

ITEM #: 11
DATE: 03-14-23
DEPT: Admin

COUNCIL ACTION FORM

SUBJECT: REQUESTS FROM AMES MAIN STREET FOR SMALL BUSINESS SATURDAY

BACKGROUND:

Ames Main Street (AMS) has submitted requests for Small Business Saturday on November 25, 2023. 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 25 (\$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 2023/24, 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. This approval would be contingent upon the adoption and certification of the funds in the proposed FY 2023/24 budget.

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, subject to the adoption and certification of funding in the City's FY 2023/24 budget.
2. Approve the requests for Small Business Saturday but require reimbursement for lost parking revenues.
3. Deny the requests.
- 4.

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 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 the annual Small Business Saturday on Saturday, November 25, 2023.

Specific information about the event can be found on the included Special Event Application. We would request a waiver of fees for free parking of city meters throughout Downtown on Saturday, November 25, 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)

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 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 5010

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