

COUNCIL ACTION FORM

SUBJECT: MIDNIGHT MADNESS ACTIVITIES

BACKGROUND:

The Midnight Madness Organization is requesting the following street and parking lot closures on Saturday, July 14, and Sunday, July 15, 2012:

1. On July 14 from 6:00 p.m. to 11:00 p.m. for the Midnight Madness races:
 - Pearle Avenue, from Main Street to Fifth Street
 - Fifth Street, from Pearle Avenue to Douglas Avenue
 - Douglas Avenue, from Fifth Street to Sixth Street
 - Sixth Street, from Douglas Avenue to Clark Avenue
 - Clark Avenue, from Sixth Street to Main Street
 - Main Street, from Clark Avenue to Northwestern Avenue
 - Northwestern Avenue, from Main Street to Sixth Street
 - Sixth Street, from Northwestern Avenue to University Boulevard
 - University Boulevard, from Sixth Street to Haber Road

2. From 6:00 p.m. on July 14 to 1:00 a.m. on July 15 for post-race activities:
 - Clark Avenue from Sixth Street to Fifth Street
 - East City Hall Parking Lot (Lot N)

Parking spaces will need to be closed from 6:00 p.m. until 11:00 p.m. on July 14. They are requesting suspension of parking regulations and waiver of parking meter fees and enforcement for:

- Fifth Street, from Pearle Avenue to Douglas Avenue
- Douglas Avenue between Fifth Street and Sixth Street
- Clark Avenue, between Main Street and Fifth Street
- Pearle Avenue, between Main Street and Fifth Street
- Main Street, between Clark Avenue and Pearle Avenue

Midnight Madness is also requesting:

- A 5-day Class B Beer Permit and an Outdoor Service Area for Parking Lot N. Alcohol will be served in a fenced-in area from 8:00 p.m. to Midnight, starting on July 14
- To have up to 7 kegs tapped at one time with a maximum of 20 kegs to be used for the event
- A wavier of fees for electricity used in Lot N and in the Main Street Cultural District

- A blanket Vending License
- Waiver of the fee for the Vending License

Public Works Traffic Division will provide five Type III barricades, numerous A-frame barricades, and 150 traffic cones to facilitate this event. Midnight Madness organizers have also obtained a Noise Permit for the event.

Council may recall having approved requests from the American Legion for a parade and beer garden downtown on the same date. Midnight Madness coordinators have been in communication with the American Legion on coordinated street closures and the movement of barricades from one event to the other.

ALTERNATIVES:

1. The City Council can approve the requests for Midnight Madness on July 14, 2012, as requested above.
2. The City Council can deny the requests for Midnight Madness and direct staff to work with organizers to find an alternative location for the event.

MANAGER'S RECOMMENDED ACTION:

Midnight Madness has been held since 1979 and is a popular event that draws many competitors and spectators into the Main Street Cultural District. Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative #1, thereby approving the requests as outlined above.

June 6, 2012

Mayor Ann Campbell and City Council Members
c/o City Clerk
515 Clark
Ames, IA 50010

Dear Mayor Campbell and Council Members:

MIDNIGHT MADNESS has been around for 41 years. Many of the participants are from our City of Ames and, as such, have helped create a lot of excitement surrounding the Race. All parties involved were excited about how well the event went. We would like to have the Race downtown again this year. This year's race is **July 14, 2012**.

The following is a list of requests that we have of the City of Ames:

- Permission to allow parking behind Main Street and the west lot of City Hall.
- Use of cones for 6th Street between Clark and Elwood.
- Use of the east lot of City Hall and that part of Clark Street in front of City Hall for our Post-race Party. We would use fencing for the beer area so that we can monitor ages (a separate request has been provided). We would provide Ky-bos, dumpsters, and trash cans to help maintain the integrity of the party. We will have live music. We would stay off the grass in front of City Hall. We would have the area totally cleaned up by 1 p.m. on Sunday.
- We request **NO PARKING ALLOWED** on Main Street from 6-11 p.m. (except from Kellogg to Duff) and on 5th Street from the City Hall to Douglas for the same time period.
- We would like to hood all parking meters for **NO PARKING** on Main Street.
- We would like certain roads and parts of roads closed from 6-11 p.m. We would allow traffic to cross the course and drive along the course if there are no runners on the course. **A list of these roads is attached.**
- We would like barricades laid out at certain intersections so that we can better control traffic. **A list of those intersections is attached.**

We with MIDNIGHT MADNESS wish to thank the City for their help in the past and with their help so far this year. We believe in doing the best we can to make this an experience that is positive for the runners and the City of Ames. It is with this in mind that we make this request.

