

ITEM #: 11
DATE: 11-26-24
DEPT: ADMIN

COUNCIL ACTION FORM

**SUBJECT: REQUESTS FROM AMES MAIN STREET FOR SUMMER SIDEWALK SALES
ON JULY 10 - JULY 13, 2025**

BACKGROUND:

Ames Main Street is again hosting its annual Summer Sidewalk Sales from July 10 through July 13. At this event, downtown businesses display merchandise on the sidewalks for pedestrians to browse.

To facilitate this event, organizers are requesting suspension of parking regulations and enforcement for the Downtown from 8:00 a.m. to 8:00 p.m. on Saturday, July 12 (\$1,370.25 estimated loss to the Parking Fund). A blanket Temporary Obstruction Permit has also been requested for Saturday, July 12.

In February 2020, the City Council adopted a 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 Sidewalk Sales as requested by Ames Main Street, including the waiver of fees for parking and vending, and transfer \$1,370.25 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. Approve the requests for Sidewalk Sales but require reimbursement for lost parking meter revenue.
3. Deny the requests.

CITY MANAGER'S RECOMMENDED ACTION:

Sidewalk Sales is a successful event held each year in the Downtown. The event attracts people to the Downtown and promotes shopping locally. These requests further the City Council's goal to strengthen Downtown. Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, as described above.

ATTACHMENT(S):

Summer Sidewalk Sales - Event Application.pdf