

ITEM #: 15
DATE: 12-16-25
DEPT: ADMIN

COUNCIL ACTION FORM

SUBJECT: **REQUESTS FROM AMES MAIN STREET FOR SNOW MAGIC CELEBRATION ON DECEMBER 1 THROUGH DECEMBER 31, 2026**

BACKGROUND:

Ames Main Street (AMS) plans to host its annual Snow Magic Celebration December 1 through December 31, 2026. A kick-off event will be held on December 3, and the celebration will continue throughout the month 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).
- Closure of four metered parking spaces on the east side of Douglas Avenue (between 5th and Main) from 6:00 p.m. to 8:00 p.m. on Thursday, December 3 (Loss of \$0 to the Parking Fund).
- Use of electricity in Tom Evans Plaza for the kick-off event on Thursday, December 3 and waiver of fees for electricity (Loss of \$10 to the Electric Fund).

ALTERNATIVES:

1. Approve the requests made by Ames Main Street as indicated above, including the requested waiver of a Vending License, closure of four metered parking spaces, and waiver of 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 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.pdf](#)

[Map - Douglas Parking Closures.pdf](#)