

COUNCIL ACTION FORM

SUBJECT: REQUESTS FOR AMERICAN LEGION PARADE ON JULY 14, 2012

BACKGROUND:

Post #37 of the American Legion plans to host a parade on July 14, 2012 as a part of the American Legion of Iowa Department Convention in Ames July 12th-15th. The parade will begin at 6:00 PM, with participants and parade vehicles staging in CBD Lot X and on Main Street. The parade will begin at the corner of Main Street and Clark Ave., go north on Clark Ave., east on 5th Street, South on Douglas Ave., and west on Main Street. A review stand will be located at Kellogg Ave. and Main Street.

Though staff has not yet held a Special Events meeting with Midnight Madness organizers, Midnight Madness is historically held on the same date and on portions of the same route. American Legion representatives and Midnight Madness organizers have been in contact to coordinate their efforts. It is intended that once the parade route has been completed, barricades on the west end of the route will be transferred from American Legion volunteers to Midnight Madness volunteers.

Following the parade, the American Legion plans to host a concert at Bandshell Park from 7 PM to 8 PM. A beer garden is planned for the street in front of the American Legion at 225 Main Street between 7:00 PM and 11:00 PM. The American Legion intends to hire an off-duty Ames Police Officer to be present at the beer garden. All of the events hosted by the American Legion on this day are open to the public. Proceeds from the sale of t-shirts, koozies, and other items will go to the Local Post's Building Fund

In order to facilitate the movement of participants, temporary street closures are needed on July 14, 2012, as follows:

- Main Street between the entrance to Depot Lot V. and Kellogg Ave. from 5:00 PM to approximately 7:00 PM.
- Main Street between Kellogg Ave. and Douglas Ave. from approximately 5:00 PM to approximately midnight.
- 5th Street between Clark Ave. and Douglas Ave. from approximately 5:00 PM to approximately 7:00 PM.
- Clark Ave. between the south entrance to CBD Lot X and 5th Street from approximately 5:00 PM to approximately 7:00 PM.
- Burnett, Kellogg, and Douglas Avenues between Main Street and 5th Street from approximately 5:00 PM to approximately 7:00 PM.
- Part of CBD Lot X from approximately 5:00 PM to approximately 8:00 PM.

The parade route roads not needed for Midnight Madness will reopen as soon as the last parade participants are safely through.

In addition to the road and parking lot closures stated above, the American Legion also requests:

1. Waiver of parking meter fees from 5:00 PM to 6:00 PM (approximately \$280 loss to the Parking Fund)
2. Blanket Vending Permit
3. Waiver of Blanket Vending Permit Fee (\$50 loss to City Clerk's Office)
4. Temporary Obstruction Permit
5. 5-Day Class B Beer Permit with Outdoor Service Privilege

ALTERNATIVES:

1. Approve the requests for road closures, parking lot closures, Temporary Obstruction Permit, Blanket Vending Permit, 5-Day Class B Beer Permit, waiver of parking meter fees, and waiver of Blanket Vending License fee.
2. Approve the requests for road closures, parking lot closures, Temporary Obstruction Permit, Blanket Vending Permit, and 5-Day Class B Beer Permit, but require reimbursement to the City for lost revenue to the Parking Fund and City Clerk's Office.
3. Do not approve the requests.

MANAGER'S RECOMMENDED ACTION:

These events are open to the public and the logistics have been coordinated with the long-standing event being held on the same date, Midnight Madness.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the road closure requests for the American Legion Parade on July 14, 2012.

April 20, 2012

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



Dear Honorable Mayor Campbell and City Council,

Ames will be host to the 2012 American Legion of Iowa Department Convention. The event is scheduled to be held at the Gateway Hotel and Conference Center, July 12th through 15th, with a parade in the downtown area on Saturday evening, the 14th. This is a very important event to the entire American Legion Family and, in conjunction with the Convention, the local American Legion Post #37 would like to celebrate and showcase their post. At this time, the American Legion Post #37 asks the City Council to consider the following specific requests:

1. The Local Post #37 requests the closure of Main Street from Pearle Avenue to Douglas Avenue, and Fifth Street to Douglas Avenue on Saturday, July 14th, between the hours of 5:00pm-7:00pm for the Parade Route. We would also like to request that parking fees be waived from 5:00pm to 6:00pm so that the participants may get to their designated areas in time to help with the parade line-up.

Parade Related Schedule-

5:00pm – Parade Line Up
6:00pm – 6:45pm - Parade
6:45pm – 7:00pm - Disassemble Parade Units

2. The Local Post #37 also requests the continued partial closure of Main Street from Kellogg to in front of The American Legion Local Post #37 on Saturday July 14th, between the hours of 7pm-11:30pm to host a fenced-in area for food and beverage services with entertainment. Beer would be served inside the fenced-in area and the Legion Post does have the proper liquor license to serve the beer outside their post. Also, arrangements are being made to hire an off-duty Ames Police Officer to assist with security for the evening.

After Parade Fenced-in Area on Main Street Schedule:

6:00pm 7:00pm - Adjust Road Closure
7:00pm to 11:00pm – Food/Beverage Service with Entertainment
11:30pm – Road Reopens

3. The Local Post #37 also request a Vendor Permit to allow for the possible sale of event t-shirts and koozies. Since the proceeds from the sales would go towards the Post's Building Fund, we request the fee be waived.

Thank you for your consideration of these requests and continued support of downtown Ames events.

Sincerely,

James Demarest
Commander
American Legion Post #37
225 Main Street
Ames, IA 50010