

ITEM # 23  
DATE: 05-13-14

### COUNCIL ACTION FORM

**SUBJECT: PREMIER EVENT MANAGEMENT REQUEST FOR “HYVEE 5K FOR KIDS”**

#### **BACKGROUND:**

Premier Event Management, in partnership with Iowa Games and Hy-Vee and the support of the Ames Convention and Visitors Bureau (ACVB), is planning to host a new event called the Hy-Vee 5k for Kids on Sunday, July 27<sup>th</sup>. The event will be held on the final weekend of the Iowa Games. The route is proposed to begin and end at Jack Trice Stadium and use City streets and shared-use paths. The event is open to youth ages 7-17 and will consist of a timed 5K run and a 1-mile fun run. Organizers anticipate up to 500 participants.

To facilitate this event, organizers have requested closure of Beach Avenue between Cessna Ave. and Country Club Boulevard from approximately 9:00 a.m. to 11:00 a.m. **The eastbound lane of Country Club Boulevard will also be closed from 9:00 a.m. to 11:00 a.m.; however, the westbound lane will remain open to traffic. Runners will use a portion of the roadway along Ash Avenue, but the road will remain open to vehicles. Runners will also use shared use paths along Mortensen Road and University Boulevard to complete their circuit.**

Due to the circuit route, this race will also affect residents of Cessna Street, Friley Road, McCarthy Road, Gaskill Drive, Indian Grass Court, Ashmore Drive, Ashmore Circle, Big Bluestem Court, Coneflower Court, and Greenbriar Circle. **During the race, those residents will be able to exit the area via Mortensen Road, where barricade monitors at the intersection of Beach Avenue and Mortensen Road will allow them through gaps between runners.**

**Organizers have indicated that they have contacted members of the SCAN neighborhood association and plan to work with the neighborhood to communicate regarding road closures.** Crews from the Public Works Department will place signboards in the area to warn motorists of runners and will provide cones and barricades for traffic control. The Police Department will provide assistance closing portions of the route to traffic.

#### **ALTERNATIVES:**

1. The City Council may approve the Hy-Vee 5k for Kids requests as submitted by Premier Event Management

2. The City Council may deny these requests.

**MANAGER'S RECOMMENDED ACTION:**

This event provides our citizens with another opportunity to enjoy family-oriented outdoor activities, and also promotes healthy youth lifestyles. The event coordinators have developed plans to communicate with the neighborhood regarding street closures and detours. Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the Hy-Vee 5k for Kids requests as submitted by Premier Event Management.

May 8th, 2014

To Whom It May Concern,

On Sunday, July 27th Premier Event Management, in conjunction with Hy-Vee and the Iowa Games is looking to bring a kids-only running event to Ames. The event would take place on city streets in the jurisdiction of both the city of Ames as well as Iowa State University. Additionally the event will start and finish in the area directly south of Jack Trice Stadium.

The Hy-Vee Kids Road Races series will be traveling to 19 communities across the midwest in 2014. Each event is open to kids ages 7-17 and will consist of both a timed 5K run and a 1-Mile fun run. 5K participants will be racing for a chance to qualify for a youth-national championship event held at the 2015 Drake Relays.

We believe that offering safe environments to explore fitness exclusively geared towards youth will help to inspire fitness trends needed in this generation. Thus, we will be donating \$5 of every entry fee to Hy-Vee's Fight Against Childhood Hunger which will work to provide healthy food options to youth in the communities we're engaged in.

This event is being hosted as part of the 2014 Iowa Games to expand the offerings of the Iowa Games and also to reach more kids. We've worked with the Iowa Games previously for our youth triathlon, and have already set up this event to be part of their calendar.

We also know that these events do, on occasion, cause an inconvenience to the neighborhoods along the race route. To this end, we will be notifying the SCAN neighborhood about the event through fliers that will be distributed to all houses along the route. We will continue to work with her throughout process to help with any concerns people may have regarding these closures.

