

ITEM #:	<u>13</u>
DATE:	<u>12-16-25</u>
DEPT:	<u>ADMIN</u>

COUNCIL ACTION FORM

SUBJECT: **REQUESTS FROM AMES MAIN STREET FOR HOLIDAY OPEN HOUSE**

BACKGROUND:

Ames Main Street (AMS) has submitted requests for Holiday Open House, a new event, November 5 through November 8, 2026. To facilitate the event, organizers are requesting a blanket Temporary Obstruction Permit and suspension of parking regulations and enforcement for the Downtown from 9:00 a.m. to 6:00 p.m. on Saturday November 7, 2026 **(\$1,370.25 estimated loss to the Parking Fund).**

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).

City staff is preparing the FY 2026/27 budget and anticipates including \$16,000 in the Hotel/Motel Tax Fund to support parking waivers. However, the budget will not be finalized and adopted formally by the City Council for several more months. Therefore, the approval of the transfer of funding is conditional upon the Council adopting a budget with sufficient funding to complete the transfer.

ALTERNATIVES:

1. Approve the requests for Holiday Open House on November 7, 2026, as requested by Ames Main Street, including the waiver of fees, and transfer of \$1,370.25 from the Hotel/Motel Tax Fund to the Parking Fund.
2. Deny the requests.

CITY MANAGER'S RECOMMENDED ACTION:

Holiday Open House is a new event for the downtown area. The event aims to attract people downtown and promotes shopping locally during the holiday shopping season. Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, as noted above.

ATTACHMENT(S):

[Holiday Open House Application.pdf](#)