

COUNCIL ACTION FORM

SUBJECT: REQUESTS FOR SUMMERFEST IN CAMPUSTOWN

BACKGROUND:

Campustown Action Association (CAA) plans to hold its 11th annual Summerfest on June 5, 2021. The event involves activities for children, live music, and a beer garden. Organizers plan to close the 200 block of Welch Avenue (from Chamberlain to Hunt Street) and Chamberlain Street from Welch Avenue to the Chamberlain Lot Y exit from approximately 7:00 a.m. to 10:00 p.m.

Reserved spaces in Welch Lot T will not be affected and those users will be able to enter and exit their spaces through the alley west of Welch Avenue. Fire Station #2 will not be affected by the arrangement of these closures.

Organizers are requesting the following actions by City Council for June 5:

- Closure of the 200 block of Welch Avenue and Chamberlain Street from Welch Avenue to the exit of Chamberlain Lot Y between 7:00 a.m. and 10:00 p.m.
- Closure of parking spaces in the 200 block of Welch Avenue, on Chamberlain Street between Welch Avenue and the Chamberlain Lot Y exit, Welch Lot T, and Chamberlain Lot Y between 7:00 a.m. and 10:00 p.m.
- Access to City-owned electric outlets and waiver of fees for electricity use (approximately \$5 loss of revenue)
- Blanket Temporary Obstruction Permit
- Blanket Vending License and waiver of fee (\$50 loss to City Clerk's Office)

CAA is also requesting a closure of 36 metered parking spaces in the 200 block of Welch Avenue, on Chamberlain Street between Welch Avenue and the Chamberlain Lot Y exit, Welch Lot T, and Chamberlain Lot Y between 7:00 a.m. and 10:00 p.m., and a waiver of parking meter fees and enforcement (Loss of \$120.75 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.

The Ames Chamber of Commerce is providing liability insurance coverage for this event, since CAA is an affiliate organization of the Chamber. Police Department staff

will issue a Noise Permit for the event. CAA will contact affected businesses by going door-to-door, distributing flyers, and through email contacts.

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 requests as outlined above for Summerfest on June 5, including the waiver of fees.
2. Approve the requests for street and parking lot closures, the Temporary Obstruction Permit and the beer permit, but require reimbursement to the City for lost parking meter revenue, a blanket Vending License, and the usage of electricity.
3. Do not approve the requests.

CITY MANAGER'S RECOMMENDED ACTION:

Campustown Action Association's Summerfest has been a successful event, and staff feels comfortable that the event will continue to be successful this year. In addition, it is important that CAA is successful in promoting the Campustown area through events and activities like Summerfest.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the requests as outlined above for Summerfest on June 5, including the waiver of fees.



campustown
action
association

March 23, 2021

Honorable Mayor Haila and City Council
Ames City Hall
515 Clark Avenue
Ames, IA 50010

RE: Summerfest in Campustown 2021

Dear Honorable Mayor Haila and City Council,

The Campustown Action Association (CAA) is planning to hold our annual Summerfest in Campustown event on Saturday, June 5th from 3pm to 9pm. Information about the event can be found on the Special Event Application we submitted, but there are several waivers we are requesting at this time, in addition to the resolutions and motions outlined in the application. We ask for resolutions approving the waiver of electricity costs for the 200 block of Welch Avenue, the waiver of parking meter fees for the day (event area only: 200 block Welch, portion of Chamberlain, Lot Y and Lot T), and a waiver of fee for the Blanket Vendor Permit.

Thank you for your consideration of these requests and continued support of Campustown. We look forward to seeing you on June 5th.

Sincerely,

Karin Chitty
Executive Director, Campustown Action Association



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 Summerfest in Campustown

Location/Address 200 block of Welch Avenue, Campustown

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 6/5/2021 Time 7am M T W R F Sa Su
 Event Starts Date 6/5/2021 Time 3pm M T W R F Sa Su

Detailed Description of Event Activities (written overview of event and what's going to happen)

Summerfest is free and open to the public. The activities this year will be limited to those we feel can be provided in a safe manner. The event will feature a large bingo tent, live music, beer garden, petting zoo, balloon twisting, craft kits and a root beer garden. There will also be a cutest dog contest held. We plan to increase spacing among activities and tables.

Event Ends Date 6/5/2021 Time 9pm M T W R F Sa Su
 Teardown Complete Date 6/5/2021 Time 10pm 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 N/A Rain Location _____

Yes No
 Is this an annual event? If yes, how many years? 10

For Office Use Only

Documents Received

- Date: 3-8-21
- 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 None?

Departments Included

- City Manager: Brian Phillips
- 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
- Police: Tom Shelton & Mike Arkovich
- 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 1

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