

COUNCIL ACTION FORM

SUBJECT: AMES MAIN STREET REQUESTS FOR SNOW MAGIC

BACKGROUND:

Ames Main Street (AMS) plans to host its Snow Magic Celebration December 3rd through December 24th. The event will kick off on December 3rd with the tree lighting ceremony, open houses, and horse and carriage rides.

To facilitate this event, Ames Main Street has made the following requests for December 3rd

- Closure of Kellogg Avenue from Main Street to Fifth Street, including closure of 12 metered parking spaces, from 3:00 to 9:00 p.m. for Santa's Train
- Closure of 4 metered parking spaces within the Downtown from 1:00 to 8:00 p.m. on December 3rd to facilitate the pick-up and drop-off of passengers on horse drawn carriage rides through the downtown
- Waiver of parking meter fees for closed parking meters (\$20 loss to the Parking Fund).
- Access to City electrical outlets at Tom Evans Plaza and waiver of fees (estimated \$10 loss to the Electric Fund)
- A blanket Temporary Obstruction Permit and a blanket Vending License for the Downtown from December 3rd through December 24th to allow stores to display and sell merchandise and waiver of Vending License fee (\$50 loss to City Clerk's Office).

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).

Because this event only involves the closure of 16 total parking meters, the City Council may grant a waiver of parking fees if it chooses, rather than requiring the applicant to reimburse the lost parking meter revenue.

ALTERNATIVES:

1. Approve the requests made by Ames Main Street as indicated above, including the requested waiver of fees.
2. Approve the requests as indicated above, but require reimbursement for the blanket Vending Permit (\$50), electricity use (\$10), and lost parking meter revenue (\$20)
3. Deny the requests.

CITY MANAGER'S RECOMMENDED ACTION:

Snow Magic provides an opportunity to draw residents and visitors to the Downtown and supports local businesses during the holiday shopping season.

It is therefore 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 Snow Magic from December 3 through December 24 in Downtown Ames.

Specific information about the event can be found on the included Special Event Application. We would also request a waiver of fees for the Blanket Vendor Permit. In addition, we would also request a waiver of fees for four parking meters on Friday, December 3.

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 large initial 'J' and 'H'.

John Hall
Executive Director
Ames Main Street

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

Location/Address

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 events@amesdowntown.org
 Campustown - Campustown Action Association: (515) 460-8771 director@amescampustown.com
 ISU - Events Authorization Committee: (515) 294-1437 eventauthorization@iastate.edu

TIMELINE

Setup Date Time M T W R F Sa Su
 Event Starts Date Time M T W R F Sa Su

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

Snow Magic is an annual event for the downtown businesses held December 3- December 24. The Kick off will be held on December 3 from 5pm-8pm. There will be carriage rides around the downtown with stops in front of the Ames History Museum and the Depot. We will need to block off four parking stalls in front of the History Museum for the carriage rides. Additionally, we would like to close Kellogg from Main Street to 5th Street for Santa's Train from 3pm-9pm.

Event Ends Date Time 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: _____

- 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 _____

Departments Included

- City Manager: Brian Phillips and Tasheik 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 Main Street/Sarah Dvorsky
Address 304 Main Street
City Ames **State** Iowa **Zip Code** 50010
Daytime Phone 515-232-2310 **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 john@ameschamber.com

ATTENDANCE

Anticipated Daily Attendance 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