

COUNCIL ACTION FORM

SUBJECT: REQUESTS FROM ISU STUDENT ALUMNI LEADERSHIP COUNCIL FOR ISU HOMECOMING EVENTS

BACKGROUND:

On Friday, October 21, 2011, the Student Alumni Leadership Council at Iowa State University is again planning ExCYtement in the Streets in connection with Homecoming Weekend at Iowa State. The event is scheduled to begin at approximately 8:00 p.m. and continue until 10:00 p.m. Music and tours of the lawn displays built to celebrate Homecoming will be the featured entertainment for attendees. The event is an opportunity for the general public to view the Homecoming lawn displays and watch performances associated with the displays.

To facilitate this event, organizers are asking the City Council to approve the following items:

1. Closure of Sunset Drive from Ash Avenue to just west of the intersection with Beach Avenue
2. Closure of Ash Avenue from Gable Lane to Knapp Street (Knapp and Gable will remain open)
3. Closure of Gray Avenue from its intersection with Gable Lane to Greeley Street
4. Closure of Pearson Avenue between Greeley and Sunset
5. Temporary Obstruction Permit to cover the above areas as well as the triangular shaped median at the intersection of Pearson and Sunset, which will be used for judging displays, and a portion of the sidewalk in front of Pi Kappa Phi at 407 Welch. This will allow for a temporary viewing area.
6. Provision of \$1,000 in funding to help cover the cost of the pancake feed on campus. This is the same amount as was provided last year.
7. Fireworks permit for ground effects fireworks display on Central Campus to begin at midnight (12:00 a.m.) on Saturday, October 22

Streets will be closed by approximately 6:30 p.m. and will be reopened by 11:00 p.m. On-street parking will also be prohibited on these streets on October 21st from 8:00 a.m. to 11:00 p.m. Public Works will provide the barricades necessary for the street closures along with "No Parking" signs. The City will provide safety vests for volunteers staffing the barricades, and organizers will be responsible for staffing the barricades as long as

they are in place. Organizers have been asked to work with residents in accessing the area, particularly during the early evening setup hours.

Attached the Council will also find the "Trial Run" of our new funding application form. Staff will be working with the Leadership Council to get an application filled out for Homecoming 2012 during the regular grant process in November. This did allow staff to do some fine tuning on the form, and staff expresses thanks to the Leadership Council for its willingness to be a test case for the new form.

ALTERNATIVES:

1. The City Council may approve the request from the Student Alumni Leadership Council for street closures and parking prohibitions on portions of Ash, Gray, Pearson and Sunset as outlined above, on October 21, 2011, to facilitate the celebration of Homecoming at Iowa State. The City Council may also approve the requested \$1,000 in funding toward the late-night pancake feed on Central Campus, as well as the Fireworks Permit for midnight on October 22, 2011. Funds for the pancake feed are available in the Council Contingency account.
2. The City Council can approve the street closures and parking prohibitions, but deny the \$1,000 request to fund a late-night pancake feed.
3. The City Council can direct staff to seek alternative locations for the event.
4. The City Council may deny this request.

MANAGER'S RECOMMENDED ACTION:

ExCYtement in the Streets is enjoyed by hundreds of members of our community each year. This event will provide our citizens with another opportunity to enjoy the lawn displays and some of the activities associated with Homecoming at Iowa State University. It is a time for interaction between long-time residents and students at Iowa State. The pancake feed on Central Campus has provided an alcohol-free alternative to individual house parties and other forms of entertainment which may involve the use (and possible abuse) of alcohol.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the requests from the Student Alumni Leadership Council associated with the celebration of Homecoming at Iowa State. Included in this alternative should be direction from the City Council to fund the pancake feed from the Council's Contingency account.



September 19, 2011

Mayor and Ames City Council Members:

We are putting the finishing touches on the 2011 Homecoming Celebration at Iowa State University and are excited for everything we have to look forward to! One very popular event from the past few years that has become a tradition is a pancake feed on central campus the Friday night of Homecoming right before the fireworks show and Mass Campaniling.

Many students, staff and community members are on campus and in Greekland for the pep rally and ExCYtement in the streets and have to wait almost two hours for the fireworks and Mass Campaniling to start. In a similar manner to the past two years, we feel it would be better to have some sort of food event to span that open time period.