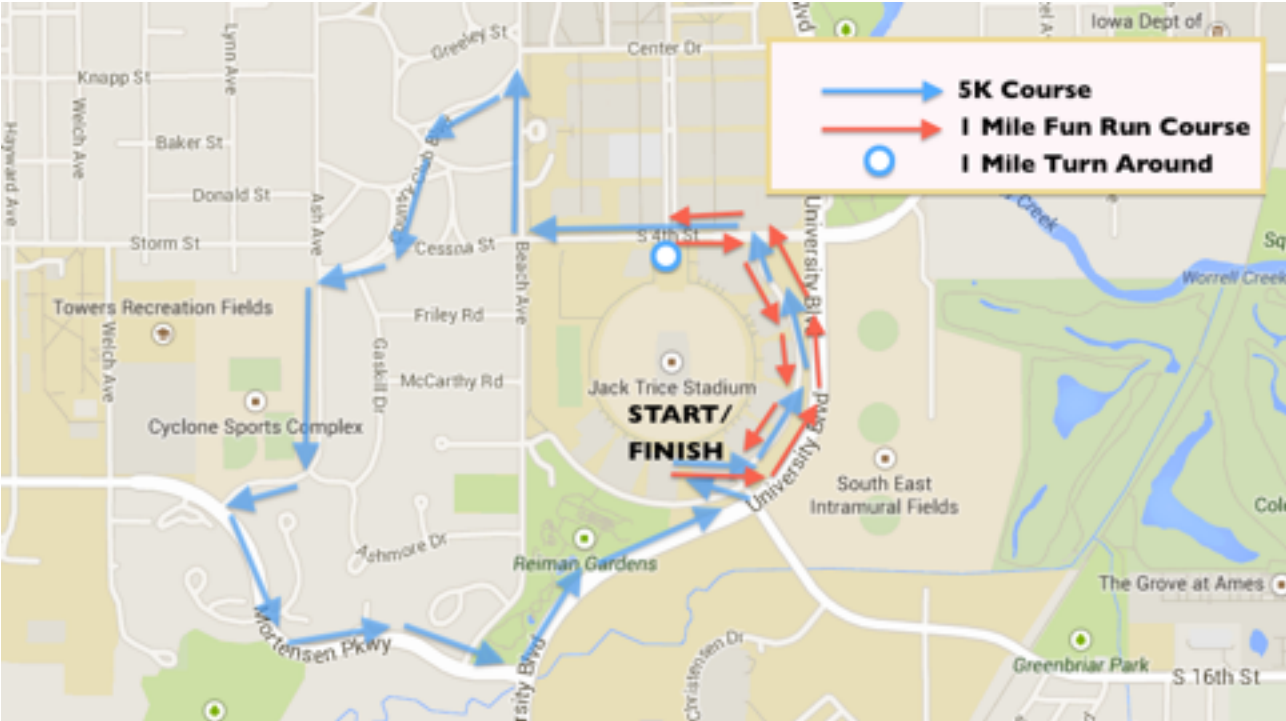
Thank you for helping us in this endeavor. We look for this event to be an annual offering and for us to have a great relationship regarding these issues.

Most Sincerely,

Michael Zimmerman

Hy-Vee Kids Fit Event Director  
Premier Event Management

# HY-VEE KIDS FIT AMES COURSE





Ames™  
CONVENTION & VISITORS BUREAU

*Smart Choice*

May 7, 2014

Honorable Mayor Ann Campbell  
City Council Members  
P.O. Box 811  
515 Clark Avenue  
Ames, IA 50010

Dear Mayor Campbell and City Council Members,

The Ames Convention & Visitors Bureau and Iowa State University Extension and Outreach Conference Planning and Management are working with Premier Event Management to host the HyVee 5k for Kids Road Race on Sunday July 27, 2014. This is a first time event that will be held in conjunction with the final weekend of the Iowa Games that will have approximately 500 participants.

The route will begin and end at Jack Trice Stadium, showcasing the athletic facilities, the entryway into Iowa State University and the surrounding neighborhoods.

Premier Event Management's expertise in running several road races throughout the year, the partnership with HyVee to provide local volunteers and support for the race, and the partnership with the Iowa Games to cross promote participation has the potential to be a very fun and exciting event that we can host in Ames!

Thank you for your consideration in supporting this request.

Sincerely,

Julie J. Weeks  
Executive Director