

ITEM #: 9
DATE: 03-14-23
DEPT: Admin

COUNCIL ACTION FORM

SUBJECT: REQUESTS FROM AMES MAIN STREET FOR WITCHES WALK

BACKGROUND:

Ames Main Street is hosting its annual Witches Walk on October 5, 2023. At this event, downtown businesses are encouraged to hold shopping promotions and samples in their store or customers to come shop. Businesses will also be encouraged to stay open from 6:00-8:00 p.m.

To facilitate this event, organizers are requesting:

- A blanket Temporary Obstruction Permit
- Use of electricity in Tom Evans Plaza. Use of City-owned electrical outlets and waiver of costs from 3:00 to 9:00 p.m. (approximately \$5 loss to Electric Fund)

ALTERNATIVES:

1. Approve the requests for Witches Walk as requested by Ames Main Street, including the waiver of fees for electricity and request for a Blanket Temporary Obstruction Permit.
2. Approve the requests for Witches Walk but require reimbursement for the use of electricity.
3. Deny the requests.

CITY MANAGER'S RECOMMENDED ACTION:

Witches Walk is an event held to attract residents to Downtown and promote shopping locally. These requests further the City Council's goal to strengthen Downtown. 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 Witches Walk on October 5, 2023, from 6pm-8pm.

Specific information about the event can be found on the included Special Event Application. We would also request a Temporary Obstruction Permit.

By bringing residents to Downtown Ames for attractions such as this, Ames Main Street can 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". The signature is written in a cursive style.

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)

A Downtown Ames event, hosted by Ames Main Street, where participating businesses are encouraged to hold shopping promotions and samples in their store for customers to come shop. The businesses are also encouraged to stay open from 6:00-8:00pm.

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 Ames Main Street/Emory Widlowski
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