Also, we have an understanding from the past two years that students will come to eat pancakes instead of participating in other alcohol-related activities and this alternative might keep them from making poor choices. We anticipate many people again this year will come to central campus and eat pancakes before going home for the night. Again I am reminded of the support for these events we receive from the Ames Police Department, when in our annual meeting in the run up to Homecoming enthusiastically supports such a program. We have patterned this after VEISHEA's midnight pancake feeds which have proven to be very successful in the past, and these similar past events have received some funding from the City of Ames.

We are writing to request funding in part for this pancake feed in order to keep the cost low to the people wanting to eat. It will cost us \$3.50 per serving for Chris Cakes to make pancakes. We are hoping to serve at least 1200 people and charge people \$2 to eat. Because of our budget situation we were unable to add funds to cover this event again this year, and we are hoping to receive \$1000 from the City Council in order to reduce our costs. Unfortunately our request for funding from the Ames Community Grant Program was denied for 2011. Last year we were ecstatic to receive support from the City to the order of \$1000, and we hope your support continues.

We know how important it is for the City of Ames to keep the residents and students safe, and we understand that the Ames Police is often in support of such events. By helping us with additional funding, we will be able to continue to provide a safe environment for people to spend their Friday night. We want this event to be as successful as all other Homecoming events and would greatly appreciate your support. Thank you.

Sincerely,

Kurt Beyer
Assistant Director for Student Programs
Iowa State University Alumni Association



Grant Application

Applicant Information

Is this for request for a program/event sponsored by a student organization? YES NO

Contact Person: Kurt Beyer Date: 9/30/11

Organization Name: Homecoming Central Committee

Organization Address: 420 Beach Avenue

Ames IA 50011

City *State* *ZIP Code*

Phone: (515) 294-2632 E-mail Address: beyerku@iastate.edu Tax ID#: 426062614

Program/Event Information

Name of program/event: Homecoming Pancake Feed

What are the goals of this program/event?:

Many students, staff and community members are on campus and in Greekland for the pep rally and ExCYtement in the Streets and have to wait almost two hours for the fireworks and Mass Campaniling to start. In a similar manner to the past few years, we feel it would be better to have some sort of food event to span that open time period. Also, we have an understanding from the past two years that students will come to eat pancakes instead of participating in other alcohol-related activities and this alternative might keep them from making poor choices. We anticipate many people again this year will come to central campus and eat pancakes before going home for the night.

Date(s) program/event will be held: 10/21/11 to _____ Check if continuous or ongoing:

Location of the program/event: ISU Central Campus

of individuals involved in program/event planning: 25 # of individuals who will benefit from program/event: 1200+

Has the City of Ames funded this program/event before? YES NO If yes, what year was it last funded?: 2010 If yes, what amount of funding was received?: \$1000

If the City of Ames has funded the activity in the past, how will funds awarded this year be used to enhance the program/event?:

The funding supplied by the City of Ames is essential to the continuation of the program. Without the \$1000 support from the City we would be unable to continue the program. Also, we feel that participation in this event will continue to increase, and we hope the City will continue to support us.

Program/Event Description

Please answer each question below using the space provided.

Describe the program/event you are planning to conduct:

This event is a pancake fee on ISU Central Campus on the Friday night of Homecoming. We ususally serve pancakes from 10 PM to 12:30 AM. We are writing to request funding in part for this pancake feed in order to keep the cost low to the people wanting to eat. It will cost us \$3.50 per serving for Chris Cakes to make pancakes. We are hoping to serve at least 1200 people and charge people \$2 to eat. Because of our budget situation we were unable to add funds to cover this event again this year, and we are hoping to receive \$1000 from the City Council in order to reduce our costs. Unfortunately our request for funding from the Ames Community Grant Program was denied for 2011. Last year we were pleased to receive support from the City to the order of \$1000, and we hope your support continues.

How will your grant funds be used to accomplish a specific activity or service?:

The grant funds defray our costs and allow us to charge a minimal fee for community members and students to eat.

