

COUNCIL ACTION FORM

SUBJECT: RAISING READERS IN STORY COUNTY REQUESTS FOR “STEP INTO STORYBOOKS”

BACKGROUND:

Raising Readers in Story County is proposing to host its annual Step Into Storybooks event at the Ames Public Library on Saturday, April 16. The event promotes reading and related activities for families with infants, toddlers, and preschoolers. Last year over 2,700 people attended, and organizers anticipate 3,000 participants at the proposed event. The event will be held inside the Library from 9:00 a.m. to noon.

To facilitate the event, organizers have requested that free parking be made available for attendees in the vicinity of the Library on the following streets from 8:30 a.m. to 12:30 p.m.:

- Douglas Avenue between Fifth Street and Sixth Street
- Fifth Street between Douglas Avenue and Kellogg Avenue

This request represents a loss to the City’s Parking Fund of approximately \$40.

ALTERNATIVES:

1. Approve the request for free parking on the streets indicated above and do not require reimbursement for lost revenue to the Parking Fund.
3. Do not approve the request.

MANAGER’S RECOMMENDED ACTION:

Step Into Storybooks is a popular event that promotes reading at an early age and aligns with the mission and programming offered by the Ames Public Library. Providing free parking spaces will give some of the participants the opportunity to park close to the site of the activity.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the request for free parking on the streets indicated above and for not requiring reimbursement for lost revenue to the Parking Fund.



SUMMARY OF EVENT

DESCRIPTION

Event Name Step Into Storybooks

Description Every spring, Step Into Storybooks (SIS) is held for families in the Ames community (and surrounding towns). This free annual event provides fun literacy-rich experiences to inspire families to use reading and related activities at home with their babies, toddlers, and preschoolers. These early relationships and experiences influence children's brain development. Children who lack this nurturing fall short of their potential, enter school behind their peers, and are likely to fall further behind in successive years.

The 2016 SIS will be held inside at the Ames Public Library (515 Douglas Ave) from 9am-12pm on Saturday, April 16. The planning committee is comprised of community and organizational members, including Raising Readers in Story County, Ames Community Preschool Center, the Ames Rotary Clubs, First National Bank, the Ames Public Library, and the United Way of Story County.

We ask that for the duration of the event, the meters on both sides of the street on Douglas Avenue and 5th Street between Douglas and Kellogg Ave be bagged for participants and meter fees waived for families attending starting at 8:30 and running until 12:30pm. Last year, over 2700 people attended the event, and while we cannot offer free parking for everyone, we would like to make it an option for our community families on this day. 18 parking meters on Douglas and either 30 parking meters for all of 5th Avenue between Douglas and Kellogg or 17 parking meters from Douglas to the Alley between the Library and First United Methodist Church.

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

Anticipated Attendance Total 3,000 Per Day 1

DATE/TIME

Setup	Date <u>4/15/16</u>	Time <u>7:00 pm</u>	Day of Week <u>Friday</u>
Event Starts	Date <u>4/16/16</u>	Time <u>8:30 am</u>	Day of Week <u>Saturday</u>
Event Ends	Date <u>4/16/16</u>	Time <u>0:30 am</u>	Day of Week <u>Saturday</u>
Teardown Complete	Date <u>4/16/16</u>	Time <u>1:00 pm</u>	Day of Week <u>Saturday</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

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

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

events@amesdowntown.org

director@amescampustown.com

eventauthorization@iastate.edu

CONTACTS

Host Organization

Raising Readers in Story County

Local Contact (Required)

Must be present during event

Name: Kim Hanna

Address: 920 Carroll Ave

Telephone: (515) 520-8686

Cell phone: (515) 450-8772

Must be available by cell phone during event

Email: director@raising-readers.org

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.

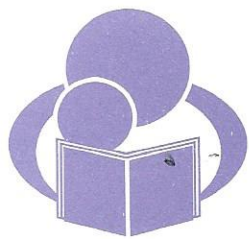
Yes No

Is this an annual event? How many years have you been holding this event? 8

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



Raising Readers

in Story County

March 3, 2016

Honorable Mayor Campbell and City Council
Ames City Hall
515 Clark Avenue
Ames, IA 50010

RE: Step Into Storybooks 2016

Dear Honorable Mayor Campbell and City Council,

The Step Into Storybooks (SIS) Planning Committee is planning to hold the eighth annual *Step Into Storybooks* on Saturday, April 16 from 9am to 12pm. Information about the event can be found on the Special Event Application we submitted, but we are requesting that the parking meters on Douglas Ave between 5th and 6th Street and the parking meters on 5th Street between Douglas Ave and Kellogg Ave be reserved for SIS attendees from 8:30am to 12:30pm on the 16th to allow for some of our families visiting the event close parking space. We also have one waiver that we are requesting at this time: the waiver of parking meter fees from 8:30am until 12:30pm. In 2015, over 2700 people attended this free family event at the Ames Public Library, which is organized by community members and organizations including Raising Readers in Story County, the Ames Rotary (Noon), the Ames Morning Rotary, Ames Community Preschool Center, the Ames Public Library, and the United Way of Story County.

Thank you for your consideration of these requests and continued support of early childhood literacy in Ames. We look forward to seeing you on April 16th.

Sincerely,

Kathryn Wirth
SIS Co-Chair

Kim Hanna
RRSC Executive Director