

**COUNCIL ACTION FORM**

**SUBJECT:**           **REQUESTS FOR MIDNIGHT MADNESS**

**BACKGROUND:**

The annual Midnight Madness races will be held in the downtown area on Saturday, July 14. The event includes 5k, 10k, and kid runs, followed by a beer garden and activities near City Hall. An estimated 1,500 people will enter all races and approximately 1,000 spectators will be at the event. Organizers are requesting the following street and parking lot closures on Saturday, July 14 and Sunday, July 15, 2018:

On July 14 from 6:00 p.m. to 11:00 p.m. for the Midnight Madness races:

- Fifth Street, from Pearle Avenue to Douglas Avenue
- Douglas Avenue, from Fifth Street to Tenth Street
- Tenth Street, from Douglas Avenue to Clark Avenue
- Clark Avenue, from Tenth Street to Main Street
- Main Street, from Burnett Avenue to Northwestern Avenue
- Northwestern Avenue, from Main Street to Ninth Street
- Ninth Street, from Northwestern to Brookridge Avenue
- Ridgewood Avenue, from Brookridge Avenue to Sixth Street,
- Sixth Street, from Ridgewood Avenue to Northwestern Avenue

The following streets will be within the closed area, but are not part of the race route:

- Burnett and Kellogg Avenues, from Fifth Street to Tenth Street
- Sixth, Seventh, Eighth, and Ninth Streets, from Clark Avenue to Douglas Avenue
- Park Way

From 6:00 p.m. on July 14 to 1:00 a.m. on July 15 for post-race activities:

- Clark Avenue from Fifth Street to Sixth Street
- East City Hall Parking Lot (Lot N)

Parking spaces will need to be closed from 6:00 p.m. until 11:00 p.m. on July 14. Because the activities occur after 6:00 p.m., no loss of Parking Fund revenue will occur.

Midnight Madness is also requesting:

- A 5-day Class B Beer and an Outdoor Service Area for Parking Lot N. Alcohol will be served in a fenced-in area from 8:00 p.m. to midnight, starting on July 14

- Permission to tap up to 7 kegs at one time with a maximum of 15 kegs used for the event
- A waiver of fees for electricity used in Lot N and in the Main Street Cultural District and waiver of cost for an electrical distribution box rental (approximately \$35 loss to the Electric Fund)
- A blanket Vending License and blanket Temporary Obstruction Permit
- Waiver of the fee for the Vending License (\$50 loss to the City Clerk's Office)

Public Works Traffic Division will provide barricades and traffic cones to facilitate this event. **This proposed route involves the crossing of the Union Pacific Railroad north-south single-track rail line at Ninth Street. Midnight Madness organizers will confer with UPRR in the days prior to race day to ensure the race schedule will not conflict with train traffic, and adjustments will be made to avoid train traffic if necessary.**

Midnight Madness organizers have also obtained a Noise Permit for this event. Event organizers will clean up the event on Sunday morning, with cleanup being completed by 1:00 p.m.

**ALTERNATIVES:**

1. Approve the requests for Midnight Madness on July 14-15, 2018, as outlined above, including a waiver of applicable fees.
2. Approve the requests as indicated above, but require reimbursement for the cost of electricity and the vending license.
3. Deny the requests for Midnight Madness and direct staff to work with organizers to find an alternate location for the event.

**MANAGER'S RECOMMENDED ACTION:**

Midnight Madness has been held since 1979 and is a popular event that draws many competitors and spectators from a wide area to the Main Street Cultural District. There have been no significant problems in the past with the arrangements requested above.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative #1, thereby approving the requests for Midnight Madness on July 14-15, 2018, as outlined above, including a waiver of applicable fees.

June 6,2018

Mayor John Haila and City Council Members  
c/o City Clerk  
515 Clark  
Ames, IA 50010

Dear Mayor Haila and Council Members:

MIDNIGHT MADNESS has been around for 46 years. Many of the participants are from our City of Ames and, as such, have helped create a lot of excitement surrounding the Race. All parties involved were excited about how well the event went. We would like to have the Race downtown again this year. This year's race is **July 14, 2018**.

