

ITEM #: 11  
DATE: 12-09-25  
DEPT: ADMIN

### COUNCIL ACTION FORM

**SUBJECT:** **REQUESTS FROM AMES MAIN STREET FOR SNOW MAGIC CELEBRATION ON DECEMBER 1, 2025 THROUGH DECEMBER 31, 2025**

**BACKGROUND:**

Ames Main Street (AMS) plans to host its annual Snow Magic Celebration December 1 through December 31. The event will continue throughout the month of December with promotions in Downtown businesses.

To facilitate this event, AMS has made the following requests:

- A blanket Temporary Obstruction Permit and a blanket Vending License for the Downtown from December 1 through December 31 to allow stores to display and sell merchandise and waiver of Vending License fee (\$50 loss to City Clerk's Office).
- Use of electricity in Tom Evans Plaza and waiver of fees for electricity (Loss of \$10 to the Electric Fund).

City staff is requesting that the Council approve these requests retroactively. Although Ames Main Street submitted its application in a timely manner, the requests were delayed in being brought to the Council for review. Staff has the authority to approve the Temporary Obstruction Permit and Vending License, but only the City Council can approve the waiver of fees.

**ALTERNATIVES:**

1. Approve the requests made by Ames Main Street as indicated above, including the requested waiver of a Vending License and electricity user fees.
2. Approve the requests as indicated above but require reimbursement for the blanket Vending Permit (\$50) and electricity use (\$10).
3. Deny the requests.

**CITY MANAGER'S RECOMMENDED ACTION:**

**Snow Magic provides an opportunity to draw residents and visitors to the Downtown and supports local businesses during the holiday shopping season.** It is, therefore, the recommendation of the City Manager that the City Council adopt Alternative No. 1 as described above.

**ATTACHMENT(S):**

[Snow Magic Application 2025.pdf](#)