

**COUNCIL ACTION FORM**

**SUBJECT: REQUESTS FROM AMES MAIN STREET FOR SEPTEMBER  
SIDEWALK SALES**

**BACKGROUND:**

On January 14, 2020, the City Council approved requests from Ames Main Street (AMS) to host its annual Summer Sidewalk Sales. At this event, downtown businesses display merchandise on the sidewalks for pedestrians to browse. The event was originally scheduled to take place from July 23<sup>rd</sup> through July 26<sup>th</sup>, but did not occur at that time due to the COVID-19 pandemic.

AMS has re-branded this event as “September Sidewalk Sales” and has rescheduled it for September 10-13.

To facilitate this event, organizers are requesting suspension of parking regulations and enforcement for the Downtown from 8:00 a.m. to 8:00 p.m. on Saturday, September 12 (\$1,370.25 estimated loss to the Parking Fund). A waiver of fee for a blanket Vendor Permit (\$50 loss to the City Clerk’s Office) and a blanket Temporary Obstruction Permit have also been requested for Saturday, September 12.

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 \$1,370.25 from the Local Option Sales Tax Fund to the Parking Fund.

Because this event does not involve a gathering of crowds in a single area, City staff has not evaluated this event against the City Council’s adopted COVID-19 event criteria.

**ALTERNATIVES:**

1. Approve the requests for September Sidewalk Sales as requested by Ames Main Street, including the waiver of fees and transfer of funds from the Local Option Sales Tax Fund to the Parking Fund.
2. Deny the requests

**CITY MANAGER'S RECOMMENDED ACTION:**

The Summer Sidewalk Sales is a successful event for the Downtown. This event attracts people to the Downtown and promotes shopping locally.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, as described above.



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 Holmor or Kevin Gri
- 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 \_\_\_\_\_

# 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 **Ames Main Street September Sidewalk Sales**

Location/Address **Ames Main Street**

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 **9/10/2020** Time **8:00 AM**

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 September Sidewalk Sales is a semi-annual event during which businesses will offer sales, promotions, and discounts on the sidewalk immediately in front of their place of business. This is the rescheduled Summer Sidewalk Sales from July. Shoppers should also be drawn to the free parking!

Event Ends Date **9/13/2020** Time **8:00 PM**

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

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 September Sidewalk Sales from September 10-13, 2020. This is the rescheduled event Summer Sidewalk Sales, which was canceled for July.

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 free parking of city meters throughout Downtown on Saturday, September 12, 2020.

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 large, decorative flourish at the end.

Sonya Stoltze-Newstrom  
2020 Ames Main Street Board President