

COUNCIL ACTION FORM

SUBJECT: AMES MAIN STREET REQUESTS FOR SNOW MAGIC

BACKGROUND:

Ames Main Street (AMS) plans to host its Snow Magic Celebration from Friday, December 2 through Saturday, December 24. The event will kick off on December 2 with the tree lighting ceremony, open houses, and horse and carriage rides. To facilitate this event, Ames Main Street has made the following requests for December 2:

- Closure of four metered parking spaces Downtown from 1:00 to 8:00 p.m. on December 2 to facilitate the pick-up and drop-off of passengers on horse drawn carriage rides through the downtown (Approximately \$5 loss to the Parking Fund)
- A blanket Temporary Obstruction Permit and a blanket Vending License from December 2 through December 24 to allow stores to display and sell merchandise and waiver of Vending License fee (\$50 loss to City Clerk's Office).
- Use of electricity in Tom Evans Plaza and waiver of fees for electricity (approximately \$10 loss to the Electric Fund).

The City Council's policy regarding parking meter closures allows the City Council to consider requests for waivers on a case-by-case basis.

ALTERNATIVES:

1. Approve the requests made by Ames Main Street as indicated above, including the requested waiver of fees.
2. Approve the requests as indicated above, but require reimbursement for the blanket Vending Permit (\$50), electricity use (\$10), and lost parking meter revenue (\$5)
3. Deny the requests.

CITY MANAGER'S RECOMMENDED ACTION:

Snow Magic provides an opportunity to draw residents and visitors to the 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.



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 Snow Magic from December 2nd through December 24th, 2022.

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 four parking meters on Friday, December 2.

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', with a long, sweeping tail.

Sarah Dvorsky
Executive Director
Ames Main Street

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



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 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

TIMELINE

Setup Date Time ○ ○ ○ ○ ● ○ ○

Event Starts Date Time ○ ○ ○ ○ ● ○ ○

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

Snow Magic is an annual event for the downtown businesses held December 2-December 24. The kick off will be held on December 2 from 5-8pm. There will be carriage rides around the downtown with stops in front of the Ames History Museum and the Depot. We will need to block off four parking s

Event Ends Date Time ○ ○ ○ ○ ● ○ ○

Teardown Complete Date Time ○ ○ ○ ○ ● ○ ○

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: 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 not needed
Time sent email
Room _____

Documents Sent:

- Alcohol License
- ABD
- Fireworks Permit
- Road Race Permit
- TOP
- Vending Permit
- Other _____

Departments Included

- ___ City Manager: Brian Phillips and Tasha Kerr
- ___ CyRide: Jenny Bethurem or Rob Holm or Kevin Gries
- ___ Electric: Mark Imhoff
- ___ Fire: Jason Ziph or Rich Higgins
- ___ Parks & Rec: Greg 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 _____

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