

ITEM #: 10
DATE: 09-12-23
DEPT: Admin

COUNCIL ACTION FORM

SUBJECT: AMES HIGH SCHOOL HOMECOMING REQUESTS

BACKGROUND:

Ames High School has requested to hold its Homecoming Parade on Monday, September 25, 2023. 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. The parade will begin at 6:30 p.m. and will last approximately 45 to 60 minutes. To help facilitate this event, the Homecoming Committee asks that the City Council approve 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 5:30 p.m. to approximately 7:45 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 7:15 p.m. for parade staging (No reserved spaces would be affected).
- Approximately 219 metered parking spaces along the parade route from 1:00 p.m. to 8:00 p.m. and waiver of fees (approximately \$274 loss to the Parking Fund).

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.

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 requests from the organizers, City staff is 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 25th for the 26 metered parking spaces in Lot N, north of City Hall. There are several fitness classes in the Community Center during 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 participants in the fitness classes who are displaced by parade closures. The loss of revenue to the Parking Fund for this request is \$13.

ALTERNATIVES:

1. Approve the requests from the Ames High Homecoming Committee for street closures in connection with the parade to be held on September 25, 2023; and waiver of meter fees and enforcement in Lot N from 4:00 to 6:00 p.m. on September 25.
2. Do not approve these requests.

CITY MANAGER'S RECOMMENDED ACTION:

The Ames High Homecoming Parade is a longstanding Ames tradition in the Downtown. The event has been successfully conducted, 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, 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 Ames High 2023 Homecoming Parade

Location/Address City Hall, 5th Street, 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 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 9/25/23 Time 1:00 PM M T W R F Sa Su

Event Starts Date 9/25/23 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 pm - bag meters and post street closure signs
5:30 pm - volunteers block streets, staging begins in city hall parking lot
6:30 pm - parade starts 7:15 pm - parade clean up

Event Ends Date 9/25/23 Time 7:15 PM M T W R F Sa Su

Teardown Complete Date 9/25/23 Time 7:45 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? N/A

For Office Use Only

Documents Received

Date: 8-7-23

- 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: Tom Shelton or Mike Arkovich
- Water: Heidi Petersen
- Risk Management: Bill Walton

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

City Council Meeting

Date _____
 Added to Agenda with CAF
Approved Y N

Reminder Date _____



September 7, 2023

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

Dear Mayor Haila and Members of the Ames City Council,

Ames Main Street is proud to offer its support for the Ames High Homecoming Parade on September 25, 2023. We also endorse the closure of the streets to make this event happen, including Main Street and any additional streets to keep participants and spectators safe.

Events of this nature help Downtown Ames achieve its vision of making it the primary destination of Central Iowa by creating an economically vibrant district with unique living, dining, and entertainment experiences.

Sincerely,

A handwritten signature in black ink that reads 'Crystal D. Davis'.

Crystal D. Davis
Executive Director
Ames Main Street