

**COUNCIL ACTION FORM**

**SUBJECT: REQUESTS FOR “FRIDAY AFTERNOON CELEBRATION”**

**BACKGROUND:**

The Campustown Action Association (CAA) has proposed hosting its fourth annual Friday Afternoon Celebration (FAC) in Campustown on Friday, September 4, 2015. Organizers propose hosting a beer garden and live band in Welch Lot T (South of Pizza Pit) from 5:00 p.m. to 10:00 p.m. The purpose of the event is to bring ISU alumni who are in Ames for the first home football game into the Campustown business district.

To facilitate this event, organizers are requesting the closure of Welch Lot T from 7:00 a.m. to 11:00 p.m. on September 4, including a waiver of parking meter fees and enforcement (\$45 loss to the Parking Fund). CAA is also requesting a blanket Vending License and waiver of fee for the license (\$50), and a blanket Temporary Obstruction Permit for the area.

A Class B Beer Permit with Outdoor Service has been applied for in order to provide alcoholic beverage service at the beer garden.

Public Works will provide appropriate barricades for the event. Organizers will obtain a noise permit through the Police Department. A private security firm has been hired to assist with the event. The Police Department recommends that approval of this event be contingent on the hiring of one Police Officer from 5:00 p.m. to 10:00 p.m. to assist with monitoring the beer garden.

The Ames Chamber of Commerce is providing liability insurance coverage for this event, as the CAA is an affiliate organization of the Chamber.

**City staff should note that the timing of this event has changed over the past four years.** Originally, this event took place from 3:00 p.m. to 7:00 p.m. The following year it was held from 4:00 p.m. to 8:00 p.m. Last year it was approved from 5:00 p.m. to 9:00 p.m., but City staff was recently told that it actually concluded at 9:30 p.m. **Although this event has been previously held without incident, City staff has concerns about continuing to slide this event later into the evening.** This event involves an anticipated 400 people in an environment with alcohol the night before a home football weekend. In City staff’s experience, events involving alcohol that take place at night present an inherently greater risk for impairment, injury, and property damage compared to events taking place during daylight hours. Although other events involving alcohol have taken place on City property at similar times, they are either during late fall when the weather is cooler or summer when fewer residents are in town, and not regularly connected to an event with a large influx of people, such as a home football

weekend. **Therefore, City staff does not support extending this event later than 9:30 p.m.**

**ALTERNATIVES:**

1. Approve the requests as made by CAA, including the waiver of fees, contingent upon the hiring of one police officer **and concluding the event no later than 9:30 p.m.**
2. Approve the requests as made by CAA, including the waiver of fees, contingent upon the hiring of one police officer. **Allow the event to continue until 10:00 p.m., as requested.**
3. Deny the requests.

**MANAGER'S RECOMMENDED ACTION:**

Prior FACs have proven to be very successful and, therefore, the staff again supports this event. However, staff does have a concern with moving this event any later than 9:30 p.m. due to the challenges in managing a nighttime event compared to a daytime event during a football weekend.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the requests as made by CAA, including the waiver of fees, contingent upon the hiring of one police officer **and concluding the event no later than 9:30 p.m.**

City staff and CAA will continue to closely monitor the success of the event, and note any corrective actions which may be needed in future years.



campustown  
action  
association

July 31, 2015  
Mayor and City Council  
Ames City Hall  
515 Clark Ave  
Ames, IA 50010

Dear Honorable Mayor Campbell and City Council,

The Campustown Action Association is planning to hold our fourth annual Friday Afternoon in Campustown event to coincide with the start of the 2015 ISU football season on Friday, September 4th from 5 pm to 10 pm. The purpose of this event is to bring Iowa State fans and alumni to Campustown and bring in a more diverse mix of customers to our business district. At this time, CAA requests the Council to consider these specific requests:

1. CAA requests the closure of Welch Lot T on September 4th between 7am and 11pm to host the Friday Afternoon in Campustown celebration.
2. CAA requests a Blanket Temporary Obstruction Permit for the same space (Welch Lot T) to enclose part of the sidewalks and the parking lot with double fencing to host the beer garden and event space.
3. CAA requests a Blanket Vending License for various food and retail vendors within the beer garden, and further request that the fee for the license be waived.
4. CAA requests the use of all metered parking spaces within the confines of the beer garden in Welch Lot T to place the music stage, beer tent, tables, and guests. CAA further requests that the parking lot fees be waived.

