

ITEM #: 7
DATE: 11-18-25
DEPT: ADMIN

COUNCIL ACTION FORM

**SUBJECT: REQUESTS FROM AMES MAIN STREET FOR WINTER SIDEWALK SALES
ON JANUARY 8-11, 2026**

BACKGROUND:

Ames Main Street is again hosting Winter Sidewalk Sales from January 8-11, 2026. At this event, downtown businesses display merchandise on the sidewalks for pedestrians to browse.

To facilitate this event, organizers are requesting suspension of parking regulations and enforcement for the Downtown from 9:00 a.m. to 6:00 p.m. on Saturday, January 10 (\$1,370.25 estimated loss to the Parking Fund). A blanket Temporary Obstruction Permit has also been requested for Saturday, January 10, 2026.

In February 2020, the City Council adopted the following 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).

The adopted FY 2025/26 City budget contains \$10,000 in funding in the Hotel/Motel Tax Fund to reimburse the Parking Fund for lost meter revenue associated with special events. **With City Council approval, a transfer in the amount of \$1,370.25 will be made from the Hotel/Motel Tax Fund to the Parking Fund to cover the lost revenue.**

ALTERNATIVES:

1. Approve the requests for Winter Sidewalk Sales as requested by Ames Main Street, including the waiver of fees for parking and vending, and transfer \$1,370.25 from the Hotel/Motel Tax Fund to the Parking Fund.
2. Approve the requests for Sidewalk Sales, but require reimbursement for lost parking meter revenue.
3. Deny the requests.

CITY MANAGER'S RECOMMENDED ACTION:

Winter Sidewalk Sales is a successful event for the Downtown that attracts people to the Downtown and promotes 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 described above.

ATTACHMENT(S):

[Downtown Winter Sidewalk Sales Application.pdf](#)