

COUNCIL ACTION FORM

SUBJECT: REQUESTS FOR MIDNIGHT MADNESS

BACKGROUND:

The annual Midnight Madness races will be held in the downtown area on Saturday, July 13. 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 13 and Sunday, July 14, 2019:

On July 13 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 13 to 1:00 a.m. on July 14 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 13. 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 on July 13 from 8:00 p.m. to midnight
- 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 13-14, 2019, 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.

CITY 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 Ames Main Street. 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 13-14, 2019, as outlined above, including a waiver of applicable fees.

May 21, 2019

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 47 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 13, 2019**.

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:

- 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.)

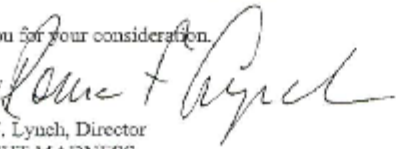
The average age of all runners is 35 years. Runners are generally a pretty docile group. As you know, we do a super job of cleaning up the area afterwards. **We request that we can have until 1:00 pm Sunday afternoon to have Main Street clean, 'no parking' signs removed and trash in a container and the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

- 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



May 21, 2019

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

Dear Mayor Hails and Council Members:

MIDNIGHT MADNESS has been around for 47 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 13, 2019**.

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 5th 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.**

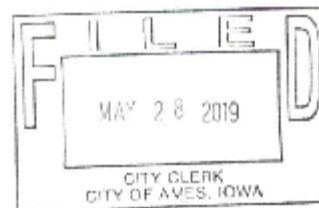
We with MIDNIGHT MADNESS wish to thank the City for their help in the past and with their help so far this year. We believe in doing the best we can to make this an experience that is positive for the runners and the City of Ames. It is with this in mind that we make this request.

Sincerely,



Roman F. Lynch, Director
MIDNIGHT MADNESS

2 Attachments





June 17, 2019

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

Dear Mayor Hulla and Members of the Ames City Council,

Ames Main Street supports the 2019 Midnight Madness Road Race, which will be held the evening of July 13, 2019 throughout Downtown Ames. We also support the necessary closures as shown on the attached route map for the 5K, 10K, and 15K races.

By bringing residents to Downtown Ames for attractions such as this, Ames Main Street is able to fulfill its mission as a Main Street town community and create an economically vibrant downtown in which people want to live, dine, and enjoy entertainment and cultural offerings and experiences.

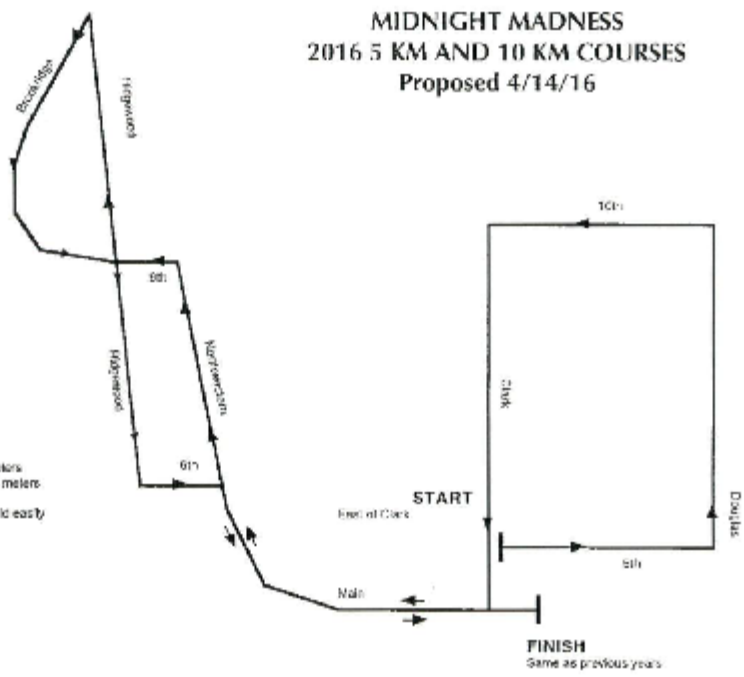
Midnight Madness is an Ames tradition, and one that Ames Main Street is proud to support. The event celebrates the unique characteristics that make Ames great and showcases Downtown Ames in a manner that benefits the entire community.

Sincerely,

A handwritten signature in black ink, appearing to read 'Kristin Roach', written in a cursive style.

Kristin Roach
2019 Ames Main Street Board President

MIDNIGHT MADNESS 2016 5 KM AND 10 KM COURSES Proposed 4/14/16



5 km route would be 5.000 meters
10 km route would be 10.014 meters
Although the 10 km start could easily
be moved east 14 meters.

FINISH
Same as previous years



CITY OF

Ames

SPECIAL EVENT APPLICATION

July 13, 2019

SUMMARY OF EVENT

DESCRIPTION

Event Name Midnight Madness Road Races

Description
5K & 10K Foot Race on Ames's Streets. 5K at 7:30pm & 10K at 8:30 (Attached MAP)
Registration is in City Hall gym beginning at 3:30pm. There will be a Kids Run at 7pm followed by the Adult Races.

There is a post Race party with pizza and beer and a band. (The Specialists)

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 12th</u>	Time <u>6:00 pm</u>	Day of Week <u>Friday</u>
Event Starts	Date <u>July 13th</u>	Time <u>7:30 pm</u>	Day of Week <u>Saturday</u>
Event Ends	Date <u>July 13th</u>	