

ITEM # 20
DATE: 4/27/21

COUNCIL ACTION FORM

SUBJECT: SUMMER SIDEWALK SALES REQUESTS FROM AMES MAIN STREET

BACKGROUND:

Ames Main Street is again hosting its annual Summer Sidewalk Sales from July 29 through August 1. At this event, downtown businesses display merchandise on the sidewalks for pedestrians to browse.

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, July 31 (\$1,370.25 estimated loss to the Parking Fund). A waiver of fee for a blanket Vendor License (\$50 loss to the City Clerk's Office) and a blanket Temporary Obstruction Permit have also been requested for Saturday, July 31.

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 2021/22, the City Council allocated \$5,489 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.

ALTERNATIVES:

1. Approve the requests for Sidewalk Sales as requested by Ames Main Street, including the waiver of fees for parking and vending, and transfer \$1,370.25 from the Local Option Sales Tax Fund to the Parking Fund.
2. Approve the requests for Sidewalk Sales, but require reimbursement for vending and lost parking meter revenue.
3. Deny the requests

CITY MANAGER'S RECOMMENDED ACTION:

Sidewalk Sales are successful events held twice each year in the Downtown. These events attract people to the Downtown and promotes shopping locally. These requests further the City Council's goal to strengthen Downtown.

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 Summer Sidewalk Sales event July 29-August 1, 2021.

Specific information about the event can be found on the included Special Event Application. We would also request a blanket Temporary Obstruction Permit. In addition, we would also request a waiver of fees for free parking of city meters throughout Downtown on Saturday, July 31, 2021.

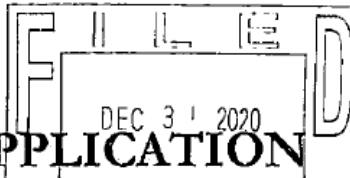
By bringing residents to Downtown Ames for attractions such as this, Ames Main Street is able to fulfill its mission as a Main Street Iowa community and create an economically vibrant downtown with unique living, dining, and entertainment experiences.

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'.

John Hall
Executive Director
Ames Main Street



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 Summer 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) 450-6771
 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 **07/29/2021** 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)

Ames Main Street Summer 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. Shoppers should also be drawn to the free parking Saturday.

Event Ends Date **08/01/2021** 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? []

For Office Use Only

Documents Received

Date: **12-31-20**

- Completed Application
- Fireworks Application (\$25 fee)
- Insurance Certificate
- Public Safety & Event Management Plan
- Site Plan/Route Map (\$25 fee) (used 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 Tashelk Kerr
- Cyrtide: 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
 AJS: Jess Clyde or Sarah Dvorsky
 ISU: Events Authorization Committee

City Council Meeting

Date **1-26-21**

Added to Agenda with CAF Approved. Y N

Reminder Date []

CONTACTS

Sponsor/Applicant Name **Sarah Dvorsky/Ames Main Street**
Address **304 Main St**
City **Ames** State **IA** Zip Code **50010**
Daytime Phone **(515) 715-1854** Cell Phone **(319) 930-2276**
E-mail **sarahd@ameschamber.com**
Alternate Contact Name **John Hall**
Daytime Phone **(515) 232-2310** Cell Phone **515-720-5305**
E-mail **johnh@ameschamber.com**

ATTENDANCE

Anticipated Daily Attendance **300-800**

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