalks)
- December 4-24: Snow Magic (Carriage rides, Santa's train)

A preliminary assessment of these five applications indicate that Summer Sidewalk Sales, Ames Main Street Shop for a Cause, and Small Business Saturday are likely to

meet the criteria to proceed. However, Art Walk and Snow Magic would require further discussion and evaluation.

**Direction is needed from the City Council:**

- 1. Does the Council wish for staff to accept some or all of these applications and proceed with the staff evaluation and Council approval process?**
- 2. Does the Council wish for staff to continue applying the decision-making criteria to special events into the fall?**

If the Council directs staff to accept these applications, staff will return detailed reports to the Council regarding the event logistics, so the Council may consider approval.