

COUNCIL ACTION FORM

SUBJECT: **REQUESTS FOR AMES MAIN STREET FARMERS' MARKET**

BACKGROUND:

The Ames Chamber of Commerce is planning to host the annual Ames Main Street Farmers' Market this summer, which will take place on the 300 and 400 blocks of Main Street and on Burnett Avenue from Main Street to the U.S. Bank drive-through. The Market will operate on 23 Saturdays from May 9th to October 17th from 8:00 a.m. to 12:30 p.m. The Market will not operate on Saturday, July 4th. To facilitate set-up and teardown, streets and parking spaces need to be closed from 5:00 a.m. to 1:30 p.m. each day.

To facilitate the event, organizers request a blanket Temporary Obstruction Permit and blanket Vending License for the entire Central Business District from 8:00 a.m. to 1:30 p.m. each day of the Market, which will allow downtown businesses who file an insurance certificate with the City to display items for sale on the sidewalks. The Chamber has requested that the \$50 Vending License fee be waived.

Organizers have also requested the use of Tom Evans Plaza between the hours of 5:00 a.m. and 1:30 p.m. for vendor booths and entertainment. As in previous years, this space would be used for entertainment and educational activities for children and families. However, to prevent damaging the turf in the plaza, vendors will not be permitted to use the turf areas for their activities.

The use of electricity in Tom Evans Plaza, along Main Street and on Burnett Avenue has also been requested. Organizers have requested a waiver of the \$5 per day fee for use of electricity.

To facilitate the Market, organizers have also requested that the two- and four-hour limits on parking in CBD Lots X and Y be waived during Market hours. Additionally, 75 metered parking spaces will be closed for 4.5 metered hours each day the Market operates. These closed parking spaces will be obstructed by the market activities. **City staff estimates that this will result in a loss of \$1,941 to the Parking Fund.**

Market organizers have requested that the meter fees be waived because the Market is a non-profit organization, and in return the City would be included as a sponsor on all Market advertising materials. **As a reminder, the City Council's newly adopted policy regarding parking meter waivers after July 1, 2020, allows for waivers to be considered on a case-by-case basis for spaces obstructed by an event area—not for district-wide free parking. This request for parking meter fee waivers complies**

with those criteria. In past years, the City Council has waived all meter fees for this event.

ALTERNATIVES:

1. Approve the requested street and parking space closures from 5:00 a.m. to 1:30 p.m. on Saturdays from May 9 to October 17 (except July 4), use of Tom Evans Plaza for entertainers, use of City electrical outlets, a blanket Temporary Obstruction Permit, a blanket Vending License, suspension of parking enforcement in CBD Lots X and Y from 6:30 a.m. to 1:30 p.m. each of the affected days, and waiver of the fees for the Vending License, electricity use and lost parking meter revenue.
2. Approve the requests as stated in Alternative No. 1, but require Farmers' Market to reimburse the City for the Vending License, electricity use, and parking meter revenue.
3. Direct staff to work with Farmer's Market organizers to find an alternative location for the event.
4. Do not approve the requests.

CITY MANAGER'S RECOMMENDED ACTION:

The Main Street Farmers' Market has successfully attracted visitors to the Downtown for the last several years. It has become a signature event in Ames, enhancing the local economy and providing a family-friendly activity that showcases the Ames community.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1 as described above.

CONTACTS

Sponsor/Applicant Name Ames Chamber of Commerce Lojean Petersen
Address 304 Main St.
City Ames State IA Zip Code 50010
Daytime Phone 515-232-2310 Cell Phone 515-520-0702
E-mail amesfarmersmarket@ameschamber.com
Alternate Contact Name _____
Daytime Phone _____ Cell Phone _____
E-mail _____

ATTENDANCE

Anticipated Daily Attendance 2500

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:

\$400 Fulltime \$25 Occasional Fee

Percentage of net proceeds going towards fundraising 100 %

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

We have taken this course.

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 _____



Ames™
CHAMBER OF COMMERCE

January 24, 2020

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

Dear Honorable Mayor Haila and City Council,

The Ames Chamber of Commerce is planning to hold the tenth season of the *Ames Main Street Farmers' Market* this summer. The event is scheduled to be held on the 300 and 400 block of Main Street every Saturday from May 9th to October 17th, 8:00AM to 12:30PM (the road is scheduled to be closed from 5:00AM to 1:30PM to allow for setup, teardown, and cleanup), however we will not have a Market on July 4, 2020. The 23-week event will showcase the area's best farmers, crafters, artist and prepared food experts as well as offering weekly live entertainment and children's activities. At this time, Ames Chamber of Commerce asks the City Council to consider four specific requests:

1. The Ames Chamber of Commerce requests a Blanket Vending Permit for the entire CBD to allow businesses to sell merchandise outside their stores if they so choose. The Chamber of Commerce further requests the fee be waived as any businesses selling products on the sidewalk are members.
2. The Ames Chamber of Commerce requests free use of electricity along the 300 and 400 Blocks of Main Street and for the outlets in the Tom Evans Park.
3. The Ames Chamber of Commerce requests that the fee be waived for the parking meters on the 300 and 400 Blocks during the Ames Main Street Farmers' Market as the Market is a Non-Profit organization. In return the City of Ames would be considered a Sponsor of our Ames Main Street Farmers' Market and would be included in all advertising, newsletters and on our Website. For the 24-week period the Market brings conservatively 60,000 - 72,000 people to the Main Street Cultural District. The benefit from these visitors coming to the Market will increase income in parking, shopping and eating in our beautiful city.
4. The Ames Chamber of Commerce also requests that that any timed, 2hr or 4 hr. parking fees in the back lots of the 300 and 400 Blocks of Main street be waived from 6:30am to 1:00pm during the Market season.

Thank you for your consideration of these requests and continued support of downtown Ames. We look forward to seeing you at the Ames Main Street Farmers' Market throughout the 2020 season.

Sincerely,

Lojean Petersen
Ames Main Street Farmers' Market Manager

304 Main Street, Ames, IA 50010 | 515.232.2310 | Ames Chamber of Commerce