

ITEM #: 10  
DATE: 03-14-23  
DEPT: Admin

**COUNCIL ACTION FORM**

**SUBJECT: REQUESTS FROM AMES MAIN STREET FOR SHOP FOR A CAUSE**

**BACKGROUND:**

Ames Main Street (AMS) has submitted requests to facilitate Ames Main Street Shop for a Cause, to be held on November 11, 2023. At this event, downtown businesses can promote a non-profit of their choice through sales and other partnership efforts.

**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 11. A blanket Temporary Obstruction Permit has also been requested.**

**Because this event takes place on a City holiday (Veterans' Day), parking meter fees will not be enforced and no reimbursement for lost meter revenue is required. However, the maximum time limit for parking at a metered space may still be enforced at times when the meters do not require payment, such as holidays or non-metered hours. Therefore, City Council action is still necessary to suspend parking regulations and enforcement to allow for exemptions from maximum time limits, even if no payment will be required for meters.**

**ALTERNATIVES:**

1. Approve the requests for Shop for a Cause as requested by Ames Main Street.
2. Deny the requests.

**CITY MANAGER'S RECOMMENDED ACTION:**

Ames Main Street Shop for a Cause aims to attract people to the Downtown, promote shopping locally, and support non-profit organizations through partnering businesses. Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, as noted above.



February 17, 2023

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 Downtown Ames Shop for a Cause on November 11, 2023.

Specific information about the event can be found on the included Special Event Application. We request a waiver of fees for free parking of city meters throughout Downtown on Saturday, November 11, 2023.

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 that reads 'Crystal D. Davis'.

Crystal D. Davis  
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) 232-2310  
 Campustown Action Association: (515) 232-2310  
 ISU - Events Authorization Committee: (515) 294-1437

director@amesdowntown.org  
 sarahd@ameschamber.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)

Please see attached document, "Shop for a Cause Event Description"

**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?

## CONTACTS

**Sponsor/Applicant Name** Emory Widlowski/Ames Main Street  
Address 304 Main Street  
City Ames State IA Zip Code 50010  
Daytime Phone (515) 232-2310 Cell Phone (515) 782-8952  
E-mail emory@ameschamber.com  
**Alternate Contact Name** Crystal Davis  
Daytime Phone 515-232-2310 Cell Phone 515-520-0791  
E-mail crystal@ameschamber.com

## ATTENDANCE

Anticipated Daily Attendance 500

**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