

COUNCIL ACTION FORM

SUBJECT: AMES HIGH SCHOOL HOMECOMING REQUESTS

BACKGROUND:

Ames High School has requested to hold its Homecoming Parade on Monday, September 30, 2019. Parade entries will stage in Parking Lots MM and M and on Pearle Street. The parade will start on Main Street west of Clark Avenue and proceed east past Douglas Avenue to the CBD Lot entrance. The parade entries will disperse from the CBD Parking Lot. It will begin at 6:30 p.m. and last approximately 45 to 60 minutes. To help facilitate this event, the Homecoming Committee asks that the City Council approve of the following closures:

- Fifth Street from Grand Avenue to Pearle Avenue, Pearle Avenue, Main Street from Pearle Avenue to Duff Avenue, Clark Avenue from north of the CBD lot exit to Fifth Street, Burnett Avenue from Main Street to Fifth Street, and Kellogg Avenue from north of the CBD lot exit to Main Street, from 6:00 p.m. to approximately 7:30 p.m.
- City Parking Lot MM, the southern three aisles of Lot M, and a portion of CBD Lot Z from 5:30 p.m. to 7:30 p.m. for parade staging and disassembly (No reserved spaces would be affected).

City employees will be notified of the Lot M closure. Official vehicles parked in the northernmost stalls will not be affected. Barricades, staffed by adult volunteers, will be placed on streets along this route for traffic control purposes. Parking spaces will be available to the public until 6:00 p.m.; therefore, no parking meter revenue will be lost.

Organizers have consulted with Ames Main Street regarding the event. Staff also advised the organizers to notify affected businesses along the parade route.

In addition to the parade, organizers plan to hold a fireworks display during the home football game on October 4th (at approximately 8:15 p.m.) at Ames High Stadium. Organizers have requested a waiver of the \$25 Fireworks Permit fee.

City staff is additionally requesting that the City Council grant a waiver of parking meter fees and enforcement from 4:00 p.m. to 6:00 p.m. on September 30th for the 55 metered parking spaces in Lot N, east of City Hall. There are a number of well-attended fitness classes in the Community Center on Monday evenings, and attendees normally park in Lot M or in metered spaces on Fifth Street. City staff would like to provide

free parking in Lot N for those who are displaced by parade closures. The loss of revenue to the Parking Fund for this request is \$27.50.

ALTERNATIVES:

1. Approve the requests from the Ames High Homecoming Committee for street closures in connection with the parade to be held on September 30, 2019; a fireworks display on October 4th, 2019; waiver of the Fireworks Permit fee; and waiver of meter fees and enforcement in Lot N from 4:00 p.m. to 6:00 p.m. on September 30, 2019.
2. Approve the requests for street closures as outlined above, but require payment for the fireworks permit (\$25).
3. The City Council can deny these requests.

CITY MANAGER'S RECOMMENDED ACTION:

The Ames High Homecoming Parade is a long-standing Ames tradition in the Downtown. The event has been successfully carried out in the past, and it contributes to the vibrancy of the Downtown area.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the requests from the Ames High Homecoming Committee as indicated above.

• insurance
• route map



SPECIAL EVENT APPLICATION

Applications received less than thirty (30) days before the event may not be processed by the City in time for the event and will automatically be denied. Each application is viewed as a new event regardless of previous occasions.

Event Name 2019 Ames High Homecoming Parade

Location/Address City Hall / Main Street

Region (Select one or more)

- Ames Main Street (Downtown)
- Campustown District
- Iowa State University Property
- City Parks
- Other (please explain)

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
 ISU - Events Authorization Committee: (515) 294-1437 eventauthorization@iastate.edu

TIMELINE

Setup Date 9/30/19 Time 1:00 6:30 pm M T W R F Sa Su
 Event Starts Date 9/30/19 Time 6:30 pm M T W R F Sa Su

Detailed Description of Event Activities (written overview of event and what's going to happen)

1:00 - bag meters and street closure signs
5:30 - volunteers block streets
5:45 - participant lineup
6:30 - parade start (at community center)
7:00 - parade clean up

Event Ends Date 9/30/19 Time 7:00 pm M T W R F Sa Su
 Teardown Complete Date 9/30/19 Time 7:30 pm M T W R F Sa Su

Event Category

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

Rain Date Rain Location

Yes No Is this an annual event? If yes, how many years?

For Office Use Only

Documents Received

Date:

- Completed Application
- Fireworks Application (\$25 fee)
- Insurance Certificate
- Public Safety & Event Management Plan
- Site Plan/Route Map (\$25 fee) (Road Race)
- Vendor List (\$50 fee/each)
- Parking fees

Special Events Meeting

Date

Time

Room

Documents Sent:

- Alcohol License ABD
- Fireworks Permit
- Road Race Permit
- TOP
- Vending Permit
- Other

Departments Included

- City Manager: Brian Phillips and Tasheik Kerr
- CyRide: Jenny Bethurem or Rob Holm or Kevin Gries
- Electric: Mark Imhoff
- Fire: Jason Ziph or Rich Higgins
- Parks & Rec: Craig Kaufman or Joshua Thompson
- Public Works: Brad Becker or Dave Cole
- Police: Jason Tuttle or Geoff Huff
- Water: Heidi Petersen
- Risk Management: Bill Walton

CAA: Karen Chitty
 AMS: Jess Clyde or Sarah Dvorsky
 ISU: Events Authorization Committee

City Council Meeting

Date
 Added to Agenda with CAF Approved Y N

Reminder Date

CONTACTS

Sponsor/Applicant Name

Address

City State Zip Code

Daytime Phone Cell Phone

E-mail

Alternate Contact Name

Daytime Phone Cell Phone

E-mail

ATTENDANCE

Anticipated Daily Attendance

Yes No

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:

ORGANIZATION STATUS/PROCEEDS

- For-Profit
- Bona Fide Tax Exempt
- Nonprofit

Yes No

Are patron admission, entry, or participant fees required? If yes, please describe and provide amounts:

Are vendor or other fees required? If yes, please provide amounts:

Percentage of net proceeds going towards fundraising %

Percentage of net proceeds going towards for-profit entity %

SECURITY

Ames Police Department 24 hour non-emergency phone number: 515-239-5133

Please complete the course at <https://www.crowdmanagers.com/training> for crowd management training.

Yes No

Have you hired a professional security company to develop and manage your event's security plan? If yes, please fill out the following information:

Security Organization

Address

City State Zip Phone

Email



September 6, 2019

Mayor and City Council
City of Ames
515 Clark Ave
Ames, IA 50010

Dear Mayor Halla and Members of the Ames City Council,

Ames Main Street supports the Ames High Homecoming Parade, which will take place on Monday, September 30th from 5:45pm-8pm throughout Downtown Ames. We are also supportive of the necessary street closures throughout Downtown Ames that the parade route will require. Specifically, the closures pertaining to the parade route along Main Street from Pearle Avenue to Duff Avenue.

Ames High School, and the Ames Community School District, are key partners and play a significant role in making Ames the outstanding community it is today. The Ames High Homecoming Parade is a popular annual event that allows the community to support one of our most valuable assets: our youth, who will lead this community forward in the years to come.

By bringing students, faculty, staff, parents, and all interested parties to Downtown Ames for attractions such as the Ames High Homecoming Parade, Ames Main Street is able to fulfill its mission as a Main Street Iowa community and create an economically vibrant Downtown district.

Sincerely,

A handwritten signature in black ink, appearing to read 'Kristin Roach', written in a cursive style.

Kristin Roach
2019 Ames Main Street Board President

Ames High School Homecoming
1921 Ames High Drive
Ames, IA 50010

September 4, 2019

Mayor and City Council
City of Ames
515 Clark Avenue
Ames, IA 50010

Members of the Ames City Council,

This year the annual Little Cy-Hawk game will be hosted at Ames High School on Friday, September 13th at 7pm. The Ames High homecoming game will take place on Friday, October 4th against Council Bluffs Abraham Lincoln at 7pm at Ames High School. As in previous years, we would like to be able to have a fireworks display as part of our halftime show at approximately 8:15pm for both games. The Ames High School Homecoming Committee asks on behalf of Ames High that the City Council approves the waiver of fees for the fireworks permits.

Thank you for your consideration,

Anna Snyder, Morgan Seibert, Anna Roeth, and Sam Johnson