

ITEM #: 10  
DATE: 11-12-24  
DEPT: ADMIN

**COUNCIL ACTION FORM**

**SUBJECT:**                               **REQUESTS FROM AMES MAIN STREET FOR  
SMALL BUSINESS SATURDAY**

**BACKGROUND:**

Ames Main Street (AMS) has submitted requests for Small Business Saturday on November 30, 2024. To facilitate the event, organizers are requesting a blanket Temporary Obstruction Permit and suspension of parking regulations and enforcement for the Downtown and Campustown Areas from 8:00 a.m. to 8:00 p.m. on Saturday November 30, 2024 (**\$2,468.25 estimated loss to the Parking Fund**).

In February 2020, the City Council adopted the following 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 City's adopted FY 2024/25 budget contains \$10,000 in the Hotel/Motel Tax Fund to support parking waivers. If the parking waiver is approved, funds will be transferred from this account to the Parking Fund to reimburse the lost revenue. It should be noted that the City Council has approved the waiver and reimbursement of lost meter revenue for this event in previous years.

**ALTERNATIVES:**

1. Approve the requests for Small Business Saturday on November 30, 2024, as requested by Ames Main Street, including the waiver of fee, and transfer of \$2,468.25 from the Hotel/Motel Tax Fund to the Parking Fund.
2. Deny the requests.

**CITY MANAGER'S RECOMMENDED ACTION:**

**Small Business Saturday is an annual event for the Downtown. This event aims to attract people to the Downtown and promotes shopping locally to kick off the holiday shopping season.** Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, as noted above.

**ATTACHMENT(S):**

[Small Business Weekend - CC.pdf](#)