

COUNCIL ACTION FORM

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

BACKGROUND:

Ames Main Street (AMS) is planning to host its annual Art Walk on Thursday, June 2 from 5:00 p.m. to 8:00 p.m. Art Walk showcases downtown businesses and community artists. In order to facilitate this event, AMS has requested approval for the following:

- Blanket Temporary Obstruction Permit for the Central Business District from 1:00 p.m. to 9:00 p.m.
- Blanket Vending License for the Central Business District from 5:00 p.m. to 8:00 p.m. and waiver of fee (\$50 loss to City Clerk's Office)
- Use of electricity in Tom Evans Plaza and use of the Plaza for live music and waiver of fees for electricity.
- Street Closure of Douglas Avenue from Main Street to 5th Street.

Ames Main Street is also requesting a closure of 10 metered parking spaces in the Downtown from 1:00 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 requests for Art Walk, including the waiver of fees.
2. Approve the requests for Art Walk but require reimbursement for lost parking revenue and for the blanket Vending License.
3. Deny the requests.

CITY MANAGER'S RECOMMENDED ACTION:

Art Walk is a popular annual event that adds vitality to the Downtown. The event organizers have experience in hosting this and many other similar events throughout the year.

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



March 10, 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 Art Walk on June 2nd, 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, the 10 requested parking spaces, and street closures from Douglas to Main to 5th.

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', written in a cursive style.

Sarah Dvorsky
Executive Director
Ames Main Street



For Office Use Only

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 Street Art Walk

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

Documents Received

Date: 3-10-22

- 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 NOISE

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 4.12.22
Added to Agenda with CAF
Approved N
Reminder Date _____

TIMELINE

Setup Date 6/2/2022 Time 1:00 pm M T W R F Sa Su
 Event Starts Date 6/2/2022 Time 5:00 pm 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 Art Walk is an annual event that showcases the art of local artists and local musicians. Art and music will be exhibited on sidewalks, with enough space for pedestrians to comfortably travel.

Event Ends Date 6/2/2022 Time 8:00 pm M T W R F Sa Su
 Teardown Complete Date 6/2/2022 Time 9:00 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? _____

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

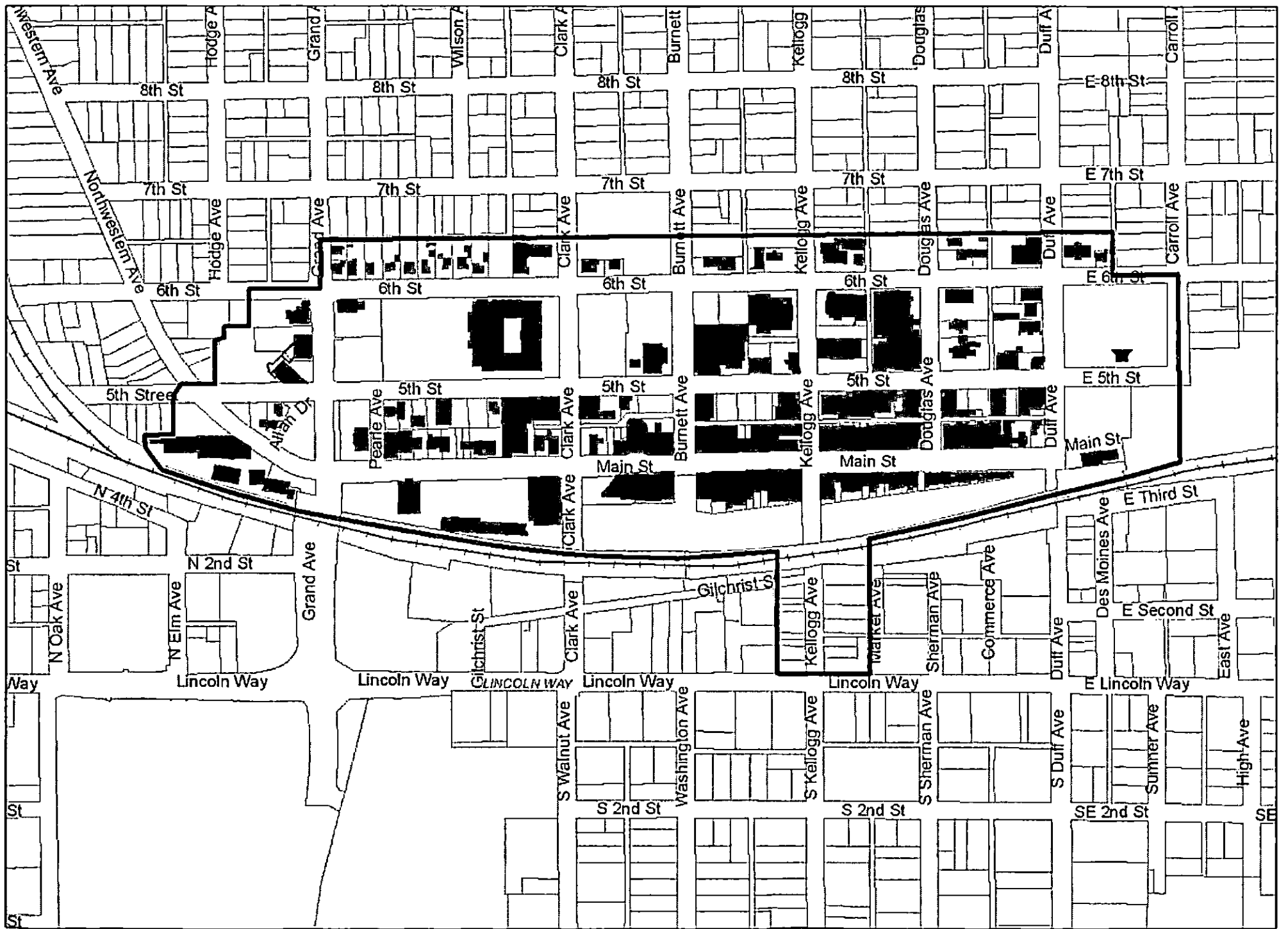
Have you hired a professional security company to develop and manage your event's security plan? If yes, please fill out the following information:

Security Organization

Address

City State Zip Phone

Email



Ames Main Street Cultural District