

**COUNCIL ACTION FORM**

**SUBJECT: REQUESTS FROM AMES MAIN STREET FOR SMALL BUSINESS SATURDAY**

**BACKGROUND:**

Ames Main Street (AMS) has submitted requests to facilitate Small Business Saturday on November 27.

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, November 27 (\$1,370.25 estimated loss to the Parking Fund). A waiver of fee for a blanket Vendor Permit (\$50 loss to the City Clerk's Office) and a blanket Temporary Obstruction Permit have also been requested.

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 Small Business Saturday as requested by Ames Main Street, including the waiver of fees and transfer of funds from the Local Option Sales Tax Fund to the Parking Fund.
2. Deny the requests

**CITY MANAGER'S RECOMMENDED ACTION:**

Small Business Saturday is an annual event for the Downtown. This event aims to attract people to the Downtown, and promote shopping locally to kick off the holiday shopping season.

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 Small Business Saturday on Saturday, November 27, 2021.

Specific information about the event can be found on the included Special Event Application. We would also like 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, November 27, 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.

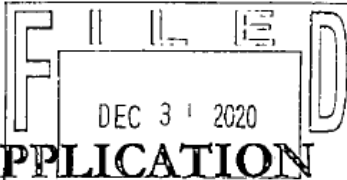
Thank you for your consideration of this request and continued support of Ames Main Street. We look forward to seeing you shopping in Downtown Ames!

Sincerely,

A handwritten signature in blue ink that reads "John Hall". The signature is fluid and cursive, with the first and last names clearly legible.

John Hall  
Executive Director  
Ames Main Street

304 Main Street, Ames, IA 50010 515.233.3472 [AmesDowntown.org](http://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 Small Business Saturday

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) 450-8771  
 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: 11/27/2021 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)  
Small Business Saturday is an annual event during which businesses will offer sales, promotions, and discounts. Weather permitting, businesses may set up on the sidewalk immediately in front of their place of business. Shoppers should also be drawn to the free parking!

Event Ends Date: 11/27/2021 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)
- Vendor List (\$50 fee/each)
- Parking fees

Special Events Meeting  
 Date: [ ]  
 Time: [ ]  
 Room: [ ]

- Documents Sent:
- Alcohol License ABD
  - Fireworks Permit
  - Road Race Permit
  - OP
  - Vending Permit
  - Other free pkg

- Departments Included
- City Manager: Brian Phillips and Tasha 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: 1-26-21  
 Added to Agenda with CAF  
 Approved Y N

Reminder Date: [ ]

**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