

Roll Call Number

Agenda Item Number

60

★

Date July 9, 2009

Request to speak from Marsha Steele, business owner, 520 E. Grand Avenue, regarding proposed 515 Alive event street closure in East Village

Moved by _____ to

COUNCIL ACTION	YEAS	NAYS	PASS	ABSENT
COWNIE				
COLEMAN				
HENSLEY				
KIERNAN				
MAHAFFEY				
MEYER				
VLASSIS				
TOTAL				

MOTION CARRIED APPROVED

_____ Mayor

CERTIFICATE

I, DIANE RAUH, City Clerk of said City hereby certify that at a meeting of the City Council of said City of Des Moines, held on the above date, among other proceedings the above was adopted.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my seal the day and year first above written.

_____ City Clerk

July 8, 2009

Memo

At Issue: Proposed 515Alive Event Street Closure in East Village

To: City Council, Mayor and City Manager

From: Marsha Steele, Business Owner at 520 East Grand Ave & President, Historic East Village Board

Promoters for the 515Alive event want to move the event from Court Avenue (held there the past 7 years) to the East Village. They presented a petition to the Street Closure Committee with 18 responders. 6 disagreed with the event and 4 more subsequently changed their votes to also disagree, resulting in 55% declining to support the event. The petition itself is incomplete/ fraudulent because it fails to "contain all names of the business owners / residents of the abutting area". The promoters submitted an application for street closure of the disputed 500 block of East Grand in mid-June, however they sent out press releases on May 15th stating it would be held on this block. Business owners on this block do not support the event by an 87.5% margin. The city has proposed alternate streets as have I; my recommendation is closure of the 400 block of East Grand. The Street Closure Committee chose to send this issue to the City Council for resolution. On behalf of the business owners on the 500 block of East Grand, I request the city rule the event take place on the 400 block of East Grand (and the undisputed 400 block of East 5th Street).

1st Attachment - the April 2009 description of the event including art show, automobile show, food donations to pantries / shelters, etc, all of which presents a culturally diverse mix of activities.

While on Court Avenue, the event impacted only bars and restaurants. However if held on the 500 block of Grand it would impact 14 retail / service businesses plus 2 bars/restaurants. In April the Street Closure Committee recommended alternate sites within the East Village to Mr. McCabe, because of business owners' concerns. He verbally committed they would not hold the event on retail blocks; they would find another street adjacent to the 400 block of East 4th (which contains 4 bars, some of whom are event sponsors).

On 4/24/09 I met with the promoters to discuss concerns about holding the event on a block with retail/service businesses. I asked Mr. Parmerlee why they wanted to move the event after 7 years on Court Avenue. He said the event is a "drunk fest" (exact quote) and they hoped by moving it to the 'culturally diverse East Village & getting different sponsors", it would not be a drunk fest.

2nd Attachment - the promoters' May 15th press release email to prior attendees and fans stating the event will be held on the 500 block of East Grand (this is a month before they made application for street closure – and approval has not yet been granted). This email presents a different description of the event, talking mostly about the music, a car "they're gonna let you smash" and "most importantly "we got lots and lots and lots and lots and lots of discounted booze and beer". Based on this press release and the very different focus of the event, I contacted the 16 retail / service businesses on the 500 block of E Grand to petition them about the event.

3rd Attachment - the promoter's petition – Of the 18 listed businesses, the Grand Piano Bistro, Dornink, Olympic Flame and New Oriental Food Store checked they were not in favor of the event. Note that 2 (eden and American Plumbing) changed their 'approval' vote to no, emailing their comments to the city because the actual event was something different than originally described. Note also Mr. Parmerlee certifies that the petition "contains all names of the business owners / residents of abutting area". In fact 4 business owners on the 500 block of E Grand are not listed on the petition including FoundThings, Jim Boyt, Tim Rypma, and Jody Goode, CPA (all of whom voted not in favor of the event).

4th Attachment - the East Village petition of 6/8/09 listing all businesses on the 500 block of East Grand, with 14 of 16 not in favor of holding the event on our block. Note that 4 business owners changed their minds on this petition and voted no to the event being held on our block (Miyabi 9, William A Van Orsdel, Dunbar/ Jones and JP-SE). I interviewed each person and provided a copy of the promoters' May 15th email press release. The 2 businesses in favor of the event are House of Bricks and Artisan's Jewelry.

