

ITEM #: 14
DATE: 11-26-24
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 29, 2025. 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 29, 2025 (**\$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).

City staff is preparing the FY 2025/26 budget and anticipates including \$10,000 in the Hotel/Motel Tax Fund to support parking waivers. However, the budget will not be finalized and adopted formally by the City Council for several more months. Therefore, the approval of the transfer of funding is conditional upon the Council adopting a budget with sufficient funding to complete the transfer. 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 29, 2025, 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 (on the condition that sufficient funds are allocated in the FY 2025/26 City Budget).
2. Deny the requests.

CITY MANAGER'S RECOMMENDED ACTION:

Small Business Saturday is an annual event for the Downtown. The event this year includes an extension of the free parking to the Campustown area as well. This event aims to attract people to Downtown and Campustown 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):

11.28 Small Business Weekend LOS.pdf

Small Business Weekend - Event Application.pdf