How will your program/event fulfill a public purpose?:

We hope that students will come to eat pancakes instead of participating in other alcohol-related activities and this alternative might keep them from making poor choices. VEISHEA holds a similar event with a similar purpose.

What efforts have you made to obtain funding from other sources? Discuss any requests you may have made to other City-sponsored programs (e.g., ASSET, COTA)

We were denied funding from the Ames Community Grant Program in 2011.

Describe your capacity for financial and logistical management. Explain how you will be able to complete the program/event:

The Homecoming Central Committee of 24 students along with "CySquad," an assistant student committee of 25 both plan and staff the event. The student committee also receives support from staff members of the Alumni Association.

How will you ensure that all reimbursement claims will be completed by the end of the City's fiscal year (June 30)?:

We will submit for reimbursement as soon as the event is over. The Homecoming Committee's responsibilities end with Homecoming, and they will complete the request before they are finished with their duties.

If you do not receive this grant funding, what would the impact to your program/event be?:

The program would be cancelled.

If this is a student program/event, has it or its past iterations been approved by ISU's Events Authorization Committee?

Yes, for the past two years.

Budget

Complete the budget below, including your grant request from the City of Ames in line 10

		(1)	(2)	(3)	(4)
REVENUE - ALL SOURCES		FY 09-10 ACTUAL	FY 10-11 ACTUAL	FY 11-12 ADOPTED	FY 12-13 PROPOSED
1	FUNDRAISING				
2	MEMBERSHIP DUES				
3	PROGRAM/SERVICE FEES				
4	INVESTMENT INCOME				
5	GRANTS (PRIVATE SECTOR)				
6	STATE/FEDERAL FUNDS				
7	ISU OR GSB FUNDS				
8	OTHER FUNDS (\$2 per person)	2400			
9	MISC. REVENUES(REFUNDS/ADJUST.)	800			
10	GRANT FUNDING FROM CITY OF AMES	1000			
11	REVENUE-ALL SOURCES	3400			

EXPENSES		FY 09-10 ACTUAL	FY 10-11 ACTUAL	FY 11-12 ADOPTED	FY 12-13 PROPOSED
12	SALARY AND RELATED				
13	OCCUPANCY/RENT				
14	SUPPLIES/EQUIPMENT				
15	CONTRACTUAL SERVICES	4200			
16	MISCELLANEOUS				
17	PROMOTION/ADVERTISING				
18	TOTAL EXPENSES	4200			

Disclaimer and Signature

I certify that my answers are true and complete to the best of my knowledge. I am authorized to submit this application on behalf of the organization named herein.

Signature: _____ Title: _____ Date: _____

Submit completed applications to the City Manager's Office, 515 Clark Avenue, Ames, IA 50010. Applications must be received no later than November 1 each year to be considered for funding.

CITY OF AMES, IOWA
APPLICATION FOR PERMIT TO DISPLAY FIREWORKS

Name of Event: ISU Homecoming Rally

Name of Organization Sponsoring Event: ISU Alumni Association

Address of Organization: 420 Beach Avenue

Name of Person in Charge: Kurt Beyer

Telephone: 515 294.2632 E-mail address: beyerku@iastate.edu

Date and Time of Event: Friday October 21st, 2011 11:59 pm

Exact Location of shoot/display*: Central Campus - North of Campanile on sidewalk (see attached map)

Size and Type of Display: Outdoor Close Proximity Show - No aerial shells

Rain Date(s) and Time: N/A

Name of Operator of Display: Kelm Brueschke - J&M Displays
(Please submit a resume showing qualifications of person in charge.)

Are You Insured? Yes

Name of Insurance Company: Britton-Gallagher and Associates (see Attached Certificate for details.)
(For shoots on public property \$500,000 general comprehensive liability insurance is required with the applicant or sponsor named as certificate holder and the City of Ames named as an additional insured.)

*For displays based on property owned by Iowa State University (including Stuart Smith Park and Brookside Park), obtain letter of authorization from ISU Risk Management, 1350 Beardshear, prior to submitting this application.

Signature of Applicant: Kelm P. Brueschke Date: 9/21/2011

OFFICE USE

Date Fee (\$25.00) Paid: _____ Fire Inspector: Tom Henriksen