

COUNCIL ACTION FORM

SUBJECT: REQUESTS FROM AMES CHAMBER OF COMMERCE FOR SMALL BUSINESS SATURDAY IN CAMPUSTOWN BUSINESS DISTRICT

BACKGROUND:

For many years, the Ames Chamber of Commerce has held a Small Business Saturday event in the Downtown area. At the April 26, 2022, meeting, the City Council approved the 2022 Small Business Saturday request for Downtown, which will take place on Saturday, November 26, 2022. **The Chamber has now submitted a request to also facilitate Small Business Saturday in Campustown on November 26.**

To facilitate this event, organizers are requesting suspension of parking regulations and enforcement for the Campustown Business District from 8:00 a.m. to 8:00 p.m. on Saturday, November 26, and a waiver of the fees for parking (\$1,225 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).

Historically, four special events each year include a request for district-wide free parking (Downtown Small Business Saturday, Ames Main Street Shop for a Cause, January Dollar Days, and Summer Sidewalk Sales). All four are Ames Main Street events, where one day of waived parking totals \$1,370.25 in lost parking revenue.

Rather than require Ames Main Street to directly reimburse the Parking Fund, the City Council has allocated funding in the City Budget to transfer from the Local Option Sales Tax Fund to the Parking Fund to make the Parking Fund whole for this lost revenue. During the process to prepare the FY 2022/23 City Budget, the City Council allocated \$5,489 in the Local Option Sales Tax Fund to reimburse the Parking Fund for Downtown special events, based on the request from the Chamber of Commerce at that time.

Although the City Council allocated funding in the City Budget for those four events, funding was not requested by the Chamber during the budget preparation

process for this Campustown Small Business Saturday request. Therefore, to implement the City Council's adopted policy regarding area-wide free parking, the Chamber of Commerce will be required to reimburse the City for the \$1,225 in lost parking revenue. Chamber staff has indicated that it would be willing to pay for the lost parking meter revenue if necessary to approve the event.

ALTERNATIVES:

1. Approve the requests for Small Business Saturday in Campustown as requested by Ames Chamber of Commerce but **require reimbursement** from the Chamber of Commerce for lost parking meter revenue in the amount of \$1,225.
2. Approve the requests for Small Business Saturday in Campustown as requested by Ames Chamber of Commerce and **transfer \$1,225 from the Local Option Sales Tax Fund to the Parking Fund** to reimburse for lost parking meter revenue.
3. **Waive the City Council's policy regarding Parking Fund reimbursement** and approve the requests, including the waiver of parking meter fees without reimbursement.
4. Deny the requests.

CITY MANAGER'S RECOMMENDED ACTION:

Small Business Saturday is a new event for the Campustown Business District. This event aims to attract people to the Campustown area and promotes shopping locally to kick off the holiday shopping season.

The City Council's adopted policy regarding parking meter waivers indicates that the Parking Fund should be reimbursed for this waiver of parking meter fees. Because the Council has not allocated funding in the City's Local Option Sales Tax Fund to transfer to the Parking Fund for this event, it is appropriate to require the event organizers to reimburse the City for this lost parking revenue.

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



Smart Choice

July 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,

The Ames Chamber of Commerce plans to host Small Business Saturday on Saturday, November 26, 2022 in the Campustown Business District.

Specific information about the event can be found on the included Special Event Application. Additionally, we request a temporary obstruction permit and a waiver of fees for free parking at city meters located throughout Campustown on Saturday, November 26, 2022.

Thank you for your consideration of this request. We look forward to seeing you in Campustown.

Sincerely,

A handwritten signature in black ink that reads 'Daniel A. Culhane'. The signature is fluid and cursive, with the first letters of each word being capitalized and prominent.

Daniel A. Culhane
President and CEO, Ames Chamber of Commerce



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: Jason Tuttle
- ___ Water: Heidi Petersen
- ___ Risk Management: Bill Walton

CAA: Sarah Dvorsky
 AMS: Sarah Dvorsky
 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) 232-2310
 Campustown Action Association: (515) 232-2310
 ISU - Events Authorization Committee: (515) 294-1437

director@amesdowntown.org
 sarahd@ameschamber.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)

Small Business Saturday is an annual event during which businesses will offer sales, promotions, and discounts. Weather permitting, businesses may set up on the sidewalk immediately in front of their store front. Shoppers should also be drawn to the free parking!

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