Sincerely,



Roman F. Lynch, Director
MIDNIGHT MADNESS

2 Attachments

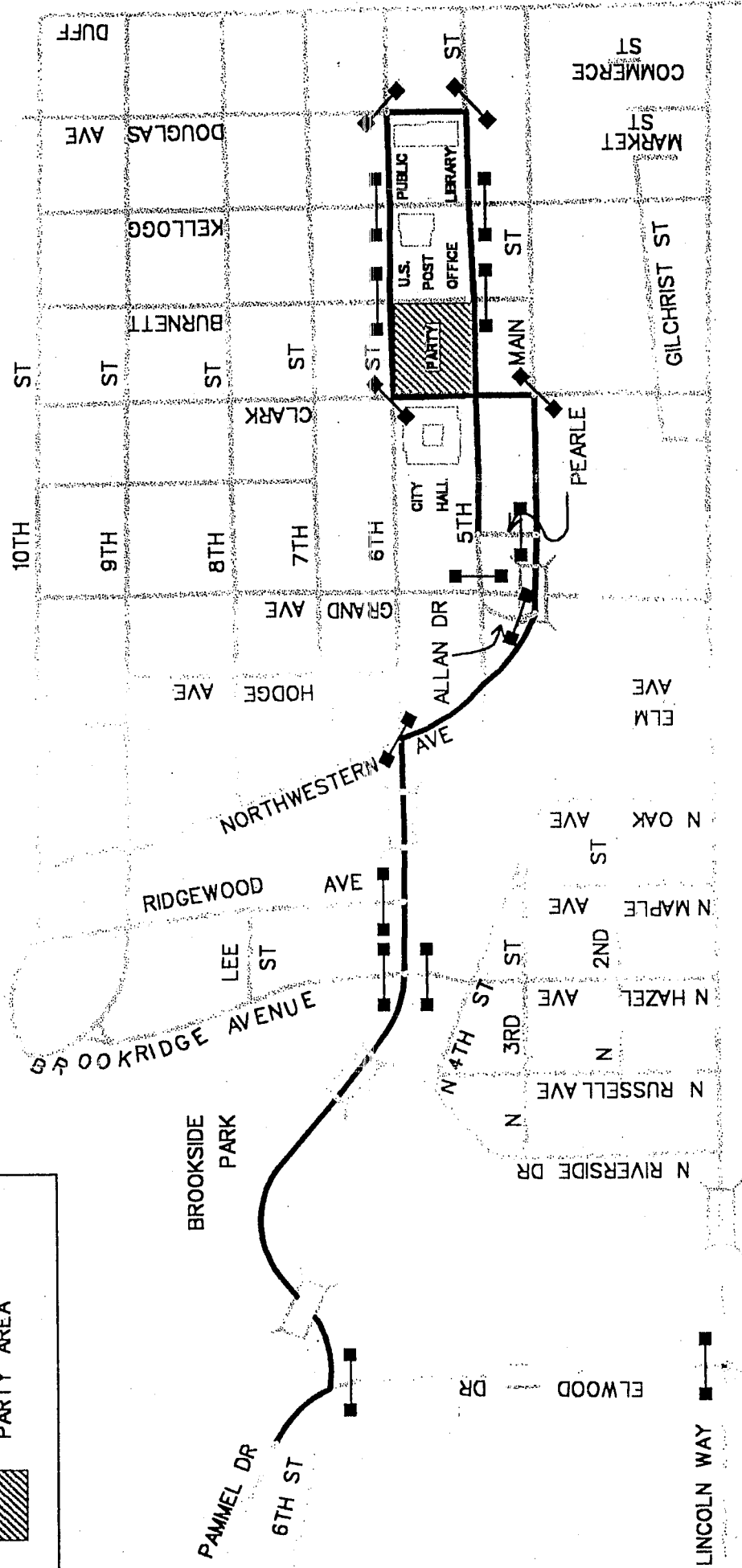
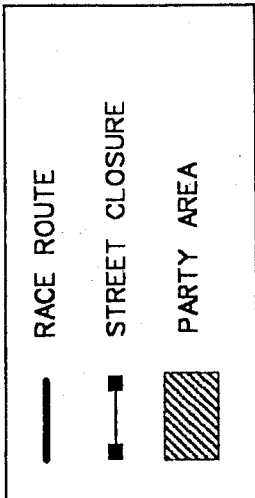
Signs, Baracades, and Cones

Cones are needed for several places....

