

COUNCIL ACTION FORM

SUBJECT: **REQUESTS FOR AMES ON THE HALF SHELL**

BACKGROUND:

In 2003, the Ames Jaycees hosted the first-ever Ames on the Half Shell at Bandshell Park. This event was established to raise money for the Durham Bandshell restoration while introducing an evening summer concert series in Ames. The event includes a live band with concession sales (food, beer, wine coolers, and soft drinks).

Ames on the Half Shell in 2025 will be held on five Friday evenings May 30 – June 30. The band will play between the approximate hours of 5:00 and 8:00 PM, but no later than 8:30 PM. Again this year, the Ames Jaycees are requesting that the group be allowed to sell alcohol (beer and wine coolers) at Bandshell Park during this event.

According to the Jaycees, the sale of alcohol is what allows the group to raise money that is given directly back to the community through its projects. The Jaycees are required to obtain a State liquor license and dram shop insurance. Alcohol would be served between the hours of 5:00 and 8:00 PM and consumed at ground level within a fenced-in area. The alcohol would need to be consumed by 9:00 PM or before the removal of the temporary fencing, whichever comes first.

Municipal Code Section 17.17 prohibits the consumption of alcohol in public places, except premises covered by a valid alcoholic beverage license or certain specific City parks. **Bandshell Park is not a location where alcoholic beverages are normally permitted and, therefore, a waiver of enforcement of Section 17.17 of Municipal Code is required, along with approval of the alcoholic beverage license necessary to serve the public.**

The Parks and Recreation Commission reviewed this request at its March 27, 2025, meeting. The Commission recommended that City Council grant this waiver for Ames on the Half Shell on Fridays, May 30 - June 30.

ALTERNATIVES:

1. City Council can approve:
 - a. A waiver of enforcement of Section 17.17 of *Municipal Code* from 5:00 PM to 9:00 PM on Fridays, May 30 – June 30, to allow the Ames Jaycees to sell alcohol for Ames on the Half Shell at Bandshell Park.
 - b. Motion approving 5-Day License - Special Class C Retail Alcohol License with Outdoor Service - Ames on the Half Shell, Bandshell Park, for:
 - a. May 29 - June 2, 2025
 - b. June 5 - June 9, 2025
 - c. June 12 - June 16, 2025
 - d. June 19 - June 23, 2025
 - e. June 26 - June 30, 2025

2. Deny the request and do not allow the consumption of alcohol at Bandshell Park during Ames on the Half Shell.
3. Refer back to staff.

CITY MANAGER'S RECOMMENDED ACTION:

The Ames Jaycees have been hosting this event at Bandshell Park for 20 years. Each year, Parks and Recreation administrative staff observes the event. Staff has been consistently impressed with the level of organization the Jaycees provide for the event, which draws people of all ages. The Police Department receives very few phone calls or complaints pertaining to the event. Staff also takes into consideration the overall positive comments from the neighborhood. The ability to sell alcohol allows the Jaycees to fulfill its commitment to community betterment, which includes Parks and Recreation projects. Therefore, it is the recommendation of the City Manager that the City Council approve Alternative #1 as stated above.

ATTACHMENT(S):

[Ames Jaycees - 2025.pdf](#)