

COUNCIL ACTION FORM

SUBJECT: **REQUESTS FROM AMES MAIN STREET
FOR JANUARY DOLLAR DAYS**

BACKGROUND:

Ames Main Street (AMS) is planning to host its annual dollar days from Thursday, January 27 through Sunday, January 30. To facilitate this event, AMS is requesting a waiver of parking fees and enforcement in the Downtown on Saturday, January 29. Fulfilling this request and providing free parking for 613 metered parking spaces yields a loss of \$1,379.25 to the Parking Fund. Funds from the Local Option Sales Tax Fund have been appropriated in the FY 2021/22 City Budget to reimburse the Parking Fund for this event.

In addition, AMS requests a blanket Temporary Obstruction Permit for January 29. The requests are detailed in the attached letter.

ALTERNATIVES:

1. Approve the requests from Ames Main Street for Saturday, January 29, as outlined above, including a transfer of \$1,379.25 from the Local Option Sales Tax Fund to the Parking Fund.
2. Do not approve the request.

CITY MANAGER'S RECOMMENDED ACTION:

Ames Main Street sidewalk sales have been successful in bringing shoppers to the Downtown area. The City Council previously appropriated sufficient funding to reimburse the Parking Fund for the lost revenue for this free parking request.

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



December 29, 2021

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 Downtown Dollar Days shopping event from January 27-30, 2022.

Specific information about the event can be found on the included Special Event Application. In addition, we request a blanket Temporary Obstruction permit and a waiver of fees for free parking of city meters throughout Downtown on Saturday, January 29, 2022.

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 black ink, appearing to read 'Sarah Dvorsky', with a large, sweeping flourish at the end.

Sarah Dvorsky
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 Downtown Dollar Days

Location/Address Downtown Ames

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 Ames Main Street if the event occurs in Downtown. Please contact the appropriate office well in advance:

Downtown - Ames Main Street: (515) 233-3472 Campustown -
Campustown Action Association: (515) 450-8771 ISU - Events
Authorization Committee: (515) 294-1437

director@amesdowntown.org
director@amescampustown.com
eventauthorization@iastate.edu

TIMELINE

Setup Date Time M T W R F Sa Su

Event Starts Date 1/27/2022 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)

Downtown Dollar Days is an annual sale held in Downtown Ames. The event will be held January 27th through January 30th and merchants will host sales and special deals in their stores. The purpose of the sale is to attract people to Downtown Ames and it promotes shopping local in the

Event Ends Date 1/30/2022 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: 12-29-21

- Completed Application
- Fireworks Application (\$25 fee)
- Insurance Certificate
- Public Safety & Event Management Plan
- Site Plan/Route Map (\$25 fee) (hand filled)
- Vendor List (\$50 fee/each)
- Parking fees

Special Events Meeting

Date not needed

Time per Brian Phillips 12/30/21

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: Tom Shelton or Mike Arkovich
- Water: Heidi Petersen
- Risk Management: Bill Walton

CAA: Karin Chitty
AMS: Kim Frey
ISU: Events
Authorization Committee

City Council Meeting

Date 1-11-21
 Added to Agenda with CAF
Approved 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