

**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,

A handwritten signature in blue ink that reads "John Hall". The signature is written in a cursive style with a blue ink pen.

John Hall  
Executive Director  
Ames Main Street



## 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