The following is a list of requests that we have of the City of Ames:

- Permission to allow parking behind Main Street and the west lot of City Hall.
- Use of cones.
- Use of the east lot of City Hall and that part of Clark Street in front of City Hall for our Post-race Party. We would use fencing for the beer area so that we can monitor ages (a separate request has been provided). We would provide Ky-bos, dumpsters, and trash cans to help maintain the integrity of the party. We will have live music. We would stay off the grass in front of City Hall. We would have the area totally cleaned up by 1 p.m. on Sunday.
- We request NO PARKING ALLOWED on Main Street from 6-11 p.m. (except from Kellogg to Duff) and on 5<sup>th</sup> Street from the City Hall to Douglas for the same time period.
- We would like to hood all parking meters for NO PARKING on Main Street.
- We would like certain roads and parts of roads closed from 6-11 p.m. We would allow traffic to cross the course and drive along the course if there are no runners on the course. **A list of these roads is attached.**
- We would like barricades laid out at certain intersections so that we can better control traffic. **A list of those intersections is attached.**
- **We would like to use the City water department and their equipment and their volunteers to serve as a water stop.**

We with MIDNIGHT MADNESS wish to thank the City for their help in the past and with their help so far this year. We believe in doing the best we can to make this an experience that is positive for the runners and the City of Ames. It is with this in mind that we make this request.

Sincerely,

Roman F. Lynch, Director  
MIDNIGHT MADNESS

2 Attachments

June 6, 2018

Mayor John Haila and City Council Members  
c/o City Clerk  
515 Clark  
Ames, IA 50010

Dear John Haila and Council Members:

MIDNIGHT MADNESS has been around for 46 years. We feel that the race provides a vehicle for all levels of fitness. The race also creates a significant economic impact on Ames. This year's race is **July 14, 2018**.

In view of our long tradition as a contributor to the quality of life in Ames, we request a few things from the Ames City Council:

- Allow us to use up to 15 kegs of beer at our Post-Race Party
- Allow us to tap up to 7 kegs at one time
- Use of electrical outlets and distribution box AND waiver of the fees for both.
- Blanket Vending license for Lot N and a waiver of the fee for the license.
- Allow the water department to provide a water station on the course and use their water unit.
- Allow us to use water outlet on the North East side of City Hall to provide water to the runners.

The approximate number of people that enter all the races is 1,500. There are approximately 1,000 spectators. There are about 2,000 that will attend the Post-race Party, of which 900 will drink beer and 1,100 will drink soda or orange drink. Large quantities of food will be available (spaghetti, fruit, yogurt, etc.)

The average age of all runners is 35 years. Runners are generally a pretty docile group. As you know, we do a super job of cleaning up the area afterwards. **We request that we can have until 1:00 pm Sunday afternoon to have Main Street clean, 'no parking' signs removed and trash in a container and the Party area cleared.**

We have taken some precautions to see that no minors are served and that no one person consumes too much beer. The precautions that we will take at the MIDNIGHT MADNESS Post-Race Party are:

- All kegs will be stored and served out of a beer truck.
- A double fence will surround the beer truck and act as a barrier.
- There will be one entry and exit to the beer area.
- There will be 15 people to serve beer and check ages.
- Through a tag system, we can visibly tell ages easily.
- All guests wishing beer will be checked for age and tagged.
- We will provide an adequate supply of toilets at the site.
- We will have alternate drinks—soda and orange drink.
- We will do all we can to maintain control of the party and comply with City and State laws.

Thank you for your consideration.