Final comments:

As the new President of the Historic East Village board, I want to say the East Village is first and always a neighborhood. We're made up of over 300 residences, property owners (developers) and retail and service businesses including bars and restaurants. Our Mission Statement is: To lead the preservation, support and development of the East Village Community."

Secondly, all events are not created equally.

Finally East Village business owners have a right to understand the nature of a proposed event and to vote whether to allow it on their street.

1st Att.

515 Alive 2009

Central Iowa Urban Music & Arts Festival - Saturday, August 8th, 2009
"Making Movement"

Festival Information

The annual 515 Alive festival is a production that is focused on an intelligent and creative representation of the arts, music & culture of the urban communities and people in Iowa. The event was founded for the purpose of educating the public and raising awareness of the many facets of urban culture in the 21st century and how they positively affect the community as a whole.

The festival will take place in the East Village this year. Operating hours are from 6pm to 2am. It is at this time and place that we will showcase not only local artists and businesses, but also hope to partner with willing organizations to raise food and awareness for our suffering shelters and pantries.

Attractions this year include 8 stages of music from DJs, bands and groups. Also, live art performances and shows, educational areas, dance exhibitions and a break dancing competition. On the more extreme side, there will be skateboard, freestyle BMX bike & freestyle motocross demonstrations. Attendance is free and all ages are welcome.

2009 is the event's 8th year in existence and throughout the years the festival has gained notoriety as a major music and arts festival not only in Iowa, but throughout the entire Midwest as well. By drawing on our past successes and through our partnerships with the press and radio media, 2009's festival is expected to bring a record attendance of 20,000+ people to the greater Des Moines area. By keeping the event in the downtown Capitol city area, we focus on urban vitality and bringing economic growth to the city and businesses of Des Moines.

Sponsorship Opportunities

As a free to the community event 515 Alive is solely dependent on sponsors in order to operate each year.

Sponsorship opportunities are available on several levels and they are an excellent way to be a part the event. Whether you're promoting a service or product, you will find our demographic of attendees is very receptive to on-site marketing at festivals such as 515 Alive.

From partnering with the event to just being a street vendor, our team offers excellent incentives to those who wish to help in making this festival possible.

Please contact our Festival Director for more information on being a sponsor or participating in the event.

Thanks!

-the 515 Alive team

Creative Director
Richard "Flash" McCabe
515-419-6023
groovepro@gmail.com
www.515alive.com

Operations Director
Chris "Rocket" Parmerlee
515-202-0840
chrisparmerlee@yahoo.com
www.myspace.com/515alive

515 Alive

Who: The Urban Music Group - a local non-profit group whose mission is to promote and increase awareness of types of music and art that other groups and festivals ignore.

What: Iowa's only Annual Urban Music & Arts Festival
In it's 8th year
Focuses on younger Iowa musicians, artists, and businesses.
Free Admission
All Ages (outdoors)

When: Saturday, August 8th
Event Hours 4pm-12:30am - outdoors
6pm-2am - indoor venues
Street Closure - 10am - 4am

alternate traffic routes, parking and event maps and times will be printed 3 weeks prior and printed in DM Juice magazine

Where: 400 block of E. 5th Street
500 block of E. Grand Avenue

Features: 2 Large outdoor stages of music, video art and hi-tech lighting displays
5 Indoor stages of music
60+ music performers from Iowa
4 world class headliner music performers
Automobile show
Art show
Live art demonstration
30+ "unsigned" artists from Iowa
Dancing competition
Dancing demonstration
Professional skateboard & BMX bike demo (within a closed area)
A multitude of clinics, how-to's & demonstrations by artists, musicians and professionals from Iowa
A wide variety of art & beverage vendors
Several booths focusing on informative activism regarding current issues in the world today.

Facts: main demographic = 18-35
Ages : under 18 = 12%
18-21 = 16%
21-29 = 47%
29-35 = 19%
35+ = 6%
2008 attendance = 14,000
2008 economic boost to Des Moines directly from 515 Alive = \$670,000+/-
2009 expected attendance = 20,000
2009 expected economic boost to Des Moines as a result of this event = \$980,000+/-

All facts reached via independent study conducted each year by students of Drake University Economics Grad program. Study conducted each year. Attendance numbers reached via official Des Moines Police post event report

Re: FW: 515 ALIVE 2009 - HEADLINERS ANNOUNCED!!!

Ind AH.

Forwarded Message:

From: DJ Flash <groovepro@gmail.com>
To: groovepro@gmail.com
Subject: 515 ALIVE 2009 - HEADLINERS ANNOUNCED!!!
Date: Fri, 15 May 2009 16:26:17 +0000

Alright my loves.

