

**COUNCIL ACTION FORM**

**SUBJECT: REVISED AMES MAIN STREET REQUESTS FOR ART WALK**

**BACKGROUND:**

On January 14, 2020, the City Council approved requests from Ames Main Street (AMS) to host its annual Art Walk. Art Walk showcases downtown businesses and community artists. The event was originally scheduled to take place on June 4, but did not take place at that time due to the COVID-19 pandemic.

AMS has rescheduled the event for October 8, 2020, from 5:00 p.m. to 8:00 p.m. In order to facilitate this event, AMS has requested approval for the following:

- Blanket Temporary Obstruction Permit for the Central Business District from 1:00 p.m. to 9:00 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 City electrical outlets and waiver of fees
- Closure of Kellogg, from Main Street to Fifth Street from 3:00 p.m. to 8:30 p.m.

Although the original plan for Art Walk included a request to waive parking meter fees and enforcement in the entire Downtown, that aspect of the event is not being requested by AMS for this revised Art Walk. The limited meter closures indicated above are still being requested by AMS. The cost to close these ten parking meters results in an estimated loss of \$2.50 to the Parking Fund.

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. Therefore, for this event, the City Council is requested to authorize a transfer of \$2.50 from the Local Option Sales Tax Fund to the Parking Fund.

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 vendors and participants compared to previous iterations of Art Walk. The estimates for a typical year range from 300-800 participants.

**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. **AMS representatives indicated that they are willing to explore requiring participating businesses to require masks for patrons if the City desired.**

**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 from AMS for Art Walk on October 8, 2020, including the waiver of fees and the transfer of \$2.50 from the Local Option Sales Tax Fund to the Parking Fund to reimburse lost parking meter revenue.
2. Approve the requests as described in Alternative #1, but require AMS to enforce the use of masks as a condition of event participation.
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 in hosting this and many other similar events throughout the year. Organizers have prepared plans for ensuring the event complies with COVID-19 protocols, and expect smaller attendance numbers than in previous years.

Therefore, it is 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@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 and local musicians. Art and music 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?

### 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 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   
Address   
City  State  Zip Code   
Daytime Phone  Cell Phone   
E-mail   
Alternate Contact Name   
Daytime Phone  Cell Phone   
E-mail

## ATTENDANCE

Anticipated Daily Attendance

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 Ames Main Street Art Walk event on October 8, 2020, rescheduled from this summer.

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.

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