

COUNCIL ACTION FORM

SUBJECT: AMES MAIN STREET REQUESTS FOR 515 WEEKEND

BACKGROUND:

Ames Main Street (AMS) plans to host “515 Weekend” from Friday, May 13 through Sunday, May 15. This event was implemented by Ames Main Street in 2021 with the intention of celebrating our area code, 515, through a variety of activities – 5 hours and 15 minutes of live music, 515-themed specials in businesses, and giveaways to attract individuals to Downtown Ames.

The activities on Friday May 13 include a beer garden and live music on Douglas Avenue and a family activity zone on 5th Street. The events are free to the public to attend. Organizers expect up to 1,000 people to participate in the activities. To facilitate this event, Ames Main Street has made the following requests for May 13:

- Closure of Douglas Avenue from Main Street to 5th Street, and 5th Street from Kellogg Avenue to Douglas Avenue from 11:00 a.m. to 11:00 p.m.
- Closure of 41 metered parking spaces in the event area and waiver of fees (estimated \$71.75 loss to the Parking Fund)
- Use of City electrical outlets and waiver of fees for electricity (estimated loss to Electric Fund of \$10).
- A blanket Temporary Obstruction Permit and a blanket Vending License for Downtown for May 13-15 to allow stores to display and sell merchandise and waiver of Vending License fee (\$50 loss to City Clerk’s Office).
- Approval of a Special Class C Liquor License and Outdoor Service Privilege.

Organizers have hired private security to check IDs and staff the four entrance/exit points to the beer garden area. Additionally, Ames Main Street staff and volunteers will monitor the crowd and staff the road closures.

The City Council’s adopted policy regarding waivers of parking meter fees requires reimbursement to the Parking Fund for district-wide suspension of parking regulations. Closure of a smaller number of parking spaces, such as this request, is to be considered on a case-by-case basis.

The Council should note that the request letter from AMS includes a request to suspend enforcement of Section 17.16 of Ames Municipal Code (Minors Prohibited on Certain

Premises), with the intent to allow minor children to enter the beer garden area with their parents. However, this section of Municipal Code already provides for such an exception, at the discretion of the license-holder. Therefore, no suspension of Section 17.16 is necessary.

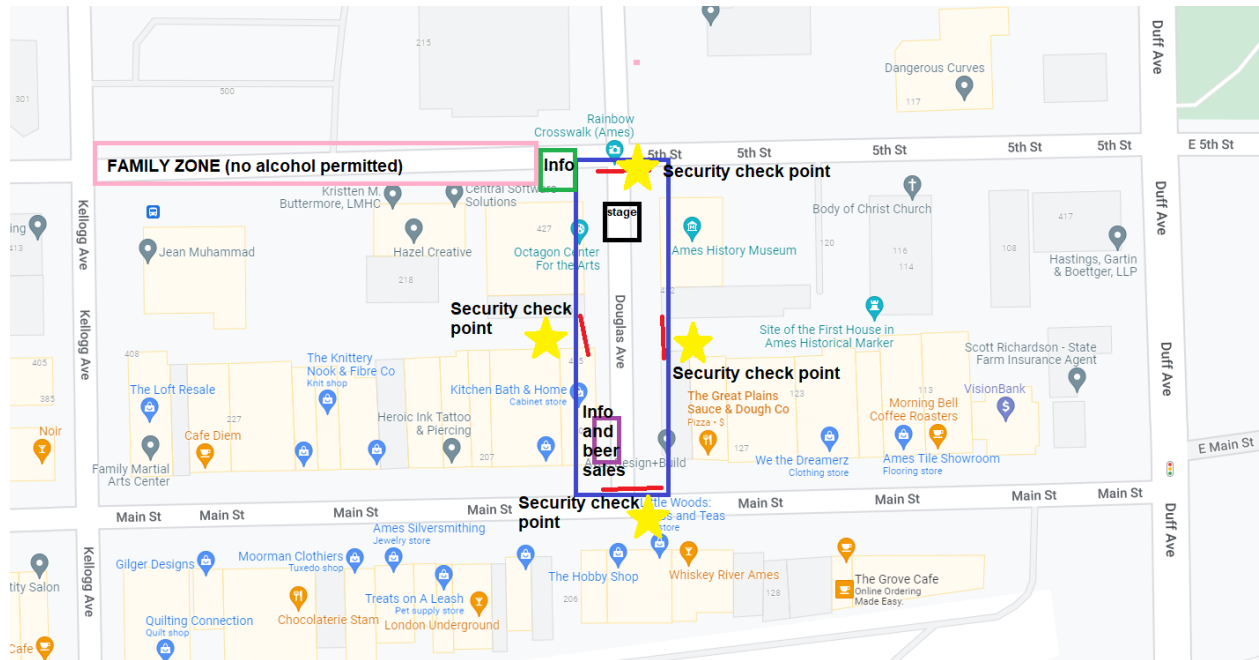
ALTERNATIVES:

1. Approve the requests for 515 Weekend as described above, including the requested waiver of fees.
2. Approve the requests as indicated above, but require reimbursement for the blanket Vending Permit (\$50), electricity use (\$10), and lost parking meter revenue (\$71.75)
3. Deny the requests.

CITY MANAGER'S RECOMMENDED ACTION:

515 Weekend provides an opportunity to attract visitors to Downtown Ames. The events include family friendly activities and promotions that support local businesses.

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





April 15, 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 515 Weekend May 13-15 in Downtown Ames. 515 Day was implemented by Ames Main Street in 2021 with the intention of celebrating our area code, 515, through a variety of activities – 5 hours and 15 minutes of live music, 515 themed specials in businesses, and giveaways to get individuals to come to Downtown Ames. After the events wild success, we are excited to present 515 Weekend as a new and exciting community event.

515 Weekend will be three days of activities within Downtown Ames.

- May 13: Downtown Ames Block Party
- May 14 and 15: Ames Main Street Farmers Market and 515 theme business specials

For May 13, we request the following items

- Waiver of fees for parking meters, electric use, blanket vendor permit, and temporary obstruction permit
- Suspension of enforcement of ordinance 17.16, minors on certain premises. We would require minors to be present with an adult.

For May 14 and 15, we request the following items

- Waiver of fees for electric use, blanket vendor permit, and temporary obstruction permit

Events of this nature help Downtown Ames achieve its vision of making it the primary destination of Central Iowa by creating an economically vibrant district 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 blue circular stamp.

Sarah Dvorsky
Executive Director
Ames Main Street

304 Main Street, Ames, IA 50010 515.233.3472 AmesDowntown.org



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

MELINE

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)

Please see attached event description.

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