We have applied for a noise permit for the event.

Matthew Goodman has agreed to apply for a Class B Beer Permit with Outdoor Service to provide alcoholic beverage service for the event. The CAA is supportive of the application and asks that the City Council also approve the application.

Thank you for your consideration of these requests and continued support of the Campustown Action Association. Please save the September 4<sup>th</sup> date and join us in Campustown for the FAC celebration.

Sincerely,

Liz Jeffrey

Anne Taylor

CAA Promotions Chair

CAA Past President



## SUMMARY OF EVENT

### DESCRIPTION

**Event Name** Friday Afternoon in Campustown

**Description**

The 4th Annual FAC will be held in Lot T in the 200 block of Welch Ave. The parking lot will be fence on the east and west ends by 4 ft tall double wide fencing. The beer garden and music will take place from 5 PM to 10 PM. We ask that the parking lot be designated for CAA use for the entire day of September 4th so set up can take place. The lot can reopen as soon as tear down is complete. We estimate tear down complete by 11 PM.

Welch Ave Station will be supplying trained ID checkers at the entrance near the east driveway of Lot T for the entire 5 to 10 PM event. You must be 21 to enter the garden. Those under 21 (intending children) must be accompanied by a parent.

We will be hiring a security officer for the duration of the event as a precaution.

We ask for resolutions approving use of Lot T from 7 AM to 11:00 PM on September 4th as well as a waiver of parking meter fees for that day, a waiver of the fee for a blanket vendor permit. Matthew Goodman is securing the beer permit and necessary insurance. A noise permit will also be obtained.

The band will end at 10 PM. Tear down consists of pulling down fencing, stacking tables and chairs for pick up and we anticipate being torn down by 11 PM.

- Event Category**
- Athletic/Recreation
  - Exhibits/Misc.
  - Festival/Celebration
  - Parade/Procession/March
  - Concert/Performance
  - Farmer/Outdoor Market
  - Other (please explain)

**Anticipated Attendance** Total 200,400 Per Day \_\_\_\_\_

### DATE/TIME

<b>Setup</b>	Date <u>9/4/15</u>	Time <u>7 AM to Noon</u>	Day of Week <u>Friday</u>
<b>Event Starts</b>	Date <u>↓</u>	Time <u>5 pm</u>	Day of Week <u>↓</u>
<b>Event Ends</b>	Date <u>↓</u>	Time <u>10 pm</u>	Day of Week <u>↓</u>
<b>Teardown Complete</b>	Date <u>↓</u>	Time <u>11 pm</u>	Day of Week <u>↓</u>

**Rain Date, if applicable** \_\_\_\_\_  
**Rain Location, if applicable** \_\_\_\_\_

## LOCATION

- Region**  
(Select one or more)
- Main Street Cultural District (Downtown)
  - Campustown District
  - Iowa State University Property
  - City Parks
  - Other (please explain)

**Please note** that events occurring in the Downtown, Campustown, in City parks, or on ISU property require prior approvals. A letter of support will be required from CAA if the event occurs in Campustown or from MSCD if the event occurs in Downtown. Please contact the appropriate office well in advance:

Downtown - Main Street Cultural District: (515) 233-3472

events@amesdowntown.org

Campustown - Campustown Action Association: (515) 450-8771

director@amescampustown.com

Iowa State University - Events Authorization Committee: (515) 294-1437

eventauthorization@iastate.edu

## CONTACTS

### Host Organization

Campustown Action Association

### Local Contact (Required)

*Must be present during event*

*Ann @downtown*

Name: Liz Jeffrey

Address: 200 Stanton Ave, Suite 102

Telephone: (515 ) 232-2310

Cell phone: (515 ) 708-5517

*Must be available by cell phone during event*

Email: director@amescampustown.com

**At least ten business days prior to the event, Organizer must submit Emergency Contact List, including names and numbers of all coordinators, volunteers, and location assigned to each.**

### Yes No

Is this an annual event? How many years have you been holding this event? 4

Is this event open to the public?

Is your event being held in conjunction with another event (e.g. *Farmers' Market, 4th of July, etc.*)?

If yes, please list