

**COUNCIL ACTION FORM**

**SUBJECT: REQUESTS FOR SESQUICENTENNIAL AND 4<sup>TH</sup> OF JULY ACTIVITIES**

**BACKGROUND:**

The Main Street Cultural District (MSCD) and the Ames 150 Event Committee are planning the annual 4<sup>th</sup> of July parade and the Sesquicentennial celebration in Downtown Ames on July 4 and 5, 2014. Events will include the City Council Community Pancake Breakfast, 4<sup>th</sup> of July parade, live music and performances, and various activities for kids and adults. Saturday, July 5, 2014, will also include the Downtown Farmers' Market on the 300 and 400 blocks of Main Street.

Significant street and parking space closures will be necessary on July 3 – 5 to facilitate the various events taking place. Setup for the 150<sup>th</sup> activities will begin on July 3. At 3:00 p.m., volunteers will cover parking meters on Main Street from the CBD Lot entrance to Kellogg Avenue, and Douglas Avenue from Main Street to 5<sup>th</sup> Street. The rest of the District parking meters will be converted to free parking beginning at 6:00 p.m. on July 3 through 10:00 p.m. on July 5. Also beginning at 6:00 p.m. on July 3, Main Street from the CBD Lot entrance to Kellogg Avenue, Douglas Avenue from Main Street to 5<sup>th</sup> Street, and the northeast section of CBD Lot Z (18 spaces) will close for 150<sup>th</sup> setup and activities. Those streets and spaces will remain closed until approximately 10:00 p.m. on July 5. Clark Avenue from 5<sup>th</sup> Street to 6<sup>th</sup> Street will close at 6:00 p.m. on July 3 until the conclusion of the parade on July 4 for the Pancake Breakfast. The cost to the Parking Fund for the waiver of meter fees is estimated to be \$952, since July 4<sup>th</sup> is a holiday and fees would typically not be collected that day.

On July 4, parade staging will take place on Northwestern Avenue between Wheatsfield Grocery and Main Street, on Allan Drive, in City Hall Parking Lots M and MM, and on Pearle Avenue. Street and parking lot closures will be needed from 6:00 a.m. until the end of the parade for the following areas:

- Main Street, from Kellogg Avenue to the Grand Avenue overpass, continuing on Northwestern Avenue to 6<sup>th</sup> Street (Wheatsfield customers will be allowed access at 6<sup>th</sup> Street)
- Allan Drive
- Pearle Avenue
- 5<sup>th</sup> Street, from Grand Avenue to Duff Avenue
- 6<sup>th</sup> Street, from Kellogg Avenue to Grand Avenue
- Clark Avenue, from the south driveway of the CBD Lot to 6<sup>th</sup> Street
- Burnett Avenue, from Main Street to 6<sup>th</sup> Street
- Kellogg Avenue, from just south of Main Street to 5<sup>th</sup> Street
- Parking Lots V, TT, M, MM, Q, and N

These street closures will facilitate parade staging and the actual parade route.

Parking Lot Q (near the Library) will provide parking for a portion of the 200 volunteers that are needed for the festivities. There are a total of 82 spaces available in Lot Q; however, 16 spaces are leased. The lessees will not be displaced during the parking lot closure, but will be allowed access to and egress from the lot.

The following permits and waivers are also requested from the City Council for July 4:

- A blanket Vending License and blanket Temporary Obstruction Permit for the District from 8:00 a.m. July 4 to 10:00 p.m. July 5
- Waiver of the fee for the Vending License and for utilities to be used from the electrical outlets and water in Tom Evans Plaza and the Downtown area.

Public Works will provide barricades and “No Parking” signs as needed to close the streets and control access to the parking lots. Organizers will be responsible for the replacement of any lost or damaged barricades.

### **ALTERNATIVES:**

1. The City Council can approve the requests for activities on July 3 - 5, as requested above.
2. The City Council can ask staff or the event organizers for further information or to make different arrangements.
3. The City Council can deny the requests for the 4<sup>th</sup> of July activities.

### **MANAGER’S RECOMMENDED ACTION:**

The return of the 4<sup>th</sup> of July parade in 2004 provided a great opportunity to bring the citizens of Ames together to celebrate. With the addition of the Sesquicentennial celebration, City Council Community Pancake Breakfast, and day-long festivities in the Main Street Cultural District, this event provides the City Council with a way to support the downtown area and celebrate Independence Day. Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the requests detailed above.



March 24, 2014

Mayor and City Council

City of Ames

515 Clark Ave

Ames, IA 50010

Dear Honorable Mayor Campbell and City Council,

The Main Street Cultural District (MSCD) and Ames 150 Event Committee are in the planning process for the annual 4<sup>th</sup> of July Parade and Ames 150 Festival scheduled to be held this summer. The 4<sup>th</sup> of July Parade and Festival is a daytime event that begins at 8:30am on July 4<sup>th</sup> with the City Council Pancake breakfast and concludes with the festival ending at approximately 10:00pm on July 5<sup>th</sup>. At this time, MSCD and Ames 150 Steering Committee asks the City Council to consider the following requests:

1. The MSCD and Ames 150 Committee request a district wide waiver of parking fees on July 3<sup>rd</sup>-5<sup>th</sup> to help attract additional patrons downtown.
2. The MSCD and Ames 150 Committee requests a temporary obstruction permit for the entire Central Business District (CBD) to allow businesses to use the sidewalk in front of their stores to display merchandise. MSCD and Ames 150 requests the permit for July 4<sup>th</sup> & 5<sup>th</sup>.
3. The MSCD and Ames 150 requests a Blanket Vending Permit for the entire CBD to allow businesses and food vendors to sell products. (MSCD and Ames 150 requests the permit for July 4<sup>th</sup> & 5<sup>th</sup> and further request the vending permit fee be waived).

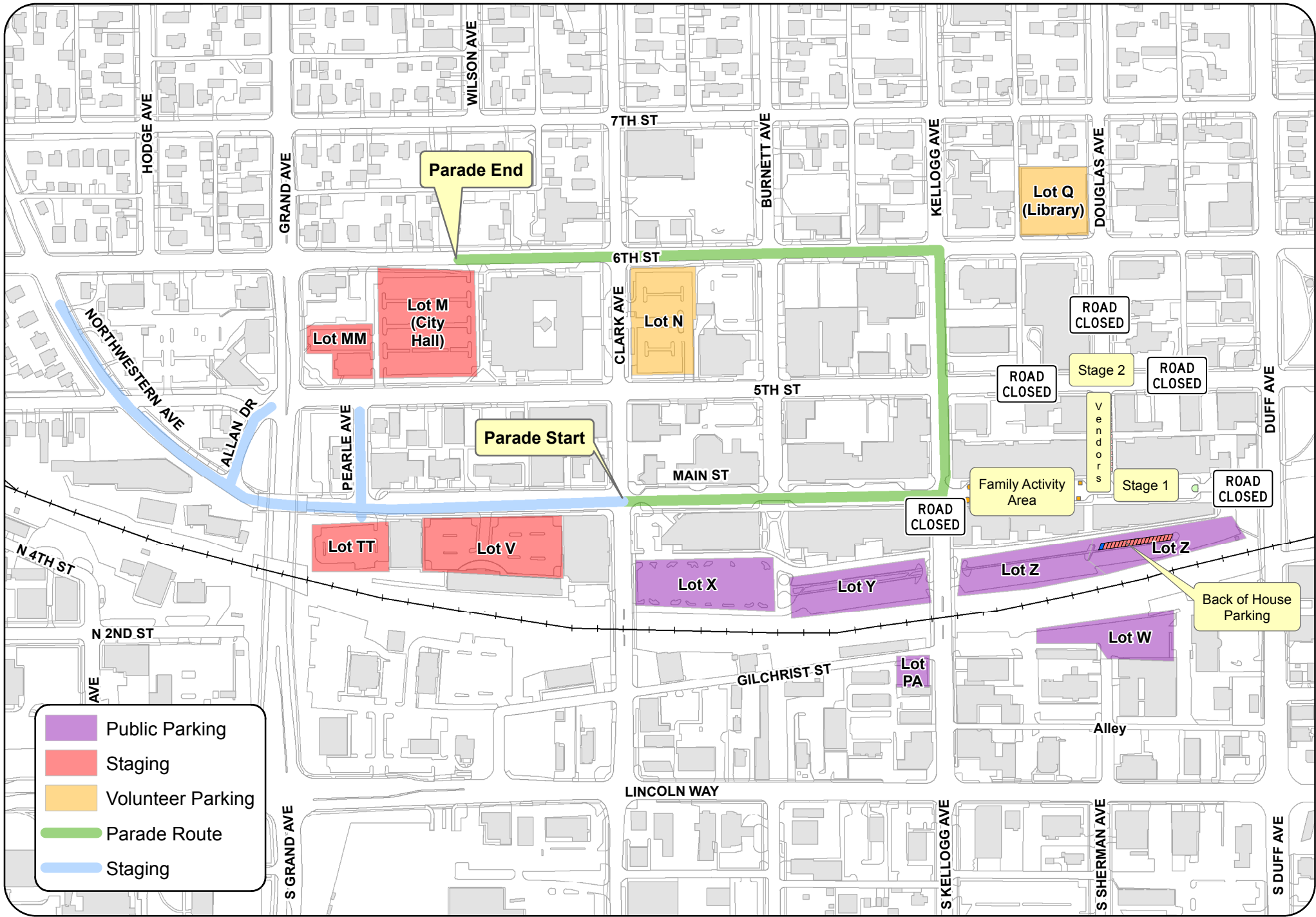
4. The MSCD and Ames 150 requests the use of electricity and water in the Downtown as well as a waiver of fees for those utilities.
5. Lots V, TT, MM, M for parade staging, Lots Q and N for MSCD and Ames 150 volunteer parking, and Lot Z (Northeast section of the lot only) for Ames 150 entertainment stage staging.

Thank you for your consideration of these requests and continue support of the Main Street Cultural District and Ames 150 Steering Committee. We are working hard to make this a great event for the Ames Community. We hope to see you downtown for the parade and festival this July 4<sup>th</sup> and 5<sup>th</sup>.

Sincerely,

Melissa Mundt, Cari Hague, Emily Miller  
Ames 150 Steer Committee  
Main Street Cultural District

Cc: Jeff Benson



- Public Parking
- Staging
- Volunteer Parking
- Parade Route
- Staging

July 4th Parade Route and Ames Sesquicentennial Event  
Downtown Area Layout

