

**COUNCIL ACTION FORM**

**SUBJECT:**           **REQUEST FOR CAMPUSTOWN FEST**

**BACKGROUND:**

American Campus Communities, a for-profit company that owns and manages student housing in the Campustown area, is planning to host a welcome back block party called “Campustown Fest” for students and residents in the 200 block of Stanton Ave. on Thursday, August 29<sup>th</sup> from 4:00 p.m. to 7:00 p.m. The event brings together students and residents in Campustown to celebrate the new school year. The event will feature food trucks, music, giveaways, and food.

To facilitate Campustown Fest, American Campus Communities has requested the following for Thursday, August 29 from 3:00 p.m. to 8:00 p.m.:

- Closure of Stanton Ave. from Chamberlain Street to the driveway 230 feet south of the intersection
- Closure of 5 metered parking spaces on the 200 block of Stanton Ave. (Estimated loss of \$5.63 to the Parking Fund)
- A blanket Temporary Obstruction Permit

No alcohol will be served or consumed in conjunction with this event. Campustown Action Association has submitted a letter in support of the event. The organizers will notify affected businesses and residents by placing signs in the affected area prior to the event and by going door to door with the event information. The properties directly affected by this event are all owned by the event organizer.

**ALTERNATIVES:**

1. Approve the requests for Campustown Fest on Thursday, August 29, as outlined above, and require reimbursement for lost parking revenue (\$5.63).
2. Direct staff to work with organizers to find an alternative location for this event.
3. Do not approve the requests.

**CITY MANAGER’S RECOMMENDED ACTION:**

Campustown Fest, hosted by American Campus Communities, provides an opportunity for students and residents to network and to create community. This event also aligns with the Council’s goal to promote a sense of one community by improving town and gown connections.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, as described above.



# 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 Campustown Fest

Location/Address Campustown / 200 Stanton Ave

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  
 Campustown - Campustown Action Association: (515) 450-8771  
 ISU - Events Authorization Committee: (515) 294-1437

events@amesdowntown.org  
 director@amescampustown.com  
 eventauthorization@iastate.edu

## TIMELINE

Setup Date 8/29/19 Time 3:00 PM M T W R F Sa Su

Event Starts Date 8/29/19 Time 4:00 PM M T W R F Sa Su

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

Celebration for Campustown Residents with food truck vendors.

Event Ends Date 8/29/19 Time 7:00 PM M T W R F Sa Su

Teardown Complete Date 8/29/19 Time 8:00 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 9/5/19 Rain Location 200 Stanton Ave

Yes  No

Is this an annual event? If yes, how many years? 3

## For Office Use Only

### Documents Received

Date: 7/17/19

- 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
- 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: Christina Murphy
- 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 Ashley Bartleson  
Address 200 Stanton Ave  
City Ames State IA Zip Code 50014  
Daytime Phone 515-598-9000 Cell Phone 712-204-3232  
E-mail ABartleson@Americancampus.com  
Alternate Contact Name Madeline Dahl  
Daytime Phone 515-598-9000 Cell Phone \_\_\_\_\_  
E-mail MDahl@americancampus.com

**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 Haven Protection  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Phone 515-724-7922  
Email manager@havenprotection.com



campustown  
action  
association

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

July 30, 2019

CAA is supportive of the block party being planned by American Campus Communities for August 29th. They are limiting the time the street will be closed and affected neighbors have been notified. Ending at 7pm should alleviate any noise concerns from the neighborhoods bordering the district. The intersection at Chamberlain and Stanton will remain open, so the street closure should impact traffic only minimally. ACC and Campustown Properties staff are good patrons of the neighborhood and we feel confident they will throw a successful block party, as well as clean up the space when they are done. Please let us know if there are any specific questions we can help with.

Sincerely,

Karin Chitty  
Executive Director

Ashley Bartleson  
200 Stanton Avenue  
Ames, Iowa, 50014  
8/8/19

City Council  
515 Clark Avenue  
Ames, Iowa, 50010

Dear members of the Ames City Council,

I am writing to indicate what Campustown Fest is about as well as the street closure needed to make this event safe.

Campustown Fest is a new idea we had this year. Historically, as school approaches at Iowa State we like to host small events at our office to our residents to help them get excited for the year in their new home. This year, as competition rises for student housing, we want to have an event that really makes us stand out compared to others. What we envision at this event is: Music, food trucks (paid for by us ahead of time), corn hole tournament, giveaways, and a few local businesses to show who they are to residents who are new to the Ames area.

We request to have the road from closed to the general public starting at the intersection of Stanton/Chamberlain and up to 225 Stanton's parking lot. This requested area is crucial to the success of our event because it will create that "wow factor". Closing down this much of the road also gives us ample room for food vendors and adequate spacing between them.

We do not request to waive the parking meter fees that we will be blocking during our event. As well as, we do not request a vending license. This is due to the fact that none of the local businesses or food trucks will be selling anything at our event.

We truly appreciate the time and effort that the City of Ames has taken to discuss and review our event. At this time I also want to thank the Council and their time in reading and reviewing our event. If Campustown Fest is a success, we would love to make this an annual thing for our residents!

Sincerely,  
Ashley Bartleson  
515-598-9000