

ITEM #: 10
DATE: 10-22-24
DEPT: ADMIN

COUNCIL ACTION FORM

**SUBJECT: REQUESTS FROM AMES MAIN STREET FOR SNOW MAGIC
CELEBRATION ON DECEMBER 5, 2024 THROUGH DECEMBER 24, 2024**

BACKGROUND:

Ames Main Street (AMS) plans to host its annual Snow Magic Celebration December 5 through December 24. The event will kick off on December 5 and continue throughout the month with promotions in Downtown businesses for the rest of the month.

To facilitate this event, AMS has made the following requests for December 5:

- A blanket Temporary Obstruction Permit and a blanket Vending License for the Downtown from December 1 through December 24 to allow stores to display and sell merchandise and waiver of Vending License fee (\$50 loss to City Clerk's Office).
- Use of electricity in Tom Evans Plaza and waiver of fees for electricity (Loss of \$10 to the Electric Fund).

ALTERNATIVES:

1. Approve the requests made by Ames Main Street as indicated above, including the requested waiver of a Vending License and electricity user fees.
2. Approve the requests as indicated above but require reimbursement for the blanket Vending Permit (\$50) and electricity use (\$10).
3. Deny the requests.

CITY MANAGER'S RECOMMENDED ACTION:

Snow Magic provides an opportunity to draw residents and visitors to the Downtown and supports local businesses during the holiday shopping season. It is, therefore, the recommendation of the City Manager that the City Council adopt Alternative No. 1 as described above.

ATTACHMENT(S):

[2024 Snow Magic Event Application & Letter of Support.pdf](#)