

COUNCIL ACTION FORM

SUBJECT: REQUESTS FROM ISU HOMECOMING CENTRAL COMMITTEE FOR ISU HOMECOMING EVENTS

BACKGROUND:

From October 25-26, the Homecoming Central Committee at Iowa State University is again planning to host its annual Homecoming activities. The events this year include the traditional ExCYtement in the Streets lawn displays and mass campaniling on Friday, October 25. Organizers have also proposed hosting food trucks at the events. The fourth annual downtown Homecoming parade will serve as a kickoff to the activities, to be held Sunday, October 20. The City Council approved the requests for the Parade at its May 28 meeting.

ExCYtement in the Streets consists of two activities on Friday, October 25th: Greek System lawn displays, followed by fireworks and Campaniling on Central Campus. The lawn displays will be exhibited between approximately 8:00 p.m. and 10:00 p.m. To facilitate this event, organizers are asking the City Council to approve the following requests:

- Closure of Sunset Drive from Ash Avenue to just west of the intersection with Beach Avenue
- Closure of Ash Avenue from Gable Lane to Knapp Street (Knapp and Gable will remain open)
- Closure of Gray Avenue from its intersection with Gable Lane to Greeley Street
- Closure of Pearson Avenue between Greeley Street and Sunset Drive
- Temporary Obstruction Permit for the closed areas as well as the Greek Triangle, which will be used for the judging of the displays.
- A blanket Vending License and waiver of the fee (\$50 loss to the City Clerk's Office)

Streets will be closed at approximately 5:00 p.m. and will be reopened by 11:00 p.m. On-street parking will also be prohibited on these streets from 5:00 p.m. on Thursday, October 24, to 11:00 p.m. on Friday, October 25.

Public Works will provide the barricades necessary for the street closures along with "No Parking" signs. Organizers will be responsible for staffing the barricades while they are in place. Organizers have indicated they will notify affected non-Greek residents by going door-to-door with information. A letter of support from the Campustown Action Association is attached.

Organizers also plan to hold the annual fireworks display on Central Campus as part of mass Campaniling. Therefore, a fireworks permit is requested for a ground effects fireworks display on Central Campus to begin at midnight (12:00 a.m.) on Friday night, October 25th.

Organizers have informed City staff that they are working with the on-campus Veterans Center to communicate in advance with students who may be distressed by the noise from fireworks. Organizers have also reported they will notify the SCAN neighborhood association about the fireworks display.

ALTERNATIVES:

1. Approve the requests from the Homecoming Central Committee for street and parking closures and Temporary Obstruction Permit for Thursday, October 24th and Friday, October 25th, and a blanket Vending License, a waiver of fee for the Vending License, and a Fireworks Permit for Central Campus on Friday, October 25th.
2. Approve the requests from the Homecoming Central Committee as outlined above, but require reimbursement for Vending License.
3. Deny the requests.

CITY MANAGER'S RECOMMENDED ACTION:

The Homecoming Central Committee has a long track record of successfully hosting lawn displays as part of ExCYtement in the Streets.

Assuming the City Council continues to support the midnight fireworks display, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, as described above.

May 17, 2019

Iowa State Homecoming
429 Alumni Lane
Ames, IA 50011

Ames City Council
515 Clark Avenue
Ames, IA 50010

Dear City Council,

We are writing in regard to the 2019 Iowa State Homecoming celebration happening October 19th to the 26th.

We try our best to make the Iowa State Homecoming celebrations inclusive to all students, faculty, staff, alumni and the community. In doing so we host many events throughout the week to try and get as many people as possible involved.

We would really like to include food at a lot of our events that we gear towards the community and alumni. In order to do so we are requesting the following fees to be waived for our events so that we can make them happen:

- Blanket Vending fee for ExCYtement in the Streets
- Blanket Vending fee for the Parade on Main Street
- Blanked Vending fee for Mass Campanileing

Thank you for helping us in making the 108th Iowa State Homecoming celebration successful.

Sincerely,
Iowa State Homecoming Committee



campustown
action
association

Campustown Action Association
119 Stanton Ave, Suite 602
Ames, IA 50014

May 2, 2019

CAA is supportive of the ExCYtement in the Streets event planned for Friday, October 25, 2018. The Homecoming group is making a concerted effort to plan well in advance of the event. There is a strategy to inform the affected neighborhoods of the extra noise, street closures and to keep any inconvenience to Ames residents at a minimum. We have offered our assistance in this process through our contacts with the property management companies as well as the nearby Neighborhood Associations. We love the energy of Iowa State Homecoming and know the committee is invested in hosting another successful series of events. I think Homecoming week can be a great example of the entire Ames community working together.

Sincerely,

Karin Chitty
Executive Director



CITY OF

Ames

SPECIAL EVENT APPLICATION

SUMMARY OF EVENT

DESCRIPTION

Event Name Homecoming 2019- Excitement In The Streets

Description

Excitement in the Streets is a long standing tradition where Sororities and Fraternities producer and perform skits on their front lawns to be judged by Iowa State faculty as part of the Greek Homecoming competition. In addition, other sorority and fraternity teams will showcase their parade floats that had been judged earlier in the week. Finally, Iowa State clubs are invited to showcase their pride for Iowa State.

- Event Category**
- Athletic/Recreation
 - Exhibits/Misc.
 - Festival/Celebration
 - Parade/Procession/March
 - Concert/Performance
 - Farmer/Outdoor Market
 - Other (please explain)

Anticipated Attendance Total 800 Per Day _____

DATE/TIME

Setup Date 10/25/19 Time 5:00PM Day of Week Friday

Event Starts Date 10/25/19 Time 8:00PM Day of Week Friday

Event Ends Date 10/25/19 Time 10:00PM Day of Week Friday

Teardown Complete Date 10/25/19 Time 11:00PM Day of Week Friday

Rain Date, if applicable N/A

Rain Location, if applicable N/A

LOCATION

Region

(Select one or more)

- Main Street Cultural District (Downtown)
- Campustown District
- Iowa State University Property
- City Parks
- Other (please explain) Greek Community/Greek Triangle

Please note that events occurring in the Downtown, Campustown, in City parks, or on ISU property require prior approvals. A letter of support will be required from CAA if the event occurs in Campustown or from MSCD if the event occurs in Downtown. Please contact the appropriate office well in advance:

Downtown - Main Street Cultural District: (515) 233-3472 events@amesdowntown.org
Campustown - Campustown Action Association: (515) 450-8771 director@amescampustown.com
Iowa State University - Events Authorization Committee: (515) 294-1437 eventauthorization@iastate.edu

CONTACTS

Host Organization Homecoming Central Committee

Local Contact (Required) **Name** Mary Kate Misak
Address 429 Alumni Lane, Ames, IA 50012
Telephone 515-294-6525
Cell Phone 563-349-7847
Email hccdirectors19@gmail.com

At least ten business days prior to the event, Organizer must submit Emergency Contact List, including names and numbers of all coordinators, volunteers, and location assigned to each.

Yes No

- Is this an annual event? How many years have you been holding this event? _
- Is this event open to the public?
- Is your event being held in conjunction with another event (e.g. *Farmers' Market, 4th of July*, etc.)?

If yes, please list