

COUNCIL ACTION FORM

SUBJECT: **REQUESTS FOR AMES PRIDEFEST**

BACKGROUND:

Ames Pride, a newly formed non-profit organization dedicated to building community for LGBTQA+ people in the City of Ames, is proposing to host its second annual Ames Pridefest from 11:00 a.m. to 7:00 p.m. on September 29. The pride festival event is an all-ages and family-friendly event featuring various vendors, entertainment, and food trucks. An estimated 500 people are anticipated to attend. This year the event is planned to be on Douglas Avenue. Last year, this event was held in Bandshell Park.

To facilitate this event, Ames Pride has requested the following for Saturday, September 29:

- Closure of the 400 and 500 Blocks of Douglas Avenue from 7:00 a.m. to 10:00 p.m.
- A blanket Temporary Obstruction Permit
- A blanket Vending License and waiver of the fee (\$50 loss to the City Clerk's Office)
- Closure of 30 metered parking spaces in the 400 and 500 Block of Douglas and a waiver of fees (a loss of \$202.50 to the Parking Fund)

The Main Street Cultural District has submitted a letter in support of the event. The organizers have notified affected businesses and residents about the event by canvassing the area and will place signs in the affected area prior to the event. Organizers will also obtain a noise permit from the Police Department for this event.

ALTERNATIVES:

1. Approve the requests for Ames Pridefest on Saturday, September 29, as outlined above, including the waiver of fees for vending and parking.
2. Approve the requests as indicated above, but require reimbursement for vending license and parking meter fees.
3. Do not approve the requests.

MANAGER'S RECOMMENDED ACTION:

Ames Pridefest encourages the community to come together to support LGBTQA+ people and families. This event also furthers the City Council's goal of promoting a sense of one community by adding diversity to the downtown business district. The organization held a successful event in Bandshell Park last fall.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the requests for Ames Pridefest on Saturday, September 29, as outlined above, including the waiver of fees for vending and parking.



1501 Illinois Avenue
Ames, IA 50014
f t i @prideames
www.amespride.org
chair@amespride.org

TO: Mayor Haila & Ames City Council

FROM: Ames Pride & Ames Pridefest Planning Committee

DATE: June 18, 2018

SUBJECT: Ames Pridefest Street Closures and Fee Waiver Request

Mayor Haila and Ames City Council Members:

It is with great pleasure that we announce September 29, 2018 as the date for the 2nd annual Ames Pridefest. Ames Pride, a non-profit organization, was established in 2017 and gained recognition as having 501(c)3 status by the IRS earlier this year. The purpose of Ames Pride is to build community, provide educational opportunities, and advocate for equity in our community and specifically for LGBTQIA+ people. Ames Pridefest is our signature event and serves to highlight visibility and community for LGBTQIA+ people and allies in Ames and our local area.

Last year, our inaugural Pridefest was attended by 400+ people in Bandshell Park. By all accounts, it was a success (despite significant rain and thunderstorms) and we look forward to year two. This year, we are asking for approval from City Council to close off Douglas Avenue from Main Street to 6th street, including the 5th and Douglas Avenue intersection. The Main & Douglas and the 6th & Douglas intersections would remain open. By moving to the street, we hope to expand space for vendors and more effectively utilize the Ames Public Library meeting spaces for educational events. A street festival also allows for better accessibility with a hard, paved surface (a suggestion we had received from the community after last year's festival). It will also, hopefully, limit drainage issues in case of rain. Public access to businesses, including the Ames Public Library, would continue to be unobstructed as normal via public sidewalks. Our festival will not be fenced off, except for the street closures, and the event will be free for the public.

Our organization would also request that the City Council approve a waiver of associated fees for the closure of metered parking spaces and the blanket Vending License. Our organization would like to put as much of our sponsorship monies to entertainment and education as possible.

We are excited about the prospects for this year's festival! We hope to see many of you at our event and look forward to seeing how our organization can partner with the City of Ames in the future.

In Pride,

Joel Hochstein
Chair, Board of Directors

Mara Spooner
2019 Pridefest Co-Chair

Dex Nash
2019 Pridefest Co-Chair



May 30, 2018

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

Dear Mayor John Haila and City Council,

The Ames Main Street Cultural District supports the closure of the 400 and 500 blocks of Douglas Street for the second annual Pridefest celebration on Saturday, September 29. This event adds diversity to the downtown district, will enhance the community, and bring many new people to the district.

Sincerely,

A handwritten signature in black ink, appearing to read "Eric Abrams".

Eric Abrams
2018 MSCD Board President

304 Main Street, Ames, IA 50010 515.233.3472 AmesDowntown.org



SUMMARY OF EVENT

DESCRIPTION

Event Name Ames Pridefest 2018

Description

2nd Annual Ames Pridefest will include vendors (businesses, non-profit organizations, educational organizations, etc) a stage for entertainment (bands, speakers, spoken word, drag), food trucks, and could potentially use some indoor meeting space at the Ames Public Library (not approved - no ask currently made) for educational sessions.

Last year, this event was held in Mid-October 2017 at Bandshell Park.

The planning committee is currently being formed - the event is mainly organized by Ames Pride, a newly formed non-profit organization dedicated to building community for LGBTQA+ people in the City of Ames.

Event Category

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

Anticipated Attendance

Total 500 Per Day _____

DATE/TIME

Setup	Date <u>9/29/2018</u>	Time <u>7AM</u>	Day of Week <u>Saturday</u>
Event Starts	Date <u>9/29/2018</u>	Time <u>11AM</u>	Day of Week <u>Saturday</u>
Event Ends	Date <u>9/29/2018</u>	Time <u>7PM</u>	Day of Week <u>Saturday</u>
Teardown Complete	Date <u>9/29/2018</u>	Time <u>10PM</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:

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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 Ames Pride

Local Contact (Required) **Name** Joel Hochstein

Address 1501 Illinois Ave

Telephone _____

Cell Phone 402-640-1036

Email hochsteinjw@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 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

On year - 2017 @ Bandshell Park