

ITEM #: 15
DATE: 04-23-24
DEPT: ADMIN

COUNCIL ACTION FORM

**SUBJECT: REQUESTS FROM AMES MAIN STREET FOR SUMMER SIDEWALK SALES
ON JULY 25 - JULY 28, 2024**

BACKGROUND:

Ames Main Street is again hosting its annual Summer Sidewalk Sales from July 25 through July 28. At this event, downtown businesses display merchandise on the sidewalks for pedestrians to browse.

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, July 28 (\$1,370.25 estimated loss to the Parking Fund). A blanket Temporary Obstruction Permit has also been requested for Saturday, July 28.

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).**

The FY 2024/25 City budget contains \$10,000 in funding in the Hotel/Motel Tax Fund to reimburse the Parking Fund for lost meter revenue associated with special events.

ALTERNATIVES:

1. Approve the requests for Sidewalk Sales as requested by Ames Main Street, including the waiver of fees for parking and vending, and transfer \$1,370.25 from the Hotel/Motel Tax Fund to the Parking Fund.
2. Approve the requests for Sidewalk Sales, but require reimbursement for lost parking meter revenue.
3. Deny the requests.

CITY MANAGER'S RECOMMENDED ACTION:

Sidewalk Sales is a successful event held each year in the Downtown. These events attract people to the Downtown and promotes shopping locally. These requests further the City Council's goal to strengthen Downtown. Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, as described above.

ATTACHMENT(S):

[Summer Sidewalk Days .pdf](#)