

ITEM #: 12  
DATE: 04-23-24  
DEPT: ADMIN

**COUNCIL ACTION FORM**

**SUBJECT:      REQUESTS FROM AMES MAIN STREET FOR 515 WEEK ON MAY 13-17,  
2024**

**BACKGROUND:**

Ames Main Street (AMS) plans to host “515 Week” from Monday, May 13 through Friday, May 17. This event was implemented by Ames Main Street in 2021 with the intention of celebrating area code 515 through a variety of activities each day, such as 515 themed specials in businesses and giveaways to attract individuals to Downtown Ames.

**MONDAY - TUESDAY MAY 13-14TH:**

The events on Monday, May 13 will include business specials and giveaways. These events do not require City approval.

**WEDNESDAY MAY 15**

The activities on Wednesday May 15 include a beer garden and live music on Kellogg Avenue, and a family activity zone on 5th Street. The events are free to attend. Organizers expect up to 1,000 people to participate in the activities. To facilitate the Wednesday activities, Ames Main Street requests the following for May 15:

- Closures of 5th Street from Burnett Avenue to Douglas Avenue; Kellogg Avenue from Main Street to 5th Street; and Kellogg Avenue just north of 5th Street to entrance to parking lot
- Use of City electrical outlets and waiver of fees for electricity (estimated loss to Electric Fund of \$5)
- A blanket Temporary Obstruction Permit and a blanket Vending License for Downtown to allow stores to display and sell merchandise and for food truck vendors. A waiver of the Vending License fee is requested (\$50 loss to City Clerk’s Office).
- Approval of Temporary Outdoor Service May 15 - May 16, 2024 for Class C Retail Alcohol License with Outdoor Service - Noir, 229 Main Street, Pending Dramshop Review.

Organizers have hired private security to check IDs and staff the four entrance/exit points to the beer garden area. Wristbands will be provided to those of legal age to consume alcohol. Minor children will be permitted into the beer garden area with their legal parent or guardian, in compliance with the City’s existing ordinance pertaining to minors in liquor-licensed establishments. Ames Main Street staff and volunteers will monitor the crowd and staff the road closures. Because the perimeter of the beer garden will be monitored by private security, staff is supportive of allowing the use of a single fence as opposed to the double fencing typically required for beer gardens.

**The Wednesday activities will require the closure of 53 metered parking spaces for 4 metered hours, resulting in a loss of approximately \$53 to the Parking Fund. Organizers have requested that this amount be waived by the City Council. The Council's policy regarding the closure of metered parking in an area less than an entire business district is to consider the waiver of such fees on a case-by-case basis.**

### **THURSDAY MAY 16:**

For Family Night, Ames Main Street plans family-themed activities in Tom Evans Plaza. AMS requests the use of City-owned electrical outlets in Tom Evans Plaza from 3:00 to 9:00 p.m., a waiver of costs (approximately \$5 loss to Electric Fund) and a Temporary Obstruction Permit for the south side bump-out area of Main Street and Douglas Avenue.

### **FRIDAY MAY 17:**

To facilitate the Big Bash in Bandshell Park, on Friday, May 19, Ames Main Street requests the following:

- Use of City electrical outlets in Bandshell Park and waiver of fees for electricity (estimated loss to Electric Fund of \$10).
- Approval of a 5-day Special Class C Liquor License and Outdoor Service Privilege, Pending Dramshop Review
- Waiver of enforcement of Municipal Code Section 17.17 related to alcohol consumption in City parks with respect only to Bandshell Park on May 19.

As with the Wednesday beer garden, for the Big Bash in Bandshell Park, organizers have hired private security to check IDs and staff the entrance/exit points to the beer garden area. Wristbands will be provided to those of legal age to consume alcohol. Minor children will be permitted into the beer garden area with their legal parent or guardian, in compliance with the City's existing ordinance pertaining to minors in liquor-licensed establishments. Ames Main Street staff and volunteers will monitor the crowd. Because the perimeter of the beer garden will be monitored by private security, staff is supportive of allowing the use of a single fence as opposed to the double fencing typically required for beer gardens.

**The requests for the use of Bandshell Park were reviewed by the Parks and Recreation Commission at its March 21, 2024 meeting. The Parks and Recreation Commission voted to recommend approval of the requests by the City Council.**

### **ALTERNATIVES:**

1. Approve the requests for 515 Week as described above, including the requested waiver of fees.
2. Approve the requests as indication above, but require reimbursement for the blanket Vending License, electricity use, and lost parking meter revenue.
3. Deny the requests.

### **CITY MANAGER'S RECOMMENDED ACTION:**

515 Week provides an opportunity to attract visitors to Downtown Ames. The events include family friendly activities and promotions that support local businesses. Given the small dollar amount and number of parking spaces involved, staff believes it is reasonable to waive the parking fees for this event, along with the other requested fee waivers. Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1 as described above.

**ATTACHMENT(S):**

[515 Days City of Ames Permit Application - Updated.pdf](#)

[Ames Main Street - 515 Days - Bandshell Park Alcohol License.pdf](#)

[515 Days Letter of Support.pdf](#)

[515 Week - Noir.pdf](#)