

COUNCIL ACTION FORM

SUBJECT: ISU HOMECOMING CENTRAL COMMITTEE REQUESTS FOR ISU HOMECOMING PARADE

BACKGROUND:

From October 22-28, the Homecoming Central Committee at Iowa State University is again planning to host its annual Homecoming activities. This includes the hosting of a downtown Homecoming parade as a kickoff to the activities, to be held on Sunday, October 22. This is the second year the parade will be held downtown.

The Homecoming parade will take place beginning at 2:00 p.m. on October 22. To ensure the parade is manageable, the number of entries will be capped at between 70 and 80. Last year's parade was capped at 70 entries. 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 4th 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 22:

- City Hall Parking Lot MM
- City Hall Parking Lot M
- Depot Lot TT
- Pearle Avenue
- Fifth Street from Grand Avenue to Douglas Avenue
- Main Street/Northwestern Avenue from 5th Street to Douglas Avenue
- Clark Avenue, Burnett Avenue, Kellogg Avenue, and Douglas Avenue from Main Street to Fifth Street

Organizers have requested a Temporary Obstruction Permit and the closure of parking spaces along the route from noon to 4:00 p.m. on Sunday. Because the parade is on a Sunday, no parking meter revenue will be lost. This year organizers plan to have a variety of food trucks on the closed north-south streets, so a blanket Vending License and waiver of fee (\$50) are also requested.

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.

It is anticipated that requests for other ISU Homecoming activities taking place during this week will be presented to the City Council at a later date.

ALTERNATIVES:

1. Approve the requests from the Homecoming Central Committee for the ISU Homecoming Parade on Sunday, October 22, including street and parking closures, a Temporary Obstruction Permit, use of City electricity, blanket Vending License, and a waiver of fees as requested by event organizers above.
2. Deny the requests.

MANAGER'S RECOMMENDED ACTION:

The first attempt at a downtown Homecoming Parade last year was executed successfully. City staff feels the organizers took appropriate steps to plan and implement the event in a safe, well thought-out manner. The proposed parade this fall appears to be manageable, and staff has discussed minor logistical modifications to make the event even more successful. This event 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 Homecoming Central Committee for the ISU Homecoming Parade on Sunday, October 22, including street and parking closures, a Temporary Obstruction Permit, use of City electricity, blanket Vending License, and a waiver of fees as requested by event organizers above.



SUMMARY OF EVENT

DESCRIPTION

Event Name ISU Homecoming Parade

Description

Comitnuing the recently reinstated Homecoming parade to include the Ames community to kick off homecoming week on Sunday, October 22nd.

Event Category

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

Anticipated Attendance

Total 2,200 Per Day _____

DATE/TIME

Setup	Date <u>10/22/17</u>	Time <u>10:00 AM</u>	Day of Week <u>Sunday</u>
Event Starts	Date <u>10/22/17</u>	Time <u>2:00 PM</u>	Day of Week <u>Sunday</u>
Event Ends	Date <u>10/22/17</u>	Time <u>3:00 PM</u>	Day of Week <u>Sunday</u>
Teardown Complete	Date <u>10/22/17</u>	Time <u>6:00 PM</u>	Day of Week <u>Sunday</u>

Rain Date, if applicable NA

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 director@amescampustown
 Campustown - Campustown Action Association: (515) 450-8771 .com
 Iowa State University - Events Authorization Committee: (515) 281-1422 eventauthorization@iast

CONTACTS

Host Organization ISU Homecoming Central Committee

Local Contact (Required) Name: Riley Noble
Must be present during event
 Address: 420 Beach Avenue, Ames 50011
 Telephone: () _____
 Cell phone: (515) 724-2134
Must be available by cell phone during event
 Email: hccparade@gmail.com

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
- Is this an annual event? How many years have you been holding this event? 1
 - 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

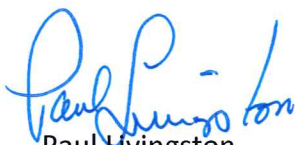
Main Street
CULTURAL DISTRICT
Ames, Iowa

March 20, 2017

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 Homecoming Parade on Sunday, October 22. We welcome this partnership with Iowa State University to make the community a better place for everyone. We are excited to join students, athletes, parents, faculty and staff, and community members in cheering on ISU Cyclone Football team. We also welcome the opportunity to show the community what great businesses our downtown has to offer.

Sincerely,



Paul Livingston
2017 MSCD Board President



April 3rd, 2017

Honorable Mayor Campbell and City Council

Ames City Hall

515 Clark Avenue

Ames, IA 50010

RE: 2017 ISU Homecoming Parade

Dear Honorable Mayor Campbell and City Council,

Iowa State University is planning to continue the Homecoming Parade this year on Sunday, October 22 at 2:00 pm. Further information can be found on the recently submitted Special Events Application. We would like to request a waiver of the electric fee, as well as a waiver of the vending license fee so we can allow various food trucks to sell food near the parade route.

Thank you for your consideration, and we hope to see you at the parade.

Sincerely,

Courtney Durham

Assistant Director for Constituent Engagement

ISU Alumni Association