

COUNCIL ACTION FORM

SUBJECT: **AMES HIGH SCHOOL HOMECOMING REQUESTS**

BACKGROUND:

Ames High School has requested permission to hold its Homecoming Parade on Monday, September 23, 2013. Parade entries will stage in Parking Lots MM and M and on Pearle and 5th Street. The parade will start on Main Street and proceed east to Douglas Avenue, north on Douglas to 5th Street, and west on 5th back to City Hall. It will begin at 6:30 p.m. and last approximately 45 to 60 minutes. To help facilitate this event, the Homecoming Committee asks that the City Council approve the following closures:

- Pearle Avenue, Douglas Avenue and Clark Avenue (all from Main Street to 5th Street), and Main and Fifth Streets from Pearle Avenue to Douglas Avenue, from 5:30 to approximately 7:30 p.m.
- City Parking Lot MM and the south half of Lot M at 5:30 p.m. for parade staging

Clark Avenue from Main Street to Fifth Street is scheduled to be under construction until the week of the event. The parade route has been modified to detour around this construction. However, in the event the construction is completed before the parade occurs, this request includes the closure of that portion of road.

City Hall employees will be notified of the Lot M closure and official vehicles still in the lot will be moved to the northern stalls. Barricades, staffed by adult volunteers, will be placed on streets along this route for traffic control purposes. Parade organizers are requesting a waiver of parking meter fees and enforcement along the parade route from 5:30 to 6:00 p.m. Lost revenue to the Parking Fund would equate to approximately \$50. Permission to display fireworks after the football game on September 27 (at approximately 9:15 p.m.) at Ames High Stadium and a waiver of the Fireworks Permit fee in the amount of \$25 have also been requested.

After the parade has concluded, a pep rally will be held at Bandshell Park. Parent volunteers will help to make sure that the participants cross Duff Avenue safely, but no police or signal alterations are being requested. The Main Street Cultural District has been informed of the parade and supports the activity again this year. A Noise Permit will be issued for the pep rally activities.

City staff is also requesting that the Council grant a waiver of parking meter fees and enforcement from 5:00 to 6:00 p.m. on September 23rd in Lot N, east of City Hall. There

are a number of heavily-attended classes in the Community Center on Monday evenings, and attendees normally park in Lot M or in metered spaces on 5th Street. Staff would like to provide free parking in Lot N for those who are displaced by parade closures. The estimated loss of revenue to the Parking Fund is less than \$10.

ALTERNATIVES:

1. The City Council can approve the requests for parking lot and street closures and waiver of parking meter fees in connection with the parade to be held on September 23, 2013; a fireworks display on September 27, 2013; waiver of the Fireworks Permit fee; and waiver of meter fees and enforcement in Lot N from 5:00 to 6:00 p.m. on September 23.
2. The City Council can approve the requests for parking and street closures for September 23, 2013 and approve the fireworks display for September 27, 2013, but require payment for the fireworks permit (\$25) and lost parking revenue (\$60).
3. The City Council can deny any of the requested actions by the City Council.

MANAGER'S RECOMMENDED ACTION:

The Ames High Homecoming Parade is a long-standing Ames tradition downtown and has the support of the Main Street Cultural District. Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the requests listed above.



August 23, 2013

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) endorses and welcomes of the Ames High School Homecoming Parade on September 23, 2013. MSCD fully supports this event and recommends council approval be granted. Thank you for your continued support of downtown Ames.

Sincerely,

Cari Hague
Executive Director

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