

**COUNCIL ACTION FORM**

**SUBJECT: REQUESTS FROM AMES MAIN STREET FOR SHOP FOR A CAUSE**

**BACKGROUND:**

Ames Main Street (AMS) has submitted requests to facilitate Ames Main Street Shop for a Cause, to be held on November 12, 2022. At this event, downtown businesses can promote a non-profit of their choice through sales and other partnership efforts.

To facilitate this event, organizers are requesting suspension of parking regulations and enforcement for the Downtown from 8:00 a.m. to 8:00 p.m. on Saturday, November 12 (\$1,370.25 estimated loss to the Parking Fund). A blanket Temporary Obstruction Permit has also been requested.

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).**

For FY 2022/23, the City Council allocated \$5,489 in the Local Option Sales Tax Fund to reimburse the Parking Fund for Downtown special events where free parking or parking closures are to take place. Therefore, for this event, the City Council is requested to authorize a transfer of \$1,370.25 from the Local Option Sales Tax Fund to the Parking Fund.

**ALTERNATIVES:**

1. Approve the requests for Shop for a Cause as requested by Ames Main Street, including the waiver of fees and transfer of funds from the Local Option Sales Tax Fund to the Parking Fund.
2. Deny the requests

**CITY MANAGER'S RECOMMENDED ACTION:**

Ames Main Street Shop for a Cause aims to attract people to the Downtown, promote shopping locally, and support non-profit organizations through partnering businesses.

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 Shop for a Cause on November 12<sup>th</sup>, 2022.

Specific information about the event can be found on the included Special Event Application. We would a Temporary Obstruction Permit. In addition, we would also request a waiver of fees for free parking of city meters throughout Downtown on Saturday, November 12, 2021.

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 long, sweeping flourish extending to the right.

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 Main Street Shop for a Cause

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 sent email

Time \_\_\_\_\_

Room \_\_\_\_\_

**Documents Sent:**

- Alcohol License ABD \_\_\_\_\_
- Fireworks Permit
- Road Race Permit
- TOP
- Vending Permit
- Other \_\_\_\_\_

**Departments Included**

- \_\_\_ City Manager: Brian Phillips and Tasha Kerr
- \_\_\_ CyRide: Jenny Bethurem or Rob Holm or Kevin Gries
- \_\_\_ Electric: Mark Imhoff
- \_\_\_ Fire: Jason Ziph or Rick 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 4-26-22  
 Added to Agenda with CAF  
Approved (Y) N

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

## TIMELINE

Setup Date \_\_\_\_\_ Time \_\_\_\_\_ M T W R F Sa Su

Event Starts Date 11/12/2022 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)

Please see attached word document.

Event Ends Date 11/12/2022 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? 3

**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