

ITEM #: 13
DATE: 11-26-24
DEPT: ADMIN

COUNCIL ACTION FORM

**SUBJECT: REQUESTS FROM AMES MAIN STREET FOR WITCHES WALK ON
THURSDAY, OCTOBER 9, 2025**

BACKGROUND:

Ames Main Street is hosting its annual Witches Walk on October 9, 2025. At this event, downtown businesses are encouraged to hold shopping promotions and provide samples in their stores for customers. Businesses will also be encouraged to stay open later, from 6:00 p.m. to 8:00 p.m.

To facilitate this event, organizers are requesting:

- A blanket Temporary Obstruction Permit and blanket Vending License and a waiver of Vending License fee (\$50 loss to City Clerk's Office)
- Use of electricity in Tom Evans Plaza and waiver of costs from 3:00 p.m. to 9:00 p.m. (approximately \$5 loss to Electric Fund)
- Closure of Kellogg Avenue and Douglas Avenue from 5th Street to Main Street from 3:00 to 9:00 p.m. for food vendors

Ames Main Street is also requesting a closure of 14 metered parking spaces in the Downtown from 3:00 p.m. to 9:00 p.m. to provide space for vendors, and to waive parking meter fees and enforcement (Loss of \$10.50 to Parking Fund).

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.

ALTERNATIVES:

1. Approve the requests for Witches Walk as requested by Ames Main Street, including the waiver of fees for electricity, parking, and blanket Vending License.
2. Approve the requests for Witches Walk but require reimbursement for fees for electricity and parking meter fees.
3. Deny the requests.

CITY MANAGER'S RECOMMENDED ACTION:

Witches Walk is an event held to attract residents to Downtown and promote 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 noted above.

ATTACHMENT(S):

[Downtown Ames Witches Walk - Event Application.pdf](#)