

**COUNCIL ACTION FORM**

**SUBJECT: REQUESTS FOR AMES MAIN STREET FARMERS' MARKET**

**BACKGROUND:**

The Ames Chamber of Commerce is planning to host the annual Ames Main Street Farmers' Market this summer, which will take place on the 300 and 400 blocks of Main Street and on Burnett Avenue from Main Street to the U.S. Bank drive-through. The Market will operate on 25 Saturdays from May 1 to October 16 from 8:00 a.m. to 12:30 p.m. To facilitate set-up and teardown, streets and parking spaces need to be closed from 5:30 a.m. to 1:30 p.m. each day.

To facilitate the event, organizers request a blanket Temporary Obstruction Permit and blanket Vending License for the entire Central Business District from 5:30 a.m. to 1:30 p.m. each day of the Market, which will allow downtown businesses who file an insurance certificate with the City to display items for sale on the sidewalks. The Chamber has requested that the \$50 Vending License fee be waived.

Organizers have also requested the use of Tom Evans Plaza between the hours of 5:30 a.m. and 1:30 p.m. for vendor booths and entertainment. As in previous years, this space would be used for entertainment and educational activities for children and families. However, to prevent damaging the turf in the plaza, vendors will not be permitted to use the turf areas for their activities.

The use of electricity in Tom Evans Plaza, along Main Street and on Burnett Avenue has also been requested. Organizers have requested a waiver of the \$5 per day fee for use of electricity.

To facilitate the Market, organizers have also requested that the two- and four-hour limits on parking in CBD Lots X and Y be waived from 6:30 a.m. to 1:00 p.m. Additionally, 75 metered parking spaces along Main Street from Clark Avenue to Kellogg Avenue will be closed for 4.5 metered hours each day the Market operates. **City staff estimates that this will result in a loss of \$2,109 to the Parking Fund.**

Market organizers have requested that the meter fees be waived because the Market is a non-profit organization, and in return the City would be included as a sponsor on all Market advertising materials. **In past years, the City Council has waived all meter fees for this event. The City Council's adopted parking fee waiver policy allows the City Council to waive parking fees on a case-by-case basis for requests that do not involve District-wide free parking.**

**ALTERNATIVES:**

1. Approve the requested street closures from 5:30 a.m. to 1:30 p.m. on Saturdays from May 1 to October 16, use of Tom Evans Plaza for entertainers, use of City electrical outlets, a blanket Temporary Obstruction Permit, a blanket Vending License, suspension of parking enforcement in CBD Lots X and Y from 6:30 a.m. to 1:00 p.m. each of the affected days, and waiver of the fees for the Vending License, electricity use, and lost parking meter revenue.
2. Approve the requests as stated in Alternative No. 1, but require Farmers' Market to reimburse the City for the Vending License, electricity use, and parking meter revenue.
3. Direct staff to work with Farmer's Market organizers to find an alternative location for the event.
4. Do not approve the requests.

**CITY MANAGER'S RECOMMENDED ACTION:**

The Main Street Farmers' Market has successfully attracted visitors to the Downtown for the last several years. It has become a signature event in Ames, enhancing the local economy and providing a family-friendly activity that showcases the Ames community.

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



Ames™  
CHAMBER OF COMMERCE

February 5, 2021

Mayor and City Council  
City of Ames  
515 Clark Ave  
Ames, IA 50010

Dear Honorable Mayor Halla and City Council,

The Ames Chamber of Commerce is planning to hold the eleventh season of the *Ames Main Street Farmers' Market* this summer. The event is scheduled to be held on the 300 and 400 block of Main Street every Saturday from May 1st to October 16th, 8:00AM to 12:30PM (the road is scheduled to be closed from 5:30AM to 1:30PM to allow for setup, teardown, and cleanup). The event will showcase the area's best farmers, crafters, artists, and prepared food experts as well as offering weekly live entertainment and children's activities. We do plan on keeping the modifications that were put in place last year to help minimize COVID. At this time, Ames Chamber of Commerce asks the City Council to consider four specific requests:

1. The Ames Chamber of Commerce requests a Blanket Vending Permit for the entire CBD to allow businesses to sell merchandise outside their stores if they so choose. The Chamber of Commerce further requests the fee be waived as any businesses selling products on the sidewalk are members.
2. The Ames Chamber of Commerce requests free use of electricity along the 300 and 400 Blocks of Main Street and for the outlets in the Tom Evans Park.
3. The Ames Chamber of Commerce requests that the fee be waived for the parking meters on the 300 and 400 Blocks during the Ames Main Street Farmers' Market as the Market is a Non-Profit organization. In return the City of Ames would be considered a Sponsor of our Ames Main Street Farmers' Market and would be included in all advertising, newsletters and on our Website. For the 24-week period the Market brings conservatively 60,000 - 72,000 people to the Main Street Cultural District. The benefit from these visitors coming to the Market will increase income in parking, shopping and eating in our beautiful city.
4. The Ames Chamber of Commerce also requests that that any timed, 2hr or 4 hr. parking fees in the back lots of the 300 and 400 Blocks of Main street be waived from 6:30am to 1:00pm during the Market season.

Thank you for your consideration of these requests and continued support of downtown Ames. We look forward to seeing you at the Ames Main Street Farmers' Market throughout the 2021 season.

Sincerely,

Lojean Petersen  
Ames Main Street Farmers' Market Manager

304 Main Street, Ames, IA 50010 | 515.232.2310 | Ames Chamber of Commerce



TO: Mayor John Haila  
Gloria Betcher  
Tim Gartin  
David Martin  
Rachel Junk  
Amber Corrieri  
Bronwyn Beatty-Hansen  
Nicole Whitlock  
Steve Schinker, City Manager

FROM: Steve Goodhue  
2021 Board President  
Ames Main Street

DATE: 2/3/2021

RE: Ames Main Street Farmers' Market

Ames Main Street is proud to offer its support for the 2021 Ames Main Street Farmers' Market. We also endorse the closure of the streets along the 300 and 400 blocks for this weekly event. Events of this nature help Ames Main Street achieve its vision of making Downtown Ames the primary destination of Central Iowa by creating an economically vibrant district with unique living, dining, and entertainment experiences.

Sincerely,

A handwritten signature in black ink, appearing to read 'Steve Goodhue', written over a white background.

Steve Goodhue  
2021 Ames Main Street Board President

CC: Kim Frey, Director, Ames Main Street  
Lojean Peterson, Director, Ames Main Street Farmers' Market

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



# 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 Farmers Market

Location/Address 300 & 400 Blocks of 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 May 1, 2021 Time 5:30 AM M T W R F Sa Su

Event Starts Date May 1, 2021 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)

[Empty box for Detailed Description of Event Activities]

Event Ends Date October 16, 2021 Time 12:30 pm M T W R F Sa Su

Teardown Complete Date October 16, 2021 Time 1:30 pm 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? 10 yrs.

## For Office Use Only

### Documents Received

Date: 2-5-21

- Completed Application
- Fireworks Application (\$25 fee)
- Insurance Certificate
- Public Safety & Event Management Plan
- Site Plan/Route Map (\$25 fee) (Road Fee)
- 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 NOISE

### Departments Included

- City Manager: Brian Phillips and Fastrek 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 Ames Chamber of Commerce  
 Address 304 Main Street  
 City Ames State IA Zip Code 50010  
 Daytime Phone 515-232-2310 Cell Phone \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 Alternate Contact Name Lojean Petersen  
 Daytime Phone 515-232-2310 Cell Phone 515-520-0902  
 E-mail amesfarmersmarket@ameschamber.com

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:  
\$500/season for food trucks \$400/season for all other vendors.  
 Percentage of net proceeds going towards fundraising 100 %  
 Percentage of net proceeds going towards for-profit entity 0 %

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. *- We have completed this 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 \_\_\_\_\_