

**COUNCIL ACTION FORM**

**SUBJECT: MIDNIGHT MADNESS ACTIVITIES**

**BACKGROUND:**

The annual Midnight Madness races will be held in the downtown area on Saturday, July 13<sup>th</sup>. The event includes a 5k, 10k, and kid run, followed by a beer garden and activities near City Hall. To facilitate this event, organizers are requesting the following street and parking lot closures on Saturday, July 13 and Sunday, July 14, 2013:

1. On July 13 from 6:00 p.m. to 11:00 p.m. for the Midnight Madness races:
  - 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
  - Burnett Avenue, from Fifth Street to Sixth Street
  - Kellogg Avenue, from Fifth Street to Sixth Street
  - Main Street, from Burnett 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 13 to 1:00 a.m. on July 14 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 13. Because the activities occur after 6:00 p.m., no loss of Parking Fund revenue will occur. Parking spaces to be closed are located on:

- Fifth Street, from Pearle Avenue to Douglas Avenue
- Douglas Avenue between Fifth Street and Sixth Street
- Burnett Avenue, between Fifth Street and Sixth Street
- Kellogg 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 13
- To have up to 7 kegs tapped at one time with a maximum of 20 kegs to be used for the event
- A waiver of fees for electricity used in Lot N and in the Main Street Cultural District (approximately \$10 loss to the Electric Fund)
- A blanket Vending License
- Waiver of the fee for the Vending License (\$50 loss to the City Clerk's Office)

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 this event.

#### **ALTERNATIVES:**

1. Approve the requests for Midnight Madness on July 13-14, 2013, as outlined above.
2. Approve the requests as indicated above, but require reimbursement for the cost of electricity and the vending license.
3. 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 on July 13-14, 2013 as outlined above.

June 16, 2013

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 13, 2013**.

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

June 16, 2013

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 42 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 13, 2013**.

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 6<sup>th</sup> 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 5<sup>th</sup> 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 roads is included in the Council Action Form.**
- We would like barricades laid out at certain intersections so that we can better control traffic.

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

# License Application ( )

## ***Applicant***

Name of Applicant: Midnight Madness, INC

Name of Business (DBA): Midnight Madness Road Races

Address of Premises: 5th & Clark, City Parking Lot N

City: Ames County: Story Zip: 50010

Business Phone: (515) 232-6131

Mailing Address: 3720 Jewel Dr

City: Ames State: IA Zip: 50010

## ***Contact Person***

Name: Roman Lynch

Phone: (515) 231-9995 Email Address: romanlynch@mchsi.com

Classification: Class B Beer (BB) (Includes Wine Coolers)

Term: 5 days

Effective Date: 07/13/2013

Expiration Date: 07/17/2013

Privileges:

Class B Beer (BB) (Includes Wine Coolers)  
Outdoor Service

## ***Status of Business***

BusinessType: Privately Held Corporation

Corporate ID Number: 218543 Federal Employer ID # 42-1476108

## ***Ownership***

**Roman Lynch**

First Name: Roman Last Name: Lynch

City: Ames State: Iowa Zip: 50010

Position Director

% of Ownership 100.00 % U.S. Citizen

## ***Insurance Company Information***

Insurance Company: Scottsdale Insurance Company

Policy Effective Date: Policy Expiration Date:

Bond Effective Continuously: Dram Cancel Date:

Outdoor Service Effective Date: Outdoor Service Expiration Date:

Temp Transfer Effective Date: Temp Transfer Expiration Date: