

ITEM # 17  
DATE: 01-14-20

**COUNCIL ACTION FORM**

**SUBJECT: SUMMER SIDEWALK SALES REQUESTS FROM AMES MAIN STREET**

**BACKGROUND:**

Ames Main Street is again hosting its annual Summer Sidewalk Sales from July 23-26, 2020. 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 25, 2020 (\$1,379.25 estimated loss to the Parking Fund); a waiver of fees for a blanket Vendor Permit (\$50 loss to the City Clerk's Office); and a blanket Temporary Obstruction Permit.

**ALTERNATIVES:**

1. Approve the request for Sidewalk Sales as requested by Ames Main Street, including the waiver of fees for parking and vending.
2. Approve the request for Sidewalk Sales, but require reimbursement for vending and lost parking meter revenue.
3. Deny the request.

**CITY MANAGER'S RECOMMENDED ACTION:**

Sidewalk Sales are successful events held twice each year in the Downtown. These events attract people to the Downtown area 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, thereby approving the request for Sidewalk Sales as requested by Ames Main Street, including the waiver of fees for parking and vending.



December 16, 2019

Mayor and City Council  
City of Ames  
515 Clark Ave  
Ames, IA 50010

Dear Mayor Haila and Members of the Ames City Council,

Ames Main Street is planning to hold the annual Summer Sidewalk Sales shopping event from July 23-26, 2020.

Specific information about the event can be found on the included Special Event Application. We would also request a waiver of fees for the Blanket Vendor Permit. In addition, we would also request a waiver of fees for free parking of city meters throughout Downtown on Saturday, July 25, 2020.

By bringing residents to Downtown Ames for attractions such as this, Ames Main Street is able to fulfill its mission as a Main Street Iowa community and create an economically vibrant downtown with unique living, dining, and entertainment experiences.

Thank you for your consideration of this request and continued support of Ames Main Street. We look forward to seeing you shopping in Downtown Ames!

Sincerely,

A handwritten signature in black ink, appearing to read 'Sonya Stoltze-Newstrom', with a decorative flourish at the end.

Sonya Stoltze-Newstrom  
2020 Ames Main Street Board President



# SPECIAL EVENT APPLICATION

Applications received less than thirty (30) days before the event may not be processed by the City in time for the event and will automatically be denied. Each application is viewed as a new event regardless of previous occasions.

Event Name

Location/Address

Region (Select one or more)

- Ames Main Street (Downtown)
- Campustown District
- Iowa State University Property
- City Parks
- Other (please explain)

Please note that events occurring in the Downtown, Campustown, in City parks, or on ISU property require prior approvals. A letter of support will be required from CAA if the event occurs in Campustown or from MSCD if the event occurs in Downtown. Please contact the appropriate office well in advance:

Downtown - Main Street Cultural District: (515) 233-3472  
 Campustown - Campustown Action Association: (515) 450-8771  
 ISU - Events Authorization Committee: (515) 294-1437

events@amesdowntown.org  
 director@amescampustown.com  
 eventauthorization@iastate.edu

## TIMELINE

Setup Date  Time  M T W R F Sa Su  
 Event Starts Date  Time  M T W R F Sa Su

Detailed Description of Event Activities (written overview of event and what's going to happen)

Ames Main Street Summer Sidewalk Sales is a semi-annual event during which businesses will offer sales, promotions, and discounts on the sidewalk immediately in front of their place of business. Shoppers should also be drawn to the free parking!

Event Ends Date  Time  M T W R F Sa Su  
 Teardown Complete Date  Time  M T W R F Sa Su

## Event Category

- Athletic/Recreation
- Exhibits/Misc.
- Festival/Celebration
- Parade/Procession/March
- Concert/Performance
- Farmer/Outdoor Market
- Other (please explain)

Rain Date  Rain Location   
 Yes  No  Is this an annual event? If yes, how many years?

## For Office Use Only

### Documents Received

Date:

- Completed Application
- Fireworks Application (\$25 fee)
- Insurance Certificate
- Public Safety & Event Management Plan
- Site Plan/Route Map (\$25 fee) (Road Race)
- Vendor List (\$50 fee/each)
- Parking fees
- Letter to Council Special Events Meeting

Date \_\_\_\_\_

Time \_\_\_\_\_

Room \_\_\_\_\_

### Documents Sent:

- Alcohol License ABD
- Fireworks Permit
- Road Race Permit TOP
- Vending Permit
- Other \_\_\_\_\_

### Departments Included

- City Manager: Brian Phillips and Tasheik Kerr
- CyRide: Jenny Bethurem or Rob Holm or Kevin Gries
- Electric: Mark Imhoff
- Fire: Jason Ziph or Rich Higgins
- Parks & Rec: Craig Kaufman or Joshua Thompson
- Public Works: Brad Becker or Dave Cole
- Police: Jason Tuttle or Geoff Huff
- Water: Heidi Petersen
- Risk Management: Bill Walton

CAA: Karen Chitty  
 AMS: Jess Clyde or Sarah Dvorsky  
 ISU: Events Authorization Committee

### City Council Meeting

Date \_\_\_\_\_  
 Added to Agenda with CAF Approved Y N

Reminder Date \_\_\_\_\_

**CONTACTS**

Sponsor/Applicant Name Sarah Dvorsky/Ames Main Street  
Address 304 Main St.  
City Ames State IA Zip Code 50010  
Daytime Phone (515) 715-1854 Cell Phone (319) 930-2276  
E-mail sarahd@ameschamber.com  
Alternate Contact Name Drew Kamp  
Daytime Phone (515) 817-6311 Cell Phone (402) 415-7207  
E-mail drew@ameschamber.com

**ATTENDANCE**

Anticipated Daily Attendance 300-800

Yes No

- Is this event open to the public?
- Is your event being held in conjunction with another event (e.g. *Farmers' Market, 4th of July*, etc.)? If yes, please list:

\_\_\_\_\_

**ORGANIZATION STATUS/PROCEEDS**

- For-Profit
- Bona Fide Tax Exempt
- Nonprofit

Yes No

- Are patron admission, entry, or participant fees required? If yes, please describe and provide amounts: \_\_\_\_\_

- Are vendor or other fees required? If yes, please provide amounts: \_\_\_\_\_

Percentage of net proceeds going towards fundraising \_\_\_\_\_ %

Percentage of net proceeds going towards for-profit entity \_\_\_\_\_ %

**SECURITY**

**Ames Police Department 24 hour non-emergency phone number: 515-239-5133**

Please complete the course at <https://www.crowdmanagers.com/training> for crowd management training.

Yes No

- Have you hired a professional security company to develop and manage your event's security plan? If yes, please fill out the following information:

Security Organization \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Phone \_\_\_\_\_  
Email \_\_\_\_\_