Sincerely,

Roman F. Lynch, Director  
MIDNIGHT MADNESS  
515-231-9995

Midnight Madness 2016 Route





CITY OF

# Ames SPECIAL EVENT APPLICATION

## SUMMARY OF EVENT

### DESCRIPTION

Event Name Midnight Madness Road Races 2018

Description

5K & 10K Footrace on Ames' streets run at 7:30 pm and 8:30 pm. (Attached is a map)  
Registration in City Hall gym which begins at 2pm  
There is a kid's Run at 7pm followed by adult races.  
There is a post race party with pasta and Beer tent and a band.

Event Category

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

Anticipated Attendance

Total 1500 Per Day 1

### DATE/TIME

|                   |                          |                      |                             |
|-------------------|--------------------------|----------------------|-----------------------------|
| Setup             | Date <u>July 13, '18</u> | Time <u>6:00 pm</u>  | Day of Week <u>Friday</u>   |
| Event Starts      | Date <u>July 14</u>      | Time <u>7:00 pm</u>  | Day of Week <u>Saturday</u> |
| Event Ends        | Date <u>July 14</u>      | Time <u>12:00 pm</u> | Day of Week <u>Saturday</u> |
| Teardown Complete | Date <u>July 15</u>      | Time <u>2:00 pm</u>  | Day of Week <u>Sunday</u>   |

Rain Date, if applicable N/A

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

Midnight Madness Road Races

Local Contact (Required)

Name

Roman Lynch

Address

3720 Jewel dr. Ames

Telephone

515-231-9995

Cell Phone

SAME

Email

RomanLynch@mchsi.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 No

Is this an annual event? How many years have you been holding this event? 47

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

Iowa GAMES hosts Registration

**Applicant License Application ( )**

|   |                             |                          |
|---|-----------------------------|--------------------------|
| <b>Name of Applicant:</b> <u>Midnight Madness,Inc</u>             |                             |                          |
| <b>Name of Business (DBA):</b> <u>Midnight Madness Road Races</u> |                             |                          |
| <b>Address of Premises:</b> <u>515 Clark Ave</u>                  |                             |                          |
| <b>City</b> <u>Ames</u>   | <b>County:</b> <u>Story</u> | <b>Zip:</b> <u>50010</u> |
| <b>Business</b> <u>(515) 232-6131</u>                             |                             |                          |
| <b>Mailing</b> <u>3720 Jewel Dr</u>                               |                             |                          |
| <b>City</b> <u>Ames</u>   | <b>State</b> <u>IA</u>      | <b>Zip:</b> <u>50010</u> |

**Contact Person**

|                                     |  |  |
|-------------------------------------|--|--|
| <b>Name</b> <u>Roman Lynch</u>      |  |  |
| <b>Phone:</b> <u>(515) 231-9995</u> | <b>Email</b> <u>romanlynch@mchsi.com</u> |  |

**Classification** Class B Beer (BB) (Includes Wine Coolers)

**Term:**5 days

**Effective Date:** 07/14/2018

**Expiration Date:** 01/01/1900

**Privileges:**

Class B Beer (BB) (Includes Wine Coolers)

Outdoor Service

**Status of Business**

|  |  |  |
|--|--|--|
| <b>BusinessType:</b> <u>Privately Held Corporation</u> |  |  |
| <b>Corporate ID Number:</b> <u>XXXXXXXXXX</u>          | <b>Federal Employer ID</b> <u>XXXXXXXXXX</u> |  |

**Ownership**

**Roman Lynch**

**First Name:** Roman

**Last Name:** Lynch

**City:** Ames

**State:** Iowa

**Zip:** 50010

**Position:** Director

**% of Ownership:** 100.00%

**U.S. Citizen:** Yes

**Insurance Company Information**

|                                  |                                       |
|----------------------------------|---------------------------------------|
| <b>Insurance Company:</b>        |                                       |
| <b>Policy Effective Date:</b>    | <b>Policy Expiration</b>              |
| <b>Bond Effective</b>            | <b>Dram Cancel Date:</b>              |
| <b>Outdoor Service Effective</b> | <b>Outdoor Service Expiration</b>     |
| <b>Temp Transfer Effective</b>   | <b>Temp Transfer Expiration Date:</b> |