- 1) for the two lanes on 6th street between Kellogg and Clark
- 2) for Main to create a lane from Garden Café to Clark so traffic can flow
- 3) for main Garden Café along Main to Northwestern to 6th to Elwood to Haber right down the middle of the road to split the runners
- 4) TYPE #3 Barracades to: Alan Dr & Grand (road closed) ; 5th and Grand(road closed), 6th and Northwestern(road closed), 6th and Clark(road closed ahead), Clark and Main(road closed-back by parking lot to let cars thru lot.Clark and Kellogg(road closed- unless Gingko closed permanent), Lincoln way and Elwood(Road Closed going north), 6th and Kellogg(no left turn onto Kellogg).
- 5) Regular City Baracades to :
 - 6th and Ridgewood
 - 6th and Brookridge
 - 6th and Hazel
 - 6th and Brookside Park exit
 - 6th and Elwood
 - 5th and Northwestern
 - Main and Pearle
 - 5th and Clark, 5th and Kellogg
 - Lincoln Way at Elwood from west and from East

1999 MIDNIGHT MADNESS RACE STREET CLOSURE PLAN

KEY



June 6, 2012

Mayor Ann Campbell and City Council Members
c/o City Clerk
515 Clark
Ames, IA 50010

Dear Mayor Campbell and Council Members:

MIDNIGHT MADNESS has been around for 41 years. We feel that the race provides a vehicle for all levels of fitness. The race also creates a significant economic impact on Ames. This year's race is **July 14, 2012**.

In view of our long tradition as a contributor to the quality of life in Ames, we request two things from the Ames City Council:

- Allow us to use up to 20 kegs of beer at our Post-race Party
- Allow us to tap up to 7 kegs at one time

The approximate number of people that enter all the races is 2,300. There are approximately 1,000 spectators. There are about 3,000 that will attend the Post-race Party, of which 2,000 will drink beer and 1,300 will drink soda or orange drink. Large quantities of food will be available (spaghetti, fruit, yogurt, etc.)

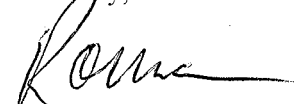
The average age of all runners is 35 years. Runners are generally a pretty docile group. As you know, we do a super job of cleaning up the area afterwards. **We request that we can have until 1:00 pm Sunday afternoon to have Main Street clean, 'no parking' signs removed and trash in a container and the Party area cleared.**

We have taken some precautions to see that no minors are served and that no one person consumes too much beer. The precautions that we will take at the MIDNIGHT MADNESS Post-race Party are:

- All kegs will be stored and served out of a beer truck.
- A double fence will surround the beer truck and act as a barrier.
- There will be one entry and exit to the beer area.
- There will be 15 people to serve beer and check ages.
- Through a tag system, we can visibly tell ages easily.
- All guests wishing beer will be checked for age and tagged.
- We will provide an adequate supply of toilets at the site.
- We will have alternate drinks—soda and orange drink.
- We will do all we can to maintain control of the party and comply with City and State laws.

Thank you for your consideration.

Sincerely,



Roman F. Lynch, Director
MIDNIGHT MADNESS
515-231-9995

Main Street
CULTURAL DISTRICT
Ames, Iowa

June 6, 2012

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

Dear Mayor Campbell and City Council,

The Main Street Cultural District (MSCD) is excited about the number and quality of events taking place in downtown Ames this summer. Events and promotions are an important aspect to the vitality of downtown and the entire Ames community; and so we would like to express our support of the Midnight Madness race on July 14, 2012.

The MSCD is fully in support of this event, and asks that all Council requests be granted. Thank you for your consideration and your continued support of the Main Street Cultural District and its programming for the community. We hope to see you downtown for the race.

Sincerely,



Tom Drenthe
Executive Director



Mandy McWherter
Events Coordinator

Cc: Jeff Benson