

COUNCIL ACTION FORM

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

BACKGROUND:

From October 20-31, the Homecoming Central Committee at Iowa State University is again planning to host its annual Homecoming activities. The events will culminate in the "ExCYtement in the Streets" lawn displays and mass campaniling on Friday, October 30. "ExCYtement in the Streets" is scheduled to begin at approximately 8:00 p.m. and continue until 10:00 p.m.

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

1. Closure of Sunset Drive from Ash Avenue 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 Lane to Greeley Street
4. Closure of Pearson Avenue between Greeley Street and Sunset Drive
5. Closure of Gable Lane from east of Ash Avenue to Gray Avenue
6. Temporary Obstruction Permit for 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 night, October 30

Streets will be closed by approximately 7:30 p.m. and will be reopened by 10:30 p.m. On-street parking will also be prohibited on these streets from 7:00 p.m. on Thursday, October 29, to 10:30 p.m. on Friday, October 30.

Public Works will provide the barricades necessary for the street closures along with "No Parking" signs. Organizers will be responsible for staffing the barricades while they are in place. **Organizers have indicated they will notify affected non-Greek residents by going door-to-door with information.**

It should be noted that last year the City Council raised concerns regarding noise from the fireworks component of this event. Event organizers this year have been notified of those concerns and have been asked to consider ways to mitigate the noise. City staff has been told that the fireworks operator has been asked to use shells with less noise. A letter from the Homecoming advisor is attached.

Since event organizers (including the Homecoming advisor) are new to this event, they did not have a complete history of the City Council's concerns regarding the fireworks

noise until the City staff reviewed their plans for the event on October 6th. The Homecoming Committee members have emphasized that the midnight fireworks have been set for months and cannot be changed at this point. Furthermore, they cannot move the fireworks any earlier without completely reorganizing the schedule of events.

ALTERNATIVES:

1. Approve the requests for:
 - a. Street closures, parking prohibitions, and a Temporary Obstruction Permit on portions of Ash, Gable, Gray, Pearson, and Sunset as outlined above on October 30, 2015, to facilitate "ExCYtement in the Streets."
 - b. A Fireworks Permit for midnight on October 30, 2015.
2. Deny the requests.

MANAGER'S RECOMMENDED ACTION:

"ExCYtement in the Streets" is enjoyed by hundreds of community members each year. This event provides residents 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. The pancake feed on Central Campus has provided an alcohol-free alternative to individual house parties and other forms of entertainment which may involve the use (and possible abuse) of alcohol.

Assuming that the change in personnel led the current organizers to not understand the City Council's concerns from last year and that attempts will be made to use fireworks shells that produce less noise, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1a & b. This action will approve the requests for street closures, parking prohibitions, and a Temporary Obstruction Permit on portions of Ash, Gable, Gray, Pearson, and Sunset as outlined above on October 30, 2015, to facilitate ExCYtement in the Streets, and approve a Fireworks Permit for midnight on October 30, 2015.



Members of City Council,

I'm writing to address the concern regarding shooting off fireworks on Central Campus on the Friday of Homecoming week at midnight. This beloved tradition has been part of our Homecoming activities for years now, and has come to be a staple of the week. As a new advisor, working with a planning committee of students who took their positions after Homecoming 2014, we were unaware that there had been discussions of possibly moving the fireworks a bit earlier in the lineup of Friday evening events until our recent meeting with the City Clerk's office.

The Homecoming event schedule, including the midnight fireworks, has been set for months now and cannot be changed at this point. The show will last less than 10 minutes, and we have communicated with our fireworks operator the concerns about the noise in the past so that he could adjust the fireworks program to include fewer of the louder fireworks this year. We cannot move the fireworks any earlier without completely reorganizing the schedule of events.

We sincerely hope that you will allow us to continue the tradition of midnight fireworks that so many attendees enjoy every year.

Thank you for your time and consideration,

Courtney Current
Assistant Director of Student Programs
SALC & Homecoming Central Committee Advisor



October 13, 2015

Mayor and Ames City Council Members:

The Iowa State University Alumni Association and the Student Alumni Leadership Council (SALC) are preparing to celebrate the 103rd anniversary of Homecoming at Iowa State, October 20–31 on the Iowa State campus and Ames community. The 2015 Homecoming celebration will include a wide variety of events for students, alumni, and members of the Ames community. Some of these events include:

- **Saturday, October 24, Ames “Here We Glow Again” 5K Glow Run, 9 p.m.**
Homecoming Central is proud to collaborate with Lutheran Services in Iowa to coordinate the Blue Sky Days 5K run through the Iowa State campus. Glow sticks, necklaces, and bracelets will highlight this 5K fundraiser for Lutheran Services in Iowa.
- **Friday, October 30, Pep Rally & Homecoming Celebration, ISU Alumni Center, 6-9 p.m., free**
The Iowa State Homecoming Pep Rally will be held on the grounds of the Iowa State Alumni Center, located at 420 Beach Avenue, 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 final round of the annual Yell-Like-Hell competition, will begin at 7 p.m.
- **Friday, October 30, ExCYtement in the Streets, Greek Community, 8 p.m., free**
Following the Pep Rally and Homecoming Celebration, Iowa State students and alumni, and Ames community members are encouraged to head into the nearby Greek community to view Homecoming lawn displays. The self-guided “still parade” is a Homecoming classic.
- **Friday, October 30, Pancake Feed, Central Campus, 10 p.m. – midnight, \$3**
Join Homecoming Central on Central Campus for all-you-care-to-eat pancakes.
- **Friday, October 30, Fireworks & Mass Campaniling, Central Campus, midnight–1 a.m., free**
A breath-taking fireworks display will follow Iowa State students creating their own fireworks under the landmark Campanile.
- **Saturday, October 31, 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/cycloncecentral.
- **Saturday, October 31, Cyclone Football vs. Texas, Jack Trice Stadium, game time TBD**
The Iowa State football team will face Texas in its annual Homecoming football game.

The full schedule of events can be found at www.isualum.org/homecoming2015.

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 2015 and “Make a STATEment!”

Sincerely,

Kensie Noble and Lisa Friesth

ISU Homecoming 2015 General Co-Chairs



SUMMARY OF EVENT

DESCRIPTION

Event Name Iowa State University Homecoming 2015

Description A celebration of ISU traditions, homecoming takes place throughout campus with events for students, faculty, staff, and community members between October 19 and the 31st. This application is focused on the events taking place Friday, October 30th for the general public, for ExCYtement in the Streets, taking part in Campustown, and fireworks on campus.

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

Anticipated Attendance Total 5,000 Per Day 5,000

DATE/TIME

Setup	Date <u>10/30/15</u>	Time <u>10:00 am</u>	Day of Week <u>Friday</u>
Event Starts	Date <u>10/30/15</u>	Time <u>8:00 pm</u>	Day of Week <u>Friday</u>
Event Ends	Date <u>10/30/15</u>	Time <u>10:00 pm</u>	Day of Week <u>Friday</u>
Teardown Complete	Date <u>11/1/15</u>	Time <u>8:00 pm</u>	Day of Week <u>Monday</u>

Rain Date, if applicable _____

Rain Location, if applicable NA

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

ISU Alumni Assoc/Homecoming Central Committee

Local Contact (Required)

Must be present during event

Name: Courtney Current

Address: 420 Beach Ave

Telephone: (515) 294-2632

Cell phone: (816) 646-9487

Must be available by cell phone during event

Email: ccurrent@iastate.edu

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? 103

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