

**COUNCIL ACTION FORM**

**SUBJECT: AMES MAIN STREET REQUESTS FOR MUSIC WALK**

**BACKGROUND:**

Ames Main Street (AMS) is planning to host its annual Music Walk event on Thursday, April 28, 2022, from 5:00 p.m. to 8:00 p.m. AMS staff has made the following requests of the City Council to help facilitate the Musk Walk festivities on April 28:

- Blanket Temporary Obstruction Permit for the Central Business District sidewalks and Blanket Vending License for the Central Business District from 3:00 to 9:00 p.m.
- Waiver for fee for Blanket Vending License (\$50 loss to City Clerk's Office)
- Use of City-owned electrical outlets and waiver of costs from 3:00 to 9:00 p.m. (approximately \$5 loss to Electric Fund)

Ames Main Street is also requesting a closure of 10 metered parking spaces in the Downtown area from 3:00 p.m. to 9:00 p.m. to provide space for vendors, and to waive parking meter fees and enforcement (Loss of \$12.50 to Parking Fund). The Council's policy regarding parking waivers is to consider requests such as this one on a case-by-case basis, as opposed to requiring reimbursement for lost parking revenue. Lost parking revenue is only required to be reimbursed under this policy when the parking waiver is District-wide.

**ALTERNATIVES:**

1. Approve the Music Walk requests as submitted by AMS.
2. Approve the Music Walk requests as submitted by AMS, but require reimbursement for the parking meter fees, Vending License, and/or electricity use.
3. Do not approve.

**CITY MANAGER'S RECOMMENDED ACTION:**

This event provides residents with another opportunity to enjoy family-oriented outdoor activities. Because of the City Council's goal of strengthening Downtown, this type of special event should be facilitated.

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



February 1, 2022

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 Ames Main Street Music Walk on April 28<sup>th</sup>, 2022 from 5pm-8pm.

Specific information about the event can be found on the included Special Event Application. We would also request a Temporary Obstruction Permit, and a waiver of fees for the Blanket Vendor Permit, electricity and the 10 requested parking spaces.

By bringing residents to Downtown Ames for attractions such as this, Ames Main Street can 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', is written over a light grey circular stamp.

Sarah Dvorsky  
Executive Director  
Ames Main Street



**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: 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 \_\_\_\_\_

\_\_\_ Added to Agenda with CAF Approved Y N

Reminder Date \_\_\_\_\_

# 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 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  Time  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 Music Walk is an annual event during which local businesses host musicians of all genres.

**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?

## 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