

COUNCIL ACTION FORM

SUBJECT: AMES HIGH SCHOOL HOMECOMING REQUESTS

BACKGROUND:

Ames High School has requested to hold its Homecoming Parade on Monday, September 21, 2015. Parade entries will stage in Parking Lots MM and M and on Pearle Street. The parade will start on Main Street west of Clark and proceed east past Douglas Avenue to the CBD Lot entrance. 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 of the following closures:

- Fifth Street from Grand Avenue to Pearle Avenue, Pearle Avenue, Main Street from Pearle Avenue to Duff Avenue, Clark Avenue from north of the CBD lot exit to Fifth Street, Burnett Avenue from Main Street to Fifth Street, and Kellogg Avenue from north of the CBD lot exit to Main Street, 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).

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 1:00 to 6:00 p.m. Lost revenue to the Parking Fund would total \$235. Permission to display fireworks during the football game on September 25 (at approximately 8:15 p.m.) at Ames High Stadium and a waiver of the Fireworks Permit fee in the amount of \$25 have also been requested.

At the parade's conclusion, a pep rally will be held in Bandshell Park. Parent volunteers will help to make sure the participants cross Duff Avenue safely, but no police assistance or traffic signal alterations are being requested. The Main Street Cultural District has been informed of the parade and supports the activity again this year. A Noise Permit will be issued for the pep rally activities.

City staff is additionally requesting that the City Council grant a waiver of parking meter fees and enforcement from 4:00 p.m. to 6:00 p.m. on September 21 in Lot N, east of City Hall. There are a number of well-attended fitness classes in the Community Center on Monday evenings, and attendees normally park in Lot M or in metered spaces

on Fifth Street. City staff would like to provide free parking in Lot N for those who are displaced by parade closures. The loss of revenue to the Parking Fund for this request is \$22.

ALTERNATIVES:

1. The City Council can approve the requests from the Ames High Homecoming Committee for parking lot and street closures and waiver of parking meter fees in connection with the parade to be held on September 21, 2015; a fireworks display on September 25, 2015; waiver of the Fireworks Permit fee; and waiver of meter fees and enforcement in Lot N from 4:00 to 6:00 p.m. on September 21.
2. The City Council can approve the requests for parking and street closures for September 21, 2015 and approve the fireworks display for September 25, 2015, but require payment for the fireworks permit (\$25) and lost parking revenue (\$235).
3. The City Council can deny these requests

MANAGER'S RECOMMENDED ACTION:

The Ames High Homecoming Parade is a long-standing Ames tradition 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, thereby approving the requests from the Ames High Homecoming Committee and City staff as indicated above.



September 4, 2015

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

Dear Mayor Campbell and City Council,

The Main Street Cultural District (MSCD) is excited to support holding the annual Ames High School homecoming parade on Main Street in downtown Ames on the evening of September 21st. This event will bring hundreds of people downtown to enjoy a festive atmosphere and community camaraderie. We hope they will see something that makes the want to come back to support local businesses.

Sincerely,

Cindy Hicks
Executive Director