

ITEM #: 15  
DATE: 03-24-26  
DEPT: ADMIN

## COUNCIL ACTION FORM

**SUBJECT: REQUESTS FROM AMES REGIONAL ECONOMIC ALLIANCE FOR TASTE OF CAMPUSTOWN ON AUGUST 27, 2026**

### BACKGROUND:

Ames Regional Economic Alliance (AREA) is planning to host Taste of Campustown Thursday, August 27, from 4:00 p.m. to 8:00 p.m. Taste of Campustown is a food-focused community event celebrating the diverse restaurants located in the Campustown Business District. The event invites attendees to sample menu items from participating businesses at an affordable price while encouraging foot traffic, brand awareness, and repeat visits to Campustown establishments. Attendees will purchase tickets at one of two ticket booths within the Campustown Business District for \$1 each. Tickets can be redeemed at the bars and restaurants for sample size offerings of their most popular food items (samples of food items only, not alcoholic beverages). Businesses will be encouraged to set up booths outside their establishments on the sidewalk with their food samples. In order to facilitate this event, AREA has requested approval for the following:

- Blanket Temporary Obstruction Permit for the Campustown Business District from 12:00 p.m. to 10:00 p.m.
- Blanket Vending License for the Campustown Business District from 4:00 p.m. to 8:00 p.m. and waiver of fee (\$50 loss to City Clerk's Office)

### ALTERNATIVES:

1. Approve the requests for Taste of Campustown, including the waiver of the \$50 fee for blanket Vending License.
2. Approve the requests for Taste of Campustown but require reimbursement for the blanket Vending License.
3. Deny the requests.

### CITY MANAGER'S RECOMMENDED ACTION:

**Taste of Campustown adds vitality to Campustown by encouraging repeat visits to Campustown establishments and increasing foot traffic in the area, benefitting businesses in the area. The event organizers have experience in hosting many other events throughout the year.** Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, as noted above.

### ATTACHMENT(S):

[08.27 Taste of Campustown LOS.pdf](#)  
[Taste of Campustown Application 2026.pdf](#)  
[Taste of Campustown Location Map 2026.pdf](#)