I think I've kept you all in the dark long enough (in more ways than one)

I have been struggling to make this event a real big deal for my peeps for the last 7 years. With tons and tons of help and support from many many wonderful people, it has grown so much and I can't thank you all enough! I've never made a \$0.10 on this event and that's ok (except for the fact that my wife hates me) because it's not about my profit or gain...it's about all of us and our scene...a collective gain that means so much more than money. Having a massive to call our own. And that's what we have.

SOOOOO. All the mushy bullshit aside, I am VERY excited to announce the headliners that Dj Rocket and myself have worked VERY hard to bring to this years 515 Alive - Iowa's Urban Music & Arts Festival!! WHICH, I might add, is still

FREE ADMISSION!!!!
ALL AGES!!!!

this year's Headlining talent for 515 Alive - Iowa's ONLY Urban Music & Arts Festival
Saturday, August 8th
4pm-2am
500 Block of East Grand & 400 Block of East 5th Street
East Village
Des Moines, IA

drumroll please.....

DJ ICEY

<http://www.djicey.com>

You know who he is...no need to put my 2 cents in

THE JUNGLE BROTHERS

<http://www.myspace.com/bushcampclik>

House music pioneers...hip-hop greats!! Girl I'll house you!! Here! In Des Moines! Say Whaaaat!!!

AKIL THE MC of JURASSIC 5

<http://www.jurassic5.com>

<http://www.myspace.com/akilthe1mc>

One of the lyrical driving forces behind one of the greatest hip-hop acts of all time! Akil rocks the mic! My gift to all of the hip-hoppers!

MIKE CZECH of SKRATCH n SNIFF

<http://www.snsmix.com>

<http://www.myspace.com/snsmix>

An Iowa native! Acclaimed by DJ TIMES and ROLLING STONE as one of the best mash-up DJs - IN THE WORLD people! The DJ for the Nationwide radio program SKRATCH n SNIFF! Mike Czech all the way from Cali!

EVOL INTENT

<http://www.evolintent.com>

It's no question that the D&B stage is one of the most popular and best stages every single year. Now we're helping take this great stage with it's unmistakable sound to the next level with the one and only EVOL INTENT! Hard hitting bassline boosh!

DRUMCELL

<http://www.myspace.com/drumcell>

DANK DANK DANK West Coast Techno done right! Thanks to Matt Rissi and his Solar Cathedral crew, we can expect a thorough beatdown!!

HEATBOX

<http://www.heatboxmusic.com>

What do you get when you put Minnesota's best beatboxer and a Nintendo Power Glove together? One badass show! Check out his videos from Harvestfest...you will be amazed!

CLEO'S APARTMENT

<http://www.myspace.com/cleosapartmentband>

This Des Moines band is turning the heads of A&R's globally!! In my opinion the finest heavy hitting acid-jazz-funk-hop that there is under the sun!

DJ FLASH

<http://www.myspace.com/djflashsucks>

Hey! I had to add my shameless promotion somewhere! Fresh off 3 months of East Coast and Southwest tours, I'll be releasing my full length self produced album at the show! 500 limited run cds will be given away free throughout the event! Show ya love!

NOT TO MENTION OVER 50 OF THE BEST DJS AND ACTS IOWA AND THE MIDWEST HAVE TO OFFER (lineup coming soon...don't worry!)
WE GOT A BREAKDANCE COMPETITION
WE GOT A PRO SKATEBOARD DEMO
WE GOT INFLATABLE RIDES
WE GOT A FOAM PARTY TENT (clothing optional)
WE GOT A FUCKING CAR THAT WE'RE GONNA LET YOU SMASH!
WE GOT SOME AMAZING GRAFF ARTISTS DOING A SHOW
WE GOT 20+ AMAZING IOWA ARTISTS
WE GOT BIG SOUND
WE GOT BIG LIGHTS
WE GOT 8 STAGES + 2 REMOTE STAGES ON 4TH AND COURT AVENUE!!!!
WE GOT FREE SHUTTLES RUNNING BACK AND FORTH BETWEEN 4TH AND COURT AND THE EAST VILLAGE FOR YOUR CONVENIENCE!
WE GOT GREAT FOOD
MOST IMPORTANTLY WE GOT LOTS AND LOTS AND LOTS AND LOTS AND LOTS OF DISCOUNTED BOOZE AND BEER!

IN DEPTH DETAILS AND LINEUP ARE COMING SOON!

You're welcome my people!!

Go on and drool...it's all for you guys! Thank you so much for supporting in the past and cheers to the future of 515 Alive and our scene!

Please help us out by promoting as much as possible! Post to boards! Call the press! The radio! Email your Congressman! BECAUSE THIS YEAR IT'S GOIN OFF!!!!

MUCH LOVE!

FLASH & ROCKET

<http://www.515alive.com>

<http://www.myspace.com/515alive>

groovepro@gmail.com

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-Richard "Flash" McCabe
Marketing Director
Urban Music Group
www.515alive.com
groovepro@gmail.com

17-6044

CITY OF DES MOINES PETITION FOR STREET USE PERMIT

We, the undersigned business owners/residents of the 500 block of E Grand Ave block of Street (as diagramed
400 block of E 5th Street
500 block of E Grand Ave

on the attached map) in the City of Des Moines, have been notified of the request from Chris F. Farmer to
 (SPONSOR/APPLICANT)
 close the street between the hours of 8am and 4pm on 8, August, 2009 for the purpose of

3 X

515 Albee Music Festival and do hereby agree/disagree with this request. Chris F. Farmer
 (DAY) (DATE)
 I, Chris F. Farmer am personally acquainted with all the persons who have signed the foregoing
 petition and know them to be business owners/residents over eighteen (18) years old of the area proposed to be
 closed. I further certify that the foregoing petition contains all names of the business owners/residents of
 abutting area. Chris F. Farmer
 Signature of Circulator

DATE	BUSINESS/RESIDENTS NAME	AUTHORIZED SIGNATURE	TITLE	ADDRESS	APPROVAL		IS BUSINESS OPEN DURING EVENT HOURS?	
					YES	NO	YES	NO
5/4/09	Lowest tap/milk	[Signature]	mgr	434 E. Locust	X		X	
3/9/09	Underground Dinner	[Signature]	owner	800 E. Locust	X		X	
7/4/09	Blossing Saddle Leg	[Signature]	mgr	416 E 5th St	X		X	
3/11/09	American Playhouse	[Signature]	Mgr	504 E Grand	X		X	
3/11/09	eden (pending on parking agreement)	[Signature]	owner	507 E. Grand ave	X		X	
07/13/09	Vanity Glamour/Owner	[Signature]	Owner	412-B E. 5th St.	X		X	
4/13/09	Buddy's Corral	[Signature]	Margu	418 F 5th	X		X	
4/13/09	Miyabi's	[Signature]	Margu	512 E Grand	X		X	
4/13/09	[Signature]	[Signature]	owner	512 1/2 E Grand	X		X	
4/13	Dor Nink	[Signature]	owner	518 E Grand	X		X	
4/13	Dunbar Jones	[Signature]	owner	516 E Grand	X		X	
4/13	New Oriental	[Signature]	owner	515 E Grand	X		X	
5/27	ARRISONS JEWELRY	[Signature]	owner	516 E Grand	X		X	

I, Chris Farmer am personally acquainted with all the persons who have signed the foregoing petition and know them to be business owners/residents over eighteen (18) years old of the area proposed to be closed. I further certify that the foregoing petition contains all names of the business owners/residents of abutting area. Chris Farmer
 Signature of Circulator

05/27 Chris Farmer
 5/27 Chris Farmer
 6/16 Chris Farmer

8-Jun-09

EAST VILLAGE PETITION

WE DO NOT SUPPORT ANY 515 ALIVE EVENT PLANNED FOR THE 500 BLOCK OF EAST GRAND:

NAME	BUSINESS NAME	ADDRESS
1	Muchoma	DUNBAR/JONES 526 E Grand
2	Cheryl Hansen	eden 500 E Grand
3	Theresa Steele	Found Things 520 E Grand
4	Jody J. J. J.	J. Goode CPA 512 1/2 E Grand
5	William W. W.	W.A. VAN ORSEL 512 1/2 E Grand
6	Janeen M. M.	Dornink 518 E Grand
7	Yumma	MIYABI-9 518 E Grand
8	JP-SE, LLC	522 1/2 E Grand
9	The Grand Piano Bistro	506 E Grand
10	American Pkg. Supply	504 E Grand
11	New Oriental (FOOD STORE)	515 E Grand
12	OLYMPIC FLAME	514 E Grand
13	Jama Mallett	524 E Grand
14	Tim Rypma	526 1/2 E Grand
		E Grand
		E Grand
		E Grand
		E Grand
		E Grand
		E Grand
		E Grand

Sunya