

**COUNCIL ACTION FORM**

**SUBJECT: REQUESTS FROM ISU STUDENT ALUMNI LEADERSHIP COUNCIL FOR ISU HOMECOMING EVENTS**

**BACKGROUND:**

On Friday, October 10, 2014, the Student Alumni Leadership Council at Iowa State University is again planning ExCYtement in the Streets in connection with Homecoming Weekend at Iowa State. The event is scheduled to begin at approximately 8:00 p.m. and continue until 10:00 p.m. Music and tours of the lawn displays built to celebrate Homecoming will be the featured entertainment for attendees.

To facilitate this event, organizers are asking the City Council to approve the following items:

1. Closure of Sunset Drive from Ash to just west of the intersection with Beach Avenue\*
2. Closure of Ash Avenue from Gable Lane to Knapp Street (Knapp and Gable will remain open)
3. Closure of Gray Avenue from its intersection with Gable to Greeley Street\*
4. Closure of Pearson Avenue between Greeley and Sunset\*
5. Closure of on-street parking on the west side of Welch Avenue from Knapp Street to the south approximately 50 feet to allow for viewing of a lawn display at 407 Welch Avenue.
6. Temporary Obstruction Permit to cover the closed areas as well as the Greek Triangle, which will be used for judging displays
7. Fireworks permit for ground effects fireworks display on Central Campus to begin at midnight (12:00 a.m.) on Friday, October 10.

*\*denotes a street also closed for Glow Run – details below*

Streets will be closed by approximately 6:30 p.m. and will be reopened by 11:00 p.m. On-street parking will also be prohibited on these streets from 7:00 p.m. on Thursday, October 9, to 11:00 p.m. on Friday, October 10.

The Student Alumni Leadership Council also plans to hold a Glow Run on Saturday, October 4, to kick off the festivities. Runners will begin at the Alumni Center and complete a route on the streets of the Greek neighborhood, then on sidewalks and paths down Ash Avenue, Mortensen Parkway, and Beach Avenue back to the Alumni Center. To facilitate this event, the following streets will be closed from approximately 8:45 p.m. to 9:30 p.m. on October 4:

1. Beach Avenue from Country Club Boulevard to Sunset Drive
2. Gable Lane from Ash Avenue to Gray Avenue
3. Greeley Street from Pearson Avenue to Beach Avenue
4. The streets indicated with asterisks from the list above

Public Works will provide the barricades necessary for the street closures along with “No Parking” signs. Organizers will be responsible for staffing the barricades as long as they are in place. Organizers have been asked to work with residents in accessing the area, particularly during the early evening setup hours. Additionally, organizers will work with the construction firms working on Greek house in the area to ensure the security of the site and safety of the participants.

**ALTERNATIVES:**

1. The City Council can approve the requests from the Student Alumni Leadership Council for street closures and parking prohibitions on portions of Ash, Gray, Pearson, Welch, Beach, Greeley, Gable, and Sunset as outlined above, on October 4 and October 10, 2014, to facilitate the celebration of Homecoming at Iowa State, as well as the Fireworks Permit for midnight on October 10, 2014.
2. The City Council can direct staff to seek alternative locations for the event.
3. The City Council can deny this request.

**MANAGER'S RECOMMENDED ACTION:**

ExCYtement in the Streets is enjoyed by hundreds of members of our community each year. This event will provide our citizens with another opportunity to enjoy the lawn displays and some of the activities associated with Homecoming at Iowa State University. It is a time for interaction between long-time residents and students at Iowa State.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the above requests from the Student Alumni Leadership Council associated with the celebration of Homecoming at Iowa State.



September 5, 2014

Mayor and Ames City Council Members:

The Iowa State University Alumni Association and the Student Alumni Leadership Council (SALC) are preparing to celebrate the 102<sup>nd</sup> anniversary of Homecoming at Iowa State, Oct. 1 – Oct. 11 on the ISU campus and in the Ames community. The 2014 Homecoming celebration will include a wide variety of events for students, alumni, and members of the community, including a celebration of Cy's 60<sup>th</sup> birthday! Some of them include:

- **Saturday, October 4, Ames "Light up the Night" Glow Run, 9 p.m.**  
Homecoming Central is proud to coordinate the Blue Sky Days 5K run through the South Campus neighborhood. Glow sticks, necklaces, and bracelets will highlight this 5K fundraiser for Lutheran Services in Iowa.
- **Friday, October 10, Pep Rally & Homecoming Celebration, ISU Alumni Center, 5-9 p.m., free**  
The ISU Homecoming pep rally will be held on grounds of the ISU Alumni Center, 420 Beach Ave., adjacent to the Iowa State Center parking lot. The pep rally program featuring Cyclone football coach Paul Rhoads, members of the football and basketball teams, and the finals of the annual Yell-Like-Hell competition, will begin at 7 p.m.
- **Friday, Oct. 10, ExCYtement in the Streets, Greek Community, 8 p.m., free**  
Following the Pep Rally & Homecoming Celebration, Iowa Staters are encouraged to head into the nearby Greek Community to view Homecoming lawn displays. The self-guided "still parade" is a Homecoming classic.
- **Friday, Oct. 10, Pancake Feed, central campus, 10 p.m.-midnight, \$3**  
Join us on central campus for all-you-care-to-eat pancakes.
- **Friday, Oct. 10, Fireworks and Mass Campaniling, central campus, midnight-1 a.m., free**  
A breathtaking fireworks display will follow Iowa Staters creating their own fireworks under the landmark Campanile.
- **Saturday, Oct. 11, Cyclone Central Homecoming Tailgate, ISU Alumni Center, 3 hours prior to kickoff, free**  
As always, the ISU Alumni Association will be hosting a pregame football tailgate at the ISU Alumni Center to celebrate Homecoming. Admission is free, though fans wanting catered meals from Hickory Park Restaurant must register and pay in advance at [www.isualum.org/cyclonecentral](http://www.isualum.org/cyclonecentral).
- **Saturday, Oct. 11, Cyclone Football vs. TCU, Jack Trice Stadium, 2:30 p.m.**  
The Iowa State football team will face Baylor in its annual Homecoming football game.

The full schedule of events can be found at [www.isualum.org/homecoming2014](http://www.isualum.org/homecoming2014).

The Student Alumni Leadership Council is requesting the City of Ames approve the related street closures, permits, and fireworks display as a part of the Homecoming celebration. We look forward to the event and the community and campus connections it provides. We are excited to celebrate Homecoming 2014: The Tradition Continues!

Sincerely,

Evan Fritz and Matt Nelson  
ISU Homecoming 2014 General Co-Chairs