

**COUNCIL ACTION FORM**

**SUBJECT: ISU HOMECOMING CENTRAL COMMITTEE  
REQUESTS FOR ISU HOMECOMING EVENTS**

**BACKGROUND:**

From October 23-29, the Homecoming Central Committee at Iowa State University is again planning to host its annual Homecoming activities. In addition to the traditional ExCYtement in the Streets lawn displays and mass campaniling on Friday, October 28, the Homecoming Central Committee is introducing a downtown Homecoming parade as a kickoff to the activities to be held Sunday, October 23.

**HOMECOMING PARADE:**

The Homecoming parade will take place beginning at 2:00 p.m. on Sunday, October 23<sup>rd</sup>. Organizers participated in the planning and execution of the Ames 4<sup>th</sup> of July Parade in preparation for implementing a downtown Homecoming parade this fall. To ensure the parade is manageable in its first year, the number of entries will be capped at 70. Entries will be staged in City Hall Lot M, on Pearle Avenue, and on Main Street west of Clark Avenue.

The parade route will be similar to the route used for the 4<sup>th</sup> of July, but in reverse. To facilitate this event, closure of the following streets and parking lots is requested from noon to 4:00 p.m. on October 23<sup>rd</sup>:

- City Hall Parking Lot MM
- City Hall Parking Lot M
- Pearle Avenue
- Fifth Street from Grand Avenue to Douglas Avenue
- Main Street from Allan Drive to Douglas Avenue
- Clark Avenue, Burnett Avenue, and Douglas Avenue from Main Street to Fifth Street

Organizers have requested a Temporary Obstruction Permit, the closure of parking spaces along the route and waiver of parking enforcement from noon to 4:00 p.m. that day. Because the parade is on a Sunday, no parking meter revenue will be lost. Additionally, organizers have requested the use of electrical outlets in Tom Evans Plaza and a waiver of electricity fees (approximately \$2 loss to the Electric Fund).

CyRide will detour two transit routes from the parade area. The Police Department will provide a vehicle and Public Works will arrange for a street sweeper to clean the streets at the conclusion of the parade. The Main Street Cultural District has provided a letter in support of the parade.

## **EX'CY'TEMENT IN THE STREETS:**

ExCYtment in the Streets consists of two activities on Friday, October 28<sup>th</sup> – the Greek System lawn displays, and fireworks on Central Campus in conjunction with Campaniling. The lawn displays will be exhibited between approximately 8:00 p.m. and 10:00 p.m. To facilitate this event, organizers are asking the City Council to approve the following requests:

- Closure of Sunset Drive from Ash Avenue to just west of the intersection with Beach Avenue
- Closure of Ash Avenue from Gable Lane to Knapp Street (Knapp and Gable will remain open)
- Closure of Gray Avenue from its intersection with Gable Lane to Greeley Street
- Closure of Pearson Avenue between Greeley Street and Sunset Drive
- Temporary Obstruction Permit for the closed areas as well as the Greek Triangle, which will be used for judging displays

Streets will be closed at 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 27, to 10:30 p.m. on Friday, October 28.

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. A letter of support from the Campustown Action Association is attached.

Organizers also plan to hold the annual fireworks display on Central Campus as part of mass Campaniling. Therefore, a fireworks permit is requested for a ground effects fireworks display on Central Campus to begin at midnight (12:00 a.m.) on Friday night, October 28<sup>th</sup>.

**In the past two years, concerns regarding noise from the fireworks component of this event were raised during the City Council discussion and approval. Event organizers were encouraged by City staff to consider alternatives to address the noise issues. Homecoming Central Committee staff has indicated to City staff that it has considered alternatives regarding the shoot time and the type of fireworks used, but wishes to proceed with conducting the fireworks shoot at midnight in the same manner as previous years.**

Applications for these events and letters of support are attached.

## **ALTERNATIVES:**

1. Approve the requests from the Homecoming Central Committee for:
  - a. The ISU Homecoming Parade on Sunday, October 23, including street and parking closures, a Temporary Obstruction Permit, use of City electricity and a waiver of fees as requested by event organizers.
  - b. ExCYtement in the Streets on Friday, October 28<sup>th</sup>, including street and parking closures and a Temporary Obstruction Permit as requested by event organizers above.
  - c. A Fireworks Permit for a fireworks display on Central Campus at midnight on Friday night, October 28<sup>th</sup>.
2. Deny the requests.

**MANAGER'S RECOMMENDED ACTION:**

The Homecoming Central Committee has a long track record of successfully hosting lawn displays as part of ExCYtement in the Streets. With the desire to expand the event to include a Homecoming Parade, City staff is satisfied that the planning and preparation undertaken by the organization will lead to a successful event. Both components of the Homecoming celebration have the support of the respective business district association (Main Street Cultural District and Campustown Action Association).

The Homecoming Central Committee has indicated a desire to continue conducting a fireworks shoot on Central Campus at midnight as part of the celebration. Staff has been told that other options to address the fireworks concerns raised at previous City Council meetings were explored, but ultimately the organization wishes to proceed with a midnight fireworks display. Homecoming Central Committee staff has indicated that it has reached out to City Council Members individually to discuss the fireworks concerns. The City Council has been supportive of the fireworks display in the past and has given City staff no formal direction regarding the fireworks. City staff therefore assumes that the City Council continues to be supportive of the fireworks display.

Assuming the City Council continues to support the midnight fireworks display, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1a-c, thereby approving the requests for the ISU Homecoming Parade, ExCYtement in the Streets, and the midnight fireworks display as indicated above.



July 12, 2016

To whom it may concern,

The Main Street Cultural District fully supports the use of Main Street, in downtown Ames, for the Iowa State University Fall Homecoming Parade on the evening of October 23, 2016. We welcome this partnership with the university to make the community a better place for everyone. We are excited join students, athletes, parents, faculty and staff, and community members in cheering on our Iowa State University Cyclones Football team. We also welcome the opportunity to show the community what great businesses our downtown has to offer.

Sincerely,

A handwritten signature in blue ink that reads "Cliff Smith".

Cliff Smith  
2016 MSCD Board President



campustown  
action  
association

Campustown Action Association  
119 Stanton Ave, Suite 602  
Ames, IA 50014

CAA is supportive of the ExCYtement in the Streets event. The Homecoming group is making every effort to inform the affected neighborhoods of the street closures and to keep any inconvenience to a minimum. We will be assisting them in this process through our contacts with the property management companies as well as the nearby Neighborhood Associations. The Friday evening hours are a good choice, and we don't foresee any issues. The committee is extremely invested in a successful series of events, and are willing to put in the hard work to see it through. I think this year's Homecoming week will be a great example of how the students and the Ames community really can work together.

Sincerely,

Karin Chitty  
Executive Director



CITY OF  
Ames™

# SPECIAL EVENT APPLICATION

## SUMMARY OF EVENT

### DESCRIPTION

**Event Name** ISU Homecoming Parade

**Description** Reinstating the Homecoming Parade as an event to include the Ames community in celebrating the kick-off of Homecoming Week on Sunday, October 23, 2016.

- Event Category**
- |   |   |
|---|---|
| <input type="checkbox"/> Athletic/Recreation                | <input type="checkbox"/> Concert/Performance    |
| <input type="checkbox"/> Exhibits/Misc.                     | <input type="checkbox"/> Farmer/Outdoor Market  |
| <input type="checkbox"/> Festival/Celebration               | <input type="checkbox"/> Other (please explain) |
| <input checked="" type="checkbox"/> Parade/Procession/March |   |

**Anticipated Attendance** Total 1,500 Per Day \_\_\_\_\_

### DATE/TIME

<b>Setup</b>	Date <u>10/23/16</u>	Time <u>10:00 am</u>	Day of Week <u>Sunday</u>
<b>Event Starts</b>	Date <u>10/23/16</u>	Time <u>2:00 pm</u>	Day of Week <u>Sunday</u>
<b>Event Ends</b>	Date <u>10/23/16</u>	Time <u>3:00 pm</u>	Day of Week <u>Sunday</u>
<b>Teardown Complete</b>	Date <u>10/23/16</u>	Time <u>5:00 pm</u>	Day of Week <u>Sunday</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

ISU Homecoming Central Committee

### Local Contact (Required)

*Must be present during event*

Name: Courtney Durham

Address: 420 Beach Avenue, Ames, 50011

Telephone: (515 ) 294-2632

Cell phone: (816 ) 646-9487

*Must be available by cell phone during event*

Email:

**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? \_\_\_\_\_

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



## SUMMARY OF EVENT

### DESCRIPTION

**Event Name** Iowa State University Homecoming 2016

**Description** A celebration of ISU traditions, homecoming takes place on campus, with events for students, faculty, staff and Ames community members between October 23-29th. This application is for the events taking place on Friday, October 29th 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

<b>Setup</b>	Date <u>10/29/16</u>	Time <u>10:00 am</u>	Day of Week <u>Friday</u>
<b>Event Starts</b>	Date <u>10/29/16</u>	Time <u>8:00 pm</u>	Day of Week <u>Friday</u>
<b>Event Ends</b>	Date <u>10/29/16</u>	Time <u>10:00 pm</u>	Day of Week <u>Friday</u>
<b>Teardown Complete</b>	Date <u>10/31/16</u>	Time <u>10:00 am</u>	Day of Week <u>Friday</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)

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### Host Organization

ISU Alumni Assoc/Homecoming Central Committee

### Local Contact (Required)

*Must be present during event*

Name: Courtney Durham

Address: 420 Beach Avenue

Telephone: (515 ) 294-2632

Cell phone: (816 ) 646-9487

*Must be available by cell phone during event*

Email: ccurrent@iastate.edu

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**Yes No**

Is this an annual event? How many years have you been holding this event? 104

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