

COUNCIL ACTION FORM

SUBJECT: REQUESTS FOR BACK TO SCHOOL BASH IN CAMPUSTOWN

BACKGROUND:

Ames Chamber of Commerce plans to hold its first annual “Back to School Bash” on September 29, 2022. The event involves activities for families and students, with live music and a beer garden. Organizers plan to close the 200 block of Welch Avenue (from Chamberlain to Hunt Street) and Chamberlain Street from Welch Avenue to the Chamberlain Lot Y exit from approximately noon to 11:00 p.m.

Reserved spaces in Welch Lot T will not be affected and those users will be able to enter and exit their spaces through the alley west of Welch Avenue. Fire Station #2 will not be affected by the arrangement of these closures. The overall area affected by the event is similar to the area used for Summerfest in Campustown.

Organizers are requesting the following for September 29:

- Closure of the 200 block of Welch Avenue and Chamberlain Street from Welch Avenue to the exit of Chamberlain Lot Y between noon and 11:00 p.m.
- Closure of parking spaces in the 200 block of Welch Avenue, on Chamberlain Street between Welch Avenue and the Chamberlain Lot Y exit, Welch Lot T, and Chamberlain Lot Y between 12:00 p.m. and 11:00 p.m.
- Access to City-owned electric outlets and waiver of fees for electricity use (approximately \$5 loss of revenue)
- Blanket Temporary Obstruction Permit
- Blanket Vending License and waiver of fee (\$50 loss to City Clerk’s Office)
- Approval of 5-Day Special Class C Liquor License with Outdoor Service

Ames Chamber of Commerce is also requesting a closure of 51 metered parking spaces in the 200 block of Welch Avenue, on Chamberlain Street between Welch Avenue and the Chamberlain Lot Y exit, Welch Lot T, and Chamberlain Lot Y between noon and 11:00 p.m., and a waiver of parking meter fees and enforcement (Loss of approximately \$82.50 to Parking Fund). **The City Council’s policy regarding parking waivers is to consider requests such as this one on a case-by-case basis, as opposed to requiring reimbursement for lost parking revenue. Lost parking**

revenue is only required to be reimbursed under this policy when the parking waiver is District-wide.

The Special Class C Liquor License will facilitate a fenced-in beer garden, which will only be open to patrons 21 years of age and older, and to children under 18 who are accompanied by a parent who is 21 years of age or older (with the permission of the event organizers).

The Ames Chamber of Commerce is providing liability insurance coverage for this event. Police Department staff will issue a Noise Permit for the event. Ames Chamber of Commerce will contact affected businesses by going door-to-door, distributing flyers, and through email contacts.

ALTERNATIVES:

1. Approve the requests as outlined above for Back to School Bash on September 29, including the waiver of fees.
2. Approve the requests, but require reimbursement to the City for lost parking meter revenue, a blanket Vending License, and the usage of electricity.
3. Do not approve the requests.

CITY MANAGER'S RECOMMENDED ACTION:

The proposed event resembles the Summerfest event previously held by the Chamber in Campustown. That event model has been demonstrated to be a safe and successful activity. This event will help promote Campustown and provide entertainment for residents.

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



Ames™
CHAMBER OF COMMERCE

Smart Choice

July 15, 2022

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

Dear Mayor Haila and Members of the Ames City Council,

The Ames Chamber of Commerce plans to host our inaugural Back to School Bash, located within the Campustown Business District, on September 29, 2022 from 4pm-9pm.

Specific information about the event can be found on the included Special Event Application. Additionally, we request a temporary obstruction permit and a waiver of fees for the Blanket Vendor Permit and parking lot T.

Thank you for your consideration of this request. We look forward to seeing you at the upcoming Back to School Bash.

Sincerely,

A handwritten signature in black ink that reads "Daniel A. Culhane". The signature is written in a cursive style with a large, looped 'D' and 'C'.

Daniel A. Culhane
President and CEO, Ames Chamber of Commerce



For Office Use Only

Documents Received

Date: 7-15-22

- 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: 7-26-22

Time: 1:30

Room: 235

Documents Sent:

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

Departments Included

- City Manager: Brian Phillips and Tasha Kerr
- CyRide: Jenny Bethurem or Bob 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: Tom Shelton or Mike Arkovich Tuttle
- Water: Heidi Petersen
- Risk Management: Bill Walton

CAA: Sarah Dvorsky
 AMIS: Sarah Dvorsky
 ISU: Events
 Authorization Committee

City Council Meeting

Date: 8-9-22

Added to Agenda with CAF Approved Y N

Reminder Date

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: Back to School Bash

Location/Address: Campustown

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 Ames Main Street if the event occurs in Downtown. Please contact the appropriate office well in advance:

Downtown - Ames Main Street: (515) 232-2310
 Campustown Action Association: (515) 232-2310
 ISU - Events Authorization Committee: (515) 294-1437

director@amesdowntown.org
 sarahd@ameschamber.com
 eventauthorization@iastate.edu

TIMELINE

Setup Date: 9/29/2022 Time: 12:00 pm

M T W R F Sa Su

Event Starts Date: 9/29/2022 Time: 4:30 pm

M T W R F Sa Su

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

The Ames community comes together to kick-off another great school year. This will be a "Back to School Bash" themed event that will have live music and beverages for purchase.

