

COUNCIL ACTION FORM

SUBJECT: **REQUEST FROM AMES MAIN STREET FOR LETTER OF SUPPORT FOR GRANT APPLICATION REGARDING DOWNTOWN BEAUTIFICATION PROJECT**

BACKGROUND:

Ames Main Street is submitting the attached grant application to the Story County Board of Supervisors for \$23,359 for its Phase 3 beautification project in Downtown. Items in this phase include: cigarette disposal units, replacement of locational signs, outdoor tables and chairs, and a second welcome mural.

The proposed budget for this project is:

Project Costs	\$27,159
Project Revenue	
Story County Grant	\$23,359
Potential Matching Funds (Ames Main Street & Chamber)*	\$6,800

*A 25% local match is required for the grant program and \$1,000 of the promised \$6,800 is currently committed.

ALTERNATIVES:

- 1) The City Council can approve the request from Ames Main Street and authorize the Mayor to sign the attached grant application for beautification items for Downtown.

John Hall from the Ames Chamber has emphasized in his attached email that the Mayor's signature only signifies the City's support for the project and does not impose any obligations on the part of the City.

- 2) Since neither the total local match has been committed nor has the City Council approved the placement of some of the items on public property, the City Council can reject the request to have the Mayor sign the attached application until these details have been worked out.

CITY MANAGER'S RECOMMENDED ACTION:

Representatives from Ames Main Street and the Chamber of Commerce understand if the necessary local match from the private sector or the temporary obstruction approvals from the City Council have not been granted, they will not proceed with drawing down the County funding if awarded the grant.

Ames Main Street should be commended for making an effort to secure funding from sources other than the City of Ames to help beautify Downtown, and therefore, it is the recommendation of the City Manager that the City Council authorize the Mayor to sign the attached application related to the Downtown Ames Beautification Overhaul project with the understanding that the County funds will not be drawn down if awarded until the necessary local match has been secured from private donations and the City Council has approved the placement of the project items on public property.

Diane Voss

From: John Hall <john@ameschamber.com>
Sent: Friday, July 10, 2020 2:27 PM
To: Diane Voss
Cc: John Haila
Subject: Story County Urban Renewal Area Application
Attachments: Urban Renewal Area Project Application 2020 Ames Main Street.docx; Budget.pdf; Cigarette Receptacles (6-Pack) _ TerraCycle – TerraCycle Zero Waste Boxes.pdf

Diane,

Please see the attached Urban Renewal Area Project Application for Ames Main Street for 2020. This application will go to Story County for consideration on or before July 27th.

I have also attached the project budget and the proposed cigarette receptacles as they will be included with the application.

Per Mayor Haila and my conversation, I want to make clear the expectations of his signature on this application. His signature simply supports our efforts to pursue funding for this Ames Main Street project, but in no way suggests that the City or City Council are approving of any of these items existing within the public right-of-way. If we receive this grant, there is an expectation that we will work with City Staff to bring many of these items before City Council seeking approval for use of the public right-of-way. Specifically the tables & chairs and the cigarette disposal units. In the event that the City Council does not approve the use of public right-of-way for this project, we will look for other alternative locations and options or we will forfeit that component of the grant from Story County.

I appreciate your assistance in getting this application to the mayor for his signature.

Thank you,

John

John Hall

Senior Director of Business Development

He | Him | His



ames™
CHAMBER OF COMMERCE
& ECONOMIC DEVELOPMENT

515.232.2310 *main*
515.720.5305 *cell*

www.AmesChamber.com
www.AmesEDC.com

**Urban Renewal Area Project Application
2020 Application Process**



Due Date – July 27, 2020 by 4:30 pm

Date: 7/10/2020

Name of Applicant: Ames Main Street

Applicant* Contact Information: John Hall, Executive Director

Phone: 515-232-2310

Email: john@ameschamber.com

Please indicate under which category the application fits:

- Transportation Infrastructure Enhancement
- Public Land and Trail Improvement
- Communication and Utility Infrastructure Expansion
- Main Street and Town Center Revitalization
- Housing Development, Rehabilitation, and/or Conversion

Project Description

Project Title: Downtown Ames Beautification Overhaul

Location of Project (including Parcel Identification Number(s) if available)

Downtown Ames District. Official district boundaries are attached.

One-line description of your project:

Greatly improving the Ames Downtown streetscape by adding elements that will assist in beautifying the district.

Please provide a 200-word (maximum) description of the project)

Spring of 2020, with the bulk of our businesses coming out of shut down, we set out to do major beautification efforts throughout Downtown Ames. The goal was to elevate the district and create a better destination for shoppers and visitors. Phase 1 was the revitalization of the at-grade flower beds and planters. This was done with considerable in-kind contribution from Lowes and \$6,300 in private donations. Phase 2 is an entry mural currently in the process of being implemented that raised \$6,000 in private contribution. Phase 3 is what we are asking for support for today. Including: cigarette disposal units (contents are recyclable) painted by local artists, new signage for 5 locational signs, adding brightness and an updated directory, outdoor tables and chairs to

encourage more people to sit and enjoy our downtown for a bit longer, and finally the addition of a second mural this year to welcome folks to our downtown. Ultimately, this next level of beautification will combine practical items with a look that will elevate the district. Many of our smallest locally owned businesses are located in Downtown Ames, and continuing to find ways to improve our destination will help to support these businesses.

Project Cost

Required Match Guidelines. It is expected that applicants identify a match of 25% of the total project costs. In the space below, please provide proposed project costs and identify potential matching funds.

- Total Proposed Project Costs \$27,159
- Dollar Amount Requested from Story County for this project \$23,359
- Potential Matching Funds \$6,800

Please indicate the source(s) of proposed project costs and estimates: All of the matching funds will be raised through private donations. \$1,000 is currently committed from one business owner.

Please attach any additional information that will help the Board of Supervisors to understand the scope and nature of the project including any drawings of the proposed project.

Certification by Applicant: To the best of my knowledge and belief, the information herein is true and correct.

Signature by Chief Elected Official

Date

**All correspondences and notices will be forwarded to the individual noted as the "applicant" above.*

The Story County Board of Supervisors receives more funding requests than it can possibly grant. If support of a worthwhile program is declined, this decision does not reflect on the value of the group or service, but rather on the need to be selective because of limited resources. Preference may be given to new applicants. Funding decisions will be finalized in during the fall 2020.

For Office Use Only

Date Received:

<u>Item Description</u>	<u>Cost</u>
Cigarette Receptacles (18)	\$1,500
Artist Stipend for Receptacle Painting (\$250 x 18)	\$4,500
Directional Signage (5 Signs x 2 Sides)	\$1,200
3 pc. Table & Chairs Set (18)	\$6,012
31" Table (6)	\$1,260
Chairs (24)	\$1,872
Umbrellas (15)	\$2,700
Umbrella Stand (9)	\$2,115
Mural	\$6,000

Total: \$27,159

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Cigarette Receptacles (6-Pack)

\$496.36

[No reviews](#)

Quantity

-	1	+
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ADD TO CART

