

COUNCIL ACTION FORM

SUBJECT: REQUESTS FOR AMES PRIDEFEST

BACKGROUND:

Ames Pride, a non-profit organization dedicated to building community for LGBTQIA+ people in the City of Ames, is proposing to host its third annual Ames Pridefest from 12:00 noon to 9:00 p.m. on Saturday, September 7. Ames Pridefest is an all-ages and family-friendly event featuring various vendors, entertainment, and food trucks. An estimated 2,000 people are anticipated to attend.

To facilitate this event, Ames Pride has requested the following for Saturday, September 7:

- Closure of Fifth Street from Kellogg to alley east of Adams Funeral Home and closure of the 400 and 500 Blocks of Douglas Avenue from 4:00 a.m. to 11:00 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 613 metered parking spaces in the downtown district and a waiver of fees

The Council should note that the waiver of metered parking fees for this event was confined to the event location last year. This year Ames Pride has requested a Free Parking Day for the entire Downtown. To staff's knowledge, the only times Council has granted free parking for all of Downtown was for area-wide events sponsored by the Ames Main Street. Should Council choose to waive the fees for all Downtown meters, this would be the first time Council had approved this request for a smaller, more limited event.

The waiver of parking meter fees for all 613 meters Downtown is expected to result in a loss of \$1,379.25 to the Parking Fund (\$50/hour * 50% estimated utilization * 613 downtown * 9 metered hours). In contrast, the waiver for only those meters along the closed streets would be \$168.75.

Ames Main Street has submitted a letter in support of the event. The organizers will notify 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 7, but waived metered parking only in the event location. This would result in a loss of \$168.75 to the Parking Fund ($\$.50/\text{hour} * 50\% \text{ estimated utilization} * 75 \text{ downtown} * 9 \text{ metered hours}$). This would also include a waiver of fees for vending and parking.
2. Approve the requests for Ames Pridefest on Saturday, September 7, as requested by Ames Pride, for all 613 meters Downtown. This request also includes a waiver of fees for vending and parking.
3. Approve one of the alternatives shown above, but require reimbursement for the vending license and parking meter fees.
4. Do not approve the requests.

CITY MANAGER'S RECOMMENDED ACTION:

Ames Pridefest encourages the community to come together to support LGBTQIA+ 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 district. The organization held a successful event last fall. **This is the first special event except for those area-wide events held by Ames Main Street where Council is being asked to waive the fees for all meters in the Downtown. The approval of this request might set a precedent for other organizations, which could negatively affect the parking fund.**

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 7, but with parking fees waived only for the 75 metered spaces along the closed streets. Under this alternative the vending fee would also be waived.



1501 Illinois Avenue
Ames, IA 50014
Facebook Twitter Instagram @prideames
www.amespride.org
chair@amespride.org

TO: Mayor Haila & Ames City Council

FROM: Ames Pride & Ames Pridefest Planning Committee

DATE: January 15, 2019

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 7, 2019 as the date for the 3rd 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 in early 2018. 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.

Our inaugural Pridefest, in October of 2017, was attended by 400+ people in Bandshell Park. It was a great success despite significant rain and thunderstorms. For Ames Pridefest 2018, City Council approved the closure of Douglas Avenue from Main Street to 6th Street, including the 5th Street and Douglas Avenue intersection. As we outgrew our festival grounds, Ames Pridefest 2019 is requesting to close Douglas Avenue from Main Street to 6th street as well as 5th Street between Kellogg and the alley east of Adams Funeral Home. This allows our festival to include more vendors (community groups, food, etc) and portable toilets to better serve our attendees. 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. Ames Pridefest 2019 would like to put as much of our sponsorship monies to education and entertainment as possible. We also request that the City Council approve a Free Parking Day for all of the public parking meters in Downtown Ames. Ames Pridefest 2019 would like to encourage as many people as possible to spend their entire day in Downtown Ames. We believe free parking at all meters will make this possible as it was requested/suggested by several attendees of Ames Pridefest 2018.

In addition, we would like to request the approval of 4-6 temporary accessible parking spaces in Lot Q, north of Ames Public Library. With our street closure, we take away several accessible spots in front of the library and had folks ask to add more for library patrons and festival attendees.

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,

Tara Andrews & Mara Spooner
Co Chairs | Ames Pridefest 2019



February 15, 2019

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

Dear Mayor Hala and Members of the Ames City Council,
Ames Main Street supports the closure of Douglas from Main Street - 6th Street and 5th Street from Kellogg to Duff for the 2019 Ames Pride Festival, which will be held September 7th, 2019. This is a unique event that celebrates diversity, accessibility and inclusiveness. By bringing residents to Downtown Ames for attractions such as this, Ames Main Street is able to fulfill its mission as a Main Street Iowa community and create an culturally and economically vibrant downtown with unique living, dining, and entertainment experiences.

Sincerely,

A handwritten signature in black ink, appearing to read 'Kristin M Roach', written over a light blue horizontal line.

Kristin M Roach
2019 President, Ames Main Street Board