

**COUNCIL ACTION FORM**

**SUBJECT: REQUESTS FROM RAISING READERS IN STORY COUNTY FOR STEP INTO STORYBOOKS ON APRIL 8**

**BACKGROUND:**

Raising Readers in Story County is proposing to host its annual Step Into Storybooks event at the Ames Public Library on Saturday, April 8. The event promotes reading and related activities for families with infants, toddlers, and preschoolers. Last year, over 2,500 people attended, and organizers anticipate 3,000 participants at the proposed event. The event will be held from 9:00 a.m. to noon. This year's theme is "Farm Tales and Tails." Portions of the event will take place inside the Library and the street in front of the Library will contain a petting zoo and farm equipment.

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 will result in a loss to the Parking Fund of \$38.40. Additionally, organizers request closure of Douglas Avenue from Fifth Street to Sixth Street, and a Temporary Obstruction Permit. Organizers will coordinate with Adams Funeral Home to maintain access in the event of a service that day.

**ALTERNATIVES:**

1. Approve the requests as indicated above and do not require reimbursement for lost revenue to the Parking Fund.
2. 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. The closure of parking spaces will allow 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 and not requiring reimbursement for lost revenue to the Parking Fund.



# Raising Readers

in Story County

February 23, 2017

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

RE: Step Into Storybooks 2017

Dear Honorable Mayor Campbell and City Council,

The Step Into Storybooks (SIS) Planning Committee is planning to hold the ninth annual *Step Into Storybooks* on Saturday, April 8 from 9am to 12pm. Information about the event can be found on the Special Event Application we submitted, but we are requesting that the meter fees be waived for the parking meters on Douglas Ave between 5<sup>th</sup> and 6<sup>th</sup> Street and the parking meters on 5<sup>th</sup> Street between Douglas Ave and Kellogg Ave from 8:30am to 12:30pm on the 8<sup>th</sup> to allow for some of our families visiting the event close parking space and to allow Douglas Avenue to be closed for a petting zoo and farm toys.

In 2016, over 2500 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 8<sup>th</sup>.

Sincerely,

Kim Hanna  
RRSC Executive Director



CITY OF

Ames

## SPECIAL EVENT APPLICATION

## SUMMARY OF EVENT

## DESCRIPTION

**Event Name** Step Into Storybooks 2017

**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 2017 SIS will be held inside and outside the Ames Public Library (515 Douglas Ave) from 9am to 12pm on Saturday, April 8. The planning committee is comprised of community and organizational members, including Raising Readers in Story County, Ames Community Preschool Center, the Ames Rotary Clubs, Northwood Preschool, the Ames Public Library, Farm Bureau, and United Way of Story County.

We request that for the duration of the event, Douglas Ave is closed between 5th and 6th Street for an outdoor petting zoo and that meters on 5th Street between Douglas and Kellogg be bagged for participants and meter fees waived for families attending starting at 8:30am and running until 12:30pm. 18 parking meters on Douglas and 30 parking meters for 5th Ave would be affected (total 48). In 2016, over 2500 people attended the library during the event. All children who attend receive a free children's book. The theme of this year's event is Farm Tales and Tails and the petting zoo animals include chickens, rabbits, a pig, and hopefully a pony and a calf. A tent would be rented from Celebrations and space would be left for emergency vehicles to get around on the east side of the street. We plan to have tractors out as well. We will not block access to Adams Funeral Home. Douglas Avenue is a CyRide route (Red #1).

## Event Category

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

**Anticipated Attendance**

Total 3,000 Per Day 1

## DATE/TIME

<b>Setup</b>	Date <u>4/8/17</u>	Time <u>6:00 am</u>	Day of Week <u>Saturday</u>
<b>Event Starts</b>	Date <u>4/8/17</u>	Time <u>9:00 am</u>	Day of Week <u>Saturday</u>
<b>Event Ends</b>	Date <u>4/8/17</u>	Time <u>12:00 pm</u>	Day of Week <u>Saturday</u>
<b>Teardown Complete</b>	Date <u>4/8/17</u>	Time <u>1:00 pm</u>	Day of Week <u>Saturday</u>

**Rain Date, if applicable** N/A

**Rain Location, if applicable** N/A



## 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 (on behalf of all)

### Local Contact (Required)

*Must be present during event*

Name: Kim Hanna

Address: 920 Carroll Ave

Telephone: (515 ) 520-8686

Cell phone: (515 ) 450-8771

*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? 9

☒ ☐ 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



February 22, 2017

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

Dear Mayor Ann Campbell and City Council,

The Ames Main Street Cultural District supports the closure of the 500 block of Douglas for the *Step into Story Books* event organized by Raising Readers in Story County. We thank Raising Readers and the Ames Public Library for holding this family-friendly free event from 9am to noon on April 8 in the Main Street Cultural District.

Sincerely,

A handwritten signature in blue ink, which appears to read "Paul Livingston".

Paul Livingston  
2017 MSCD Board President