

ITEM #: 8
DATE: 09-24-24
DEPT: ADMIN

COUNCIL ACTION FORM

**SUBJECT: REQUESTS FROM AMES HISTORY MUSEUM FOR GRAND REOPENING
ON OCTOBER 26, 2024**

BACKGROUND:

The Ames History Museum (AHM) has recently completed an expansion project at 416 Douglas Avenue and is hosting a Grand Reopening to celebrate on October 26, 2024. Event organizers have stated that most activities will take place inside the museum, with classic cars parked outside with lights and recorded music playing to attract visitors. The event is open to the public and includes giveaways, refreshments, and tours of the new space. Organizers are expecting 500 people to attend. In order to facilitate this event, the following have been requested:

- Closure of Douglas Avenue from Fifth Street to the alley south of 412 Douglas Avenue
- Closure of 8 metered parking spaces from 10:00 a.m. to 10:00 p.m.

The closure of the metered parking spaces will result in an estimated loss of \$16.00 to the Parking Fund, which AHM is requesting to waive. The Council's policy regarding parking waivers is to consider requests such as this one on a case-by-case basis, as opposed to requiring reimbursement for lost parking revenue. Lost parking revenue is only required to be reimbursed under this policy when the parking waiver is district-wide. The adopted FY 2024/25 Budget contains \$10,000 in the Hotel/Motel Tax Fund for requests such as this. Therefore, if approved by Council, staff will transfer the \$16 from the Hotel/Motel Tax Fund to the Parking Fund.

ALTERNATIVES:

1. Approve the requests from AHM, including the waiver of fees.
2. Approve the requests but require reimbursement for lost parking revenue.
3. Deny the requests.

CITY MANAGER'S RECOMMENDED ACTION:

The AHM Grand Reopening provides an opportunity to attract visitors to downtown Ames. The events include family friendly activities and will draw the public to the recently expanded AHM. Given the small dollar amount and number of parking spaces involved, staff believes it is reasonable to waive the parking fees for this event. Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1 as described above.

ATTACHMENT(S):

[AHM Grand Reopening.pdf](#)

[AMS Letter of Support - Ames History Museum Grand Reopening Event.pdf](#)

[AHM Grand Reopening - Letter to Council - Parking Fees Waived.pdf](#)