

ITEM #: 13
DATE: 06-25-24
DEPT: ADMIN

COUNCIL ACTION FORM

SUBJECT: REQUESTS FOR CAMPUSTOWN AFTER SUNDOWN ON JUNE 11, 2024

BACKGROUND:

Ames Main Street (AMS) plans to host Campustown after Sundown on Thursday, July 11, 2024 as a part of the "Ames After Sundown Live Music Series". This is a first year event for the expanded Ames After Sundown event series, with food truck show downs in different community districts around Ames. The activities include a beer garden and live music on Kellogg Avenue, as well as vendors from the Ames Farmers Market. The events are free to attend, and organizers expect up to 150 people to attend.

In order to facilitate the activities, AMS requests the following for Thursday, July 11:

1. Blanket Temporary Obstruction Permit
2. Blanket Vendor Permit
3. Road Closures of Chamberlain Street from Stanton Avenue to Campustown Lot Z
4. Road Closure of Stanton Avenue from Chamberlain Street to Legacy Tower Parking Garage
5. Waiver of fees for Blanket Vendor Permit (Loss of \$50 to the City Clerk's Office)
6. Waiver of parking meter fees and enforcement (Estimated loss of \$12 to the Parking Fund)

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.

The Thursday night activities will require the closure of eight metered parking spaces for four metered hours, resulting in a loss of approximately \$12 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.

ALTERNATIVES:

1. Approve the requests for Ames Main Street for Campustown After Sundown as described above, including the requested waiver of fees.
2. Approve the requests as indicated above, but require reimbursement for the blanket Temporary Obstruction Permit, blanket Vending License, and lost parking meter revenue.
3. Deny the requests.

CITY MANAGER'S RECOMMENDED ACTION:

AMS Campustown After Sundown provides an opportunity to attract visitors to Campustown. The events include family friendly activities and opportunities 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):

[Campustown After Sundown Letter of Support.pdf](#)

[Campustown After Sundown 07.11 App.pdf](#)