

COUNCIL ACTION FORM

SUBJECT: REQUESTS FROM AMES MAIN STREET FOR SMALL BUSINESS SATURDAY

BACKGROUND:

Ames Main Street (AMS) has submitted requests to facilitate Small Business Saturday on November 26.

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, November 26 (\$1,370.25 estimated loss to the Parking Fund). A Blanket Temporary Obstruction Permit has also been requested.

In February 2020, the City Council adopted a new policy regarding metered parking waivers:

Metered parking fees will not be waived for special events. Any event organizers intending to provide free parking or to close metered parking spaces must reimburse the City's Parking Fund for the lost revenue. The City Council may consider waivers to this policy on a case-by-case basis for parking spaces that are obstructed by the event area (not for area-wide free parking).

For FY 2022/23, the City Council allocated \$5,489 in the Local Option Sales Tax Fund to reimburse the Parking Fund for Downtown special events where free parking or parking closures are to take place. Therefore, for this event, the City Council is requested to authorize a transfer of \$1,370.25 from the Local Option Sales Tax Fund to the Parking Fund.

ALTERNATIVES:

1. Approve the requests for Small Business Saturday as requested by Ames Main Street, including the waiver of fees and transfer of funds from the Local Option Sales Tax Fund to the Parking Fund.
2. Deny the requests

CITY MANAGER'S RECOMMENDED ACTION:

Small Business Saturday is an annual event for the Downtown. This event aims to attract people to the Downtown and promotes shopping locally to kick off the holiday shopping season.

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



March 10, 2022

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 Small Business Saturday on Saturday, November 26th, 2022.

Specific information about the event can be found on the included Special Event Application. We would also a Temporary Obstruction Permit. In addition, we would also request a waiver of fees for free parking of city meters throughout Downtown on Saturday, November 26, 2022.

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 'Sarah Dvorsky', written in a cursive style.

Sarah Dvorsky
Executive Director
Ames Main Street

304 Main Street, Ames, IA 50010 515.233.3472 AmesDowntown.org



For Office Use Only

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 Small Business Saturday

Location/Address Downtown Ames

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 Ames Main Street if the event occurs in Downtown. Please contact the appropriate office well in advance:

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

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

Documents Received

Date: 3-10-22

- 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

Special Events Meeting

Date sent email

Time to team

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: Tom Shelton or Mike Arkovich
- Water: Heidi Petersen
- Risk Management: Bill Walton

CAA: Karin Chitty
AMS: Kim Frey
ISU: Events
Authorization Committee

City Council Meeting

Date 4-26-22

Added to Agenda with CAF Approved Y N

Reminder Date _____

TIMELINE

Setup Date _____ Time _____ M T W R F Sa Su

Event Starts Date 11/26/2022 Time 8:00 am M T W R F Sa Su

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

Small Business Saturday is an annual event during which businesses will offer sales, promotions, and discounts. Weather permitting, businesses may set up on the sidewalk immediately in front of their store front. Shoppers should also be drawn to the free parking!

Event Ends Date 11/26/2022 Time 8:00 pm 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? _____

CONTACTS

Sponsor/Applicant Name

Address

City State Zip Code

Daytime Phone Cell Phone

E-mail

Alternate Contact Name

Daytime Phone Cell Phone

E-mail

ATTENDANCE

Anticipated Daily Attendance

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