

COUNCIL ACTION FORM

SUBJECT: AMES MAIN STREET REQUESTS FOR SNOW MAGIC

BACKGROUND:

Ames Main Street (AMS) plans to host its Snow Magic Celebration December 4th through December 24th. The event will kick off on December 4th with the tree lighting ceremony, open houses, and horse and carriage rides.

To facilitate this event, Ames Main Street has made the following requests for December 4th:

- Closure of Kellogg Avenue from Main Street to Fifth Street, including closure of 12 metered parking spaces, from 1:00 to 8:00 p.m. for Santa's Train
- Closure of 4 metered parking spaces within the Downtown from 1:00 to 8:00 p.m. on December 4th to facilitate the pick-up and drop-off of passengers on horse drawn carriage rides through the downtown
- Waiver of parking meter fees for closed parking meters (\$20 loss to the Parking Fund).
- Access to City electrical outlets at Tom Evans Plaza and waiver of fees (estimated \$10 loss to the Electric Fund)
- A blanket Temporary Obstruction Permit and a blanket Vending License for the Downtown from December 4th through December 24th to allow stores to display and sell merchandise and waiver of Vending License fee (\$50 loss to City Clerk's Office).

In February 2020, the City Council adopted a new policy regarding metered parking waivers:

Metered parking fees will not be waived for special events. Any event organizers intending to provide free parking or to close metered parking spaces must reimburse the City's Parking Fund for the lost revenue. The City Council may consider waivers to this policy on a case-by-case basis for parking spaces that are obstructed by the event area (not for area-wide free parking).

For FY 2020/21, the City Council allocated \$5,496 in the Local Option Sales Tax Fund to reimburse the Parking Fund for Downtown special events where free parking or

parking closures are to take place. Unfortunately, Snow Magic was not one of the events indicated by AMS to involve a closure of parking meters. Therefore, for this event, the City Council may either waive the \$20 in lost parking meter revenue or may require reimbursement for this loss from AMS or some other source.

In May 2020, the City Council directed staff to evaluate special events against a set of COVID-19 precautions to determine whether it was appropriate for the event to take place. The evaluation is as follows:

Is the event allowed under the Governor’s emergency proclamations?

Section Three of the Governor’s proclamation issued July 24 (expiring at 11:59 p.m. August 23) indicates that a social or community gathering of more than ten people may be held, but only if the gathering organizer ensures six feet of physical distance between each group or individual attending alone and the gathering organizer implements reasonable measures under the circumstances of each gathering to ensure social distancing, increased hygiene practices, and other public health measures.

How many attendees are expected, and how densely crowded are they?

Organizers expect fewer participants compared to previous iterations of Snow Magic. The estimate for a typical year is approximately 800 participants throughout the entire Downtown.

Do event organizers have a plan and equipment/supplies needed for increased hygiene?

Organizers have indicated that each business participating will be encouraged to require masks and provide hand sanitizer. Volunteers will sanitize Santa’s train and the carriage between rides.

Is there sufficient staffing by event organizers to maintain social distancing among participants?

Participating stores will be relied upon to enforce social distancing inside their own premises. AMS staff will be available to assist with any concerns should they arise.

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?

City staff expects to have no involvement in the event.

ALTERNATIVES:

1. Approve the requests made by Ames Main Street as indicated above, including the requested waiver of fees.
2. Approve the requests as indicated above, but require reimbursement for the blanket Vending Permit (\$50), electricity use (\$10), and lost parking meter revenue (\$20)
3. Deny the requests.

CITY MANAGER'S RECOMMENDED ACTION:

Snow Magic provides an opportunity to draw residents and visitors to the Downtown and supports local businesses during the holiday shopping season. Organizers have prepared plans for ensuring the event complies with COVID-19 protocols, and expect smaller attendance numbers than in previous years.

It is therefore the recommendation of the City Manager that the City Council adopt Alternative No. 1 as described above



For Office Use Only

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@arnescampustown.com
eventauthorization@iastate.edu

Documents Received

Date: _____

- 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

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 Tasheh 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 _____

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)

Snow Magic is an annual event for the downtown businesses held December 4 – December 24. The Kick off will be held on December 8 from 5pm-8pm. There will be carriage rides around the downtown with stops in front of the Ames History Museum and the Depot. We will need to block off four parking stalls in front of the History Museum for the carriage rides. Additionally, we would like to close Kellogg from Main Street to 5th Street for Santa's Train from 3pm-9pm.

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?

CONTACTS

Sponsor/Applicant Name Ames Main Street/Sarah Dvorsky

Address 304 Main Street

City Ames **State** Iowa **Zip Code** 50010

Daytime Phone 515-232-2310 **Cell Phone** 319-930-2276

E-mail sarahd@ameschamber.com

Alternate Contact Name John Hall

Daytime Phone 515-232-2310 **Cell Phone** 515-720-5305

E-mail drew@ameschamber.com

ATTENDANCE

Anticipated Daily Attendance 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



June 24, 2020

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 Snow Magic from December 4 through December 24 in Downtown Ames.

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. In addition, we would also request a waiver of fees for four parking meters on Friday, December 4.

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