ITEM #	13
DATE:	01-26-21

COUNCIL ACTION FORM

SUBJECT: AMES MAIN STREET REQUESTS FOR MUSIC WALK

BACKGROUND:

Ames Main Street (AMS) is planning to host its annual Music Walk event on Thursday, April 29 from 5:00 p.m. to 8:00 p.m. In addition to the traditional arrangements for Music Walk, AMS will be working with Downtown food establishments to set up outdoor seating areas inside metered parking stalls adjacent to the establishments. AMS staff has made the following requests of the City Council to help facilitate the Music Walk festivities on April 29:

- Blanket Temporary Obstruction Permit for the Central Business District sidewalks and Blanket Vending License for the Central Business District from 3:00 p.m. to 9:00 p.m.
- Waiver of fee for Blanket Vending License (\$50 loss to City Clerk's Office)
- Use of City-owned electrical outlets and waiver of costs from 3:00 to 9:00 p.m. (approximately \$5 loss to Electric Fund)

Ames Main Street is also requesting a closure of 10 metered parking spaces in the Downtown from 3:00 p.m. to 9:00 p.m. to provide space for vendors, and to waive parking meter fees and enforcement (Loss of \$12.50 to Parking Fund). The Council's policy regarding parking waivers is to consider requests such as this one on a case-by-case basis, as opposed to requiring reimbursement for lost parking revenue. Lost parking revenue is only required to be reimbursed under this policy when the parking waiver is District-wide.

City staff has not evaluated this event against the COVID-19 criteria that were used throughout most of 2020 to evaluate special events. It may be difficult to do so, given the uncertainty about the state of public health measures several months from now. If the City Council feels a review should happen as the event approaches, the City Council could at that time direct staff to place it on an agenda to be modified or canceled.

ALTERNATIVES:

- 1. Approve the Music Walk requests as submitted by AMS.
- 2. Approve the Music Walk requests as submitted by AMS, but require reimbursement for the parking meter fees, Vending License fee, and electricity use fee.
- 3. Do not approve the requests.

CITY MANAGER'S RECOMMENDED ACTION:

This event provides Ames residents with another opportunity to enjoy family-oriented outdoor activities. Because of the City Council's goal of strengthening Downtown, this type of special event should be facilitated.

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



December 28, 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 Music Walk event on April 29, 2021.

Specific information about the event can be found on the included Special Event Application. We would also request a blanket Temporary Obstruction Permit, and a waiver of fees for the Blanket Vending Permit, electricity, and the 10 requested parking spaces.

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,

-form Hall

John Hall Executive Director Ames Main Street

304 Main Street, Ames, IA 50010 515.233.3472 AmesDowntown.org

Applications received less than thirty (30) days before the symptoms 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 AmesiMain Street Music Walk Location/Address Main Street Region (Select one or more) Main Street Manes Main Street (Downtown) Campustown District Invasite University Property City Parks Other (please explain) Other (please explain)	For Office Use Only Documents Received Dite: 12-31-20 Completed Application Fireworks Application (\$25 fee) Insurance Certificate Public Safety & Event Management Plan Site Plan/Route Map (\$25 fee) readewo) Vendor List (\$50 fee/each) Parking fees Special Events Meeting Date Time
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	Room Documents Sent: Alcohol License ABD Fireworks Permit
Campustown - Campustown Action Association: (515) 450-8771 director@amescampustown.com ISU - Events Authorization Committee: (515) 294-1437 eventauthorization@iastata.edu IMELINE	Road Race Permit TOP Vending Permit Other Other Departments Included
Solution Date M T W R F Sa Su Event Starts Date M 29/20/24 Time Date M 29/20/24 Time 5:00 pm Date M T W R F Sa Su M T W R F Sa Su Date M T W R F Sa Su Date M T W R F Sa Su Detailed Description of Event Activities (written overview of event and what's going to happen)	City Manager: Brian Phillips and Tashelk Kerr CyRide: Jenny Bethurem Fightig: Mark Imhoff Electric: Mark Imhoff Fire: Jason Ziph or Rich
Event Ends	Higgins Parks & Rec: Craig Xaufman or Joshua Thompson Public Works: Brad Becker or Dave Cole Police: Jason Tuttle or Geoff Hulf
Teardown Complete Date 429/2021 Time 9:00pth M T W R F Sa Su	Water: Heldi Petersen Risk Management: Bill F:: Walton
Event Category Image: Concert/Performance Image: Concert/Performance Image: Concert/Performance Image: Concert/Concert/Performance Image: Concert/Perfo	CAA: Karen Chitty AMS: Jess Clyde or Sarah Dvprsky ISU: Events Authorization Committee City Council Meeting
Rain Date Yes No O Is this an annual event? If yes, how many years?	Date 1 26-21 Added to Agenda with CAF Approved ¥ N Reminder Date

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Sponsor/A	pplicant Name Sarah Dvorsky/Ames Main Street
Address	304 Main St.
City Ame	as State IA
Daytime Pl	hone (515) 232-2310 Cell Phone (319) 930-2276
E-mail 🛐	arahd@ameschamber.com
Alternate	Contact Name John Hall
Daytime P	hone 515-232-2310 Cell Phone 515-720-5305
	ohn@ameschamber.com
ATTENDA Anticipate	NCE Ind Daily Attendance 300 800 7 300
Yes	No
0	Is this event open to the public?
\odot	Is your event being held in conjunction with another event (e.g. Farmers' Market, 4th of July, etc.)? If yes, please list:
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ORGANIZATION STATUS/PROCEEDS

E 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

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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	$r_{2,\ell}$
Address	
City State Zip Phone Phone	
Email	制能

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