

COUNCIL ACTION FORM

SUBJECT: AMES HIGH SCHOOL HOMECOMING REQUESTS

BACKGROUND:

The Ames High School Homecoming Committee has requested permission to hold its Homecoming Parade downtown on Monday, September 15 (letter attached). Parade entries will stage in Parking Lots MM and M west of City Hall and on Pearle Street. The parade will start on Main Street and proceed east to Kellogg Avenue, turn north to Fifth Street, head east on Fifth Street, turn south on Douglas Avenue, and go east on Main Street to the eastern entrance of the CBD Lot. The parade entries will disperse from the CBD Lot. 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 Fifth Street), Main Street from Pearle Avenue to Duff Avenue, and Fifth Street from Kellogg Avenue to Douglas Avenue, from 5:30 to approximately 7:30 p.m.
- City Parking Lot MM, the south half of Lot M, and a portion of CBD Lot Z from 5:30 p.m. to 7:30 p.m. for parade staging and disassembly (No reserved spaces would be affected).

This year's route is more circuitous than previous Homecoming parades due to ongoing road construction. This route requires that the 200 block of Main Street be closed despite the parade not traveling on that block.

City 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 is estimated at \$50. Permission to display fireworks after the football game on September 19 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. Event organizers plan to distribute parade maps to affected businesses in the downtown. 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 15 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 the 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 15, 2014; a fireworks display on September 19, 2014; 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 15.
2. The City Council can approve the requests for parking and street closures for September 15, 2014 and approve the fireworks display for September 19, 2014, but require payment for the fireworks permit (\$25) and lost parking revenue (\$60).
3. The City Council can deny these requests

MANAGER'S RECOMMENDED ACTION:

The Ames High Homecoming Parade is a long-standing Ames tradition in the Main Street Cultural District 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 as stated above.

Ames High School Homecoming Committee
1921 Ames High Drive
Ames IA 50010

September 4, 2014

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

Honorable Mayor Campbell and Members of the City Council,

The Ames High School Homecoming Committee plans to hold its annual Homecoming activities the week of September 14, 2014. These activities include the downtown Homecoming parade on Monday, September 15, and a fireworks display at halftime of the home football game on Friday, September 19. The parade will begin at 6:30 p.m. and is anticipated to last between 30 and 45 minutes, with streets re-opened by 7:30 p.m. The Homecoming Committee asks that the City Council approve the following requests:

1. Closure of 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. on September 15.
2. Closure of City Parking Lot MM and the south half of Lot M at 5:30 p.m. for parade staging.
3. Waiver of parking meter fees for those closed public parking spaces.
4. Noise permit for activities occurring in Bandshell Park on Thursday September 18, 2014.
5. A fireworks permit for the fireworks display to be held during halftime of the Homecoming game on September 19 (approximately 8:15 p.m.)

Thank you for your consideration of these requests. We hope to see you in attendance during the parade and supporting the football team on Friday night.

Sincerely,
Nadia Huffman, Serena Paulson, and Alexa Cross
at Ames High School Homecoming Committee