Event Ends Date: 9/29/2022 Time: 9:00 pm

M T W R F Sa Su

Teardown Complete Date: 9/29/2022 Time: 11:00 pm

M T W R F Sa Su

Event Category

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

Rain Date: Rain Location: N/A

Yes No

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

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:

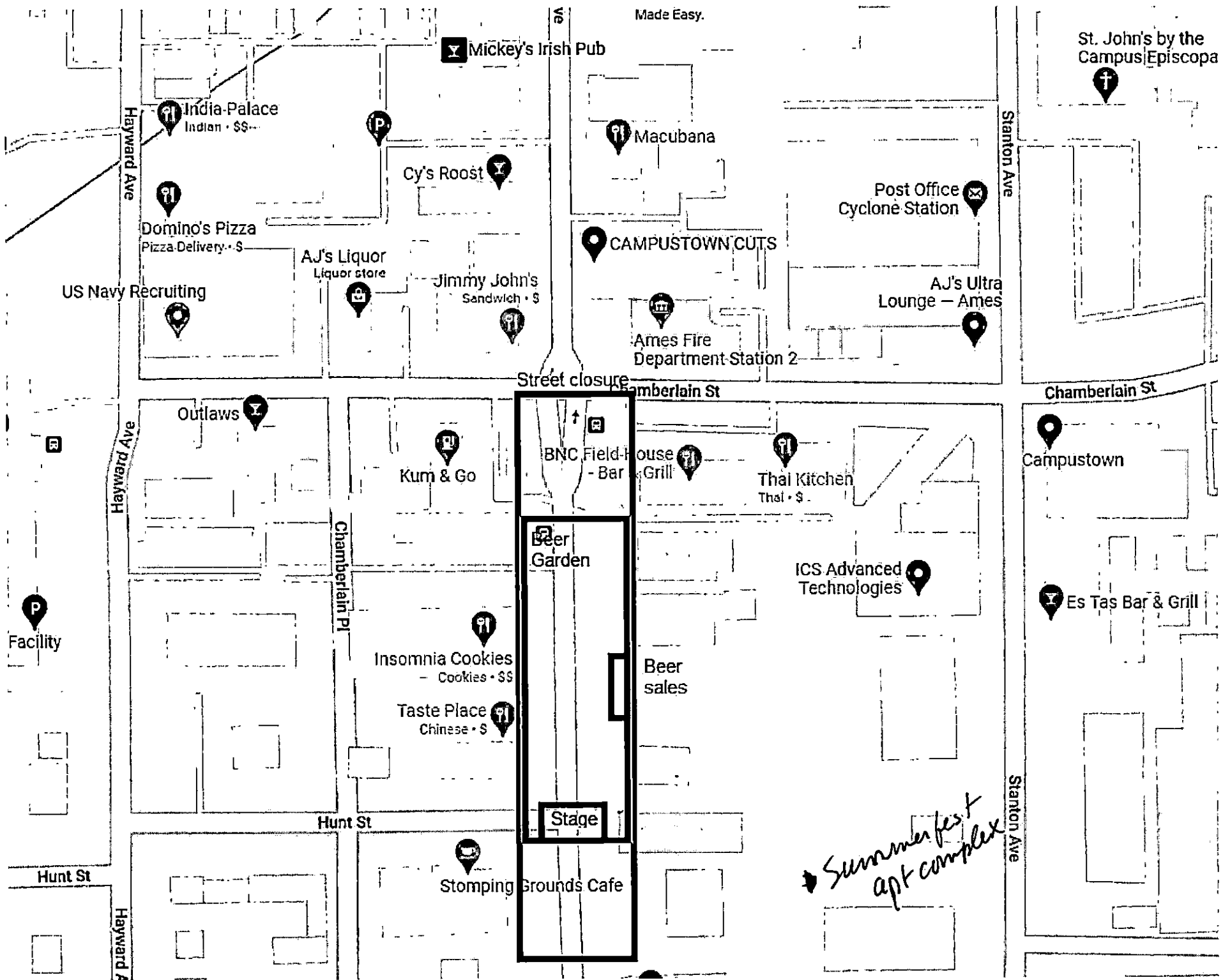
Security Organization

Address

City State Zip Phone

Email

10-12 Security
8-10 Staff members



Mickey's Irish Pub

India-Palace
Indian • \$\$

Domino's Pizza
Pizza-Delivery • \$

AJ's Liquor
Liquor store

Jimmy John's
Sandwich • \$

Macubana

Post Office
Cyclone Station

CAMPUSTOWN CUTS

Ames Fire
Department Station 2

AJ's Ultra
Lounge - Ames

St. John's by the
Campus/Episcopa

US Navy Recruiting

Street closure

Chamberlain St

Chamberlain St

Outlaws

Kum & Go

BNC Field House
- Bar

Grill

Thai Kitchen
Thai • \$

Campustown

Beer
Garden

ICS Advanced
Technologies

Es Tas Bar & Grill

Facility

Insomnia Cookies
- Cookies • \$\$

Beer
sales

Taste Place
Chinese • \$

Stage

Hunt St

Hunt St

Stomping Grounds Cafe

Summer fest
apt complex

Stanton Ave

Hayward A