

COUNCIL ACTION FORM

SUBJECT: AMES MAIN STREET REQUESTS FOR SNOW MAGIC

BACKGROUND:

Ames Main Street plans to host its Snow Magic Celebration November 8th through December 24th. The event will kick off on November 8 with the tree lighting ceremony, open houses, and horse and carriage rides.

To facilitate this event, Ames Main Street has made the following requests:

- Installation of the holiday snowflake lights, use of electricity for these lights along Main Street and waiver of electricity costs (approximately \$10 loss to Electric Fund).
- Use of Tom Evans Plaza from 5:00 to 8:00 p.m. on November 8th for the tree lighting ceremony.
- Closure of Kellogg Avenue from Main Street to Fifth Street, including closure of 12 metered parking spaces, from 8:00 a.m. to 1:00 p.m. on December 7th for Santa's Train (\$15 loss to the Parking Fund).
- Closure of 10 metered parking spaces within the Downtown from 1:00 to 8:00 p.m. on November 8th to facilitate the pick-up and drop-off of passengers on horse drawn carriage rides through the downtown (\$12.50 loss to the Parking Fund).
- A blanket Temporary Obstruction Permit and a blanket Vending Permit for the Downtown from November 8th through December 24th to allow stores to display and sell merchandise and waiver of vending fee (\$50 loss to City Clerk's Office).
- Suspension of parking regulations and enforcement to allow free parking in the entire Downtown on Saturday, November 30 (\$1,379 loss to the Parking Fund).

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 (\$1,406.5)
3. Deny the requests.

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, thereby approving the requests made by Ames Main Street as indicated above, including the requested waiver of fees.



September 30, 2019

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 Kick Off on November 8, 2019 with the event continuing until December 24, 2019.

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, and electricity. IN addition, we would also request a waiver of fees for free parking of city meters on Main Street on Saturday, November 30, 2019 for Small Business Saturday.

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 'Kristin Roach', written in a cursive style.

Kristin Roach
2019 Ames Main Street Board President