

**COUNCIL ACTION FORM**

**SUBJECT: REQUESTS FOR AMES MAIN STREET FARMERS' MARKET**

**BACKGROUND:**

The Ames Chamber of Commerce is planning to host the annual Ames Main Street Farmers' Market this summer, which will take place on the 300 and 400 blocks of Main Street and on Burnett Avenue from Main Street to the U.S. Bank drive-through. The Market will operate on 24 Saturdays from May 7<sup>th</sup> to October 15<sup>th</sup> from 8:00 a.m. to 12:30 p.m. To facilitate set-up and teardown, streets and parking spaces need to be closed from 5:30 a.m. to 1:30 p.m. each day.

To facilitate the event, organizers request a blanket Temporary Obstruction Permit and blanket Vending License for the entire Central Business District from 5:30 a.m. to 1:30 p.m. each day of the Market, which will allow downtown businesses who file an insurance certificate with the City to display items for sale on the sidewalks. The Chamber has requested that the \$50 Vending License fee be waived.

Organizers have also requested the use of Tom Evans Plaza between the hours of 5:30 a.m. and 1:30 p.m. for vendor booths and entertainment. As in previous years, this space would be used for entertainment and educational activities for children and families. However, to prevent damaging the turf in the plaza, vendors will not be permitted to use the turf areas for their activities.

The use of electricity in Tom Evans Plaza, along Main Street and on Burnett Avenue has also been requested. Organizers have requested a waiver of the \$5 per day fee for use of electricity.

To facilitate the Market, organizers have also requested that the two- and four-hour limits on parking in CBD Lots X and Y be waived from 6:30 a.m. to 1:00 p.m. Additionally, 75 metered parking spaces will be closed for 4.5 metered hours each day the Market operates. **City staff estimates that this will result in a loss of \$2,025 to the Parking Fund.**

Market organizers have requested that the meter fees be waived because the Market is a non-profit organization, and in return the City would be included as a sponsor on all Market advertising materials. The City Council's adopted parking fee waiver policy allows the City Council to waive parking fees on a case-by-case basis for requests that do not involve District-wide free parking. **Although in past years, the City Council has waived all meter fees for this event, the Parking Operations Fund has continued to operate at a deficit for the past several years. The adopted FY 2022/23 City Budget projects an ending balance for this fund of \$110,059, which is sufficient to**

**cover approximately six months of the operating deficit of the fund without a substantial infusion of revenues to support it.**

**ALTERNATIVES:**

1. Approve the requested street and parking space closures from 5:30 a.m. to 1:30 p.m. on Saturdays from May 7 to October 15, use of Tom Evans Plaza for entertainers, use of City electrical outlets, a blanket Temporary Obstruction Permit, a blanket Vending License, suspension of parking enforcement in CBD Lots X and Y from 6:30 a.m. to 1:00 p.m. each of the affected days, and waiver of the fees only for the Vending License and electricity use.

**This alternative requires reimbursement for lost parking meter revenue in the amount of \$2,025.**

2. Approve the requests as stated in Alternative No. 1, but direct staff to transfer \$2,025 from the Local Option Sales Tax Fund to the Parking Operations Fund to cover the lost parking meter revenue.

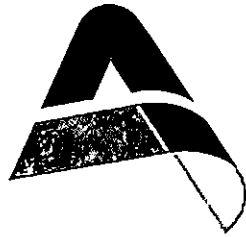
**This alternative would treat this expense similarly to the district-wide “free” parking events, where the City Council budgets funds in the Local Option fund to transfer to the Parking Fund as needed to make that fund whole.**

3. Approve the requests as stated in Alternative No. 1, but do not require Farmers’ Market to reimburse the City for the Vending License, electricity use, or parking meter revenue.
4. Do not approve the requests.

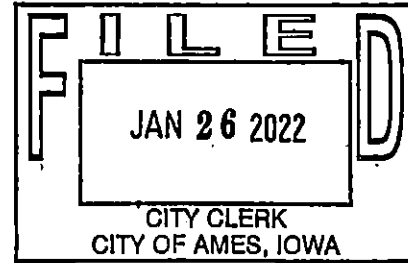
**CITY MANAGER’S RECOMMENDED ACTION:**

The Main Street Farmers’ Market has successfully attracted visitors to the Downtown for the last several years. It has become a signature event in Ames, enhancing the local economy and providing a family-friendly activity that showcases the Ames community. Due to the overall health of the City’s Parking Operations Fund, staff is advising that the Council require reimbursement for lost parking revenue.

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



Ames<sup>TM</sup>  
CHAMBER OF COMMERCE



January 26, 2022

Mayor and City Council  
City of Ames  
515 Clark Ave  
Ames, IA 50010

Dear Honorable Mayor Haila and City Council,

The Ames Chamber of Commerce is planning to hold the twelfth season of the *Ames Main Street Farmers' Market* this summer. The event is scheduled to be held on the 300 and 400 block of Main Street every Saturday from May 7th to October 15th, 8:00AM to 12:30PM (the road is scheduled to be closed from 5:30AM to 1:30PM to allow for setup, teardown, and cleanup). The event will showcase the area's best farmers, crafters, artists, and prepared food experts as well as offering weekly live entertainment and children's activities. We do plan on keeping the modifications that were put in place last year to help minimize COVID. At this time, Ames Chamber of Commerce asks the City Council to consider four specific requests:

1. The Ames Chamber of Commerce requests a Blanket Vending Permit for the entire CBD to allow businesses to sell merchandise outside their stores if they so choose. The Chamber of Commerce further requests the fee be waived as any businesses selling products on the sidewalk are members.
2. The Ames Chamber of Commerce requests free use of electricity along the 300 and 400 Blocks of Main Street and for the outlets in the Tom Evans Park.
3. The Ames Chamber of Commerce requests that the fee be waived for the parking meters on the 300 and 400 Blocks during the Ames Main Street Farmers' Market as the Market is a Non-Profit organization. In return the City of Ames would be considered a Sponsor of our Ames Main Street Farmers' Market and would be included in all advertising, newsletters and on our website. For the 24-week period the Market brings conservatively 60,000 - 72,000 people to the Main Street Cultural District. The benefit from these visitors coming to the Market will increase income in parking, shopping and eating in our beautiful city.
4. The Ames Chamber of Commerce also requests that that any timed, 2hr or 4 hr. parking fees in the back lots of the 300 and 400 Blocks of Main Street be waived from 6:30am to 1:00pm during the Market season. K-y

Thank you for your consideration of these requests and continued support of downtown Ames. We look forward to seeing you at the Ames Main Street Farmers' Market throughout the 2022 season.

Sincerely,  
  
Lojeary Petersen  
Ames Main Street Farmers' Market Manager



# 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 Farmers' Market

Location/Address 300 & 400 Blocks of 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 5/7/2022 Time 5:30 am

M  T  W  R  F  Sa  Su

Event Starts Date 5/7/2022 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)

The Ames Main Street Farmers' Market showcases the area's best local produce farmers, craftsmen, artist and prepared food vendors. We also will showcase local musicians every week as well as offer children's events, cooking contests and other activities throughout the season.

Event Ends Date 10/15/2022 Time 12:30 pm

M  T  W  R  F  Sa  Su

Teardown Complete Date 10/15/2022 Time 1:30 pm

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? 12

## For Office Use Only

### Documents Received

Date 1-26-22

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

### Special Events Meeting

Date N/A

Time \_\_\_\_\_

Room \_\_\_\_\_

### Documents Sent:

- Alcohol License
- ABD
- Fireworks Permit
- Road Race Permit
- TOP yes
- Vending Permit yes
- Other NOISE PERMIT yes

### Departments Included

- City Manager: Brian Phillips and Tashia 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 Hoff Sheldon
- Water: Heidi Petersen
- Risk Management: Bill Walton

CAA: Karen Clitty  
 AMS: Jess Clyde or Sarah Dvorsky  
 ISU: Events Authorization Committee

### City Council Meeting

Date Feb 22nd

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

Clark Ave

Clark Ave

|        |      |
|--------|------|
| Miss f | C    |
|        |      |
|        | Ph   |
|        | Trip |

|                           |
|---------------------------|
| Member's 1st Credit Union |
| Drive                     |
| Parking Lot               |
| KASI                      |
| Tom's Barber Shop         |
| His and Hers Beauty Salon |
| US Bank                   |

Parking

|                     |
|---------------------|
| Barriades           |
| Family On the Go    |
| Bill's Cafe         |
| Berry Cafe          |
| Hotels              |
| Springfield         |
| Moobag              |
| Jack's Beef Delight |
| Barricade           |

Burnett Ave

|                           |
|---------------------------|
| Drive                     |
| Wells Fargo               |
| Roy's                     |
| Dahlberg Porters          |
| The Spice                 |
| Re-Play                   |
| Grain Street Park Walkway |
| Pop Shop                  |

Parking Behind Businesses

|                              |
|------------------------------|
| Events Flowers, Home & Gifts |
| American Country             |
| Reiman Music                 |
| The Salon                    |
| Della Viti                   |
| Tres Teal                    |
| Photo Synthesis              |
| Cook's Emporium              |
| Mook & Nest                  |
| ZW Mercantile                |
| Breeze 55                    |
| Sheldon Munn                 |
| Hair Professionals           |

|    |    |    |    |    |    |    |                            |    |    |
|----|----|----|----|----|----|----|----------------------------|----|----|
| 1  | 2  | 3  | 4  | 5  | 6  | 7  | 8                          | 9  | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 | Sitting Area Entertainment |    | 38 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25                         | 26 | 27 |
| 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35                         | 36 | 37 |

Main Street

|                          |
|--------------------------|
| Main Street Magic        |
| Turning Heads Salon      |
| Downtown Deli            |
| Sweet Carolines          |
| Aleann Antiques          |
| Lindsey Lewis            |
| Valerie Violet           |
| Skunk River Cycles       |
| Brown's Shoes            |
| Ames Chamber of Commerce |
| Pumpkin Patch            |
| Mel's Sweet Occasions    |

Kellogg Avenue

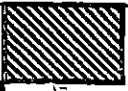
|                           |
|---------------------------|
| The Loft                  |
| Duck Worth Wearing        |
| Family Martial Arts       |
| Café Deim                 |
| American Legion           |
| Worldly Goods             |
| Chester's Coins and Gifts |
| Images                    |

Mair

|                     |
|---------------------|
| Quilting Connection |
| Gilger Designs      |
| Lazy M Shoes        |
| Chocollette Stamp   |

Railroad

Lincoln Way



Rest Rooms and hand washing



# Booths



Food



Barricade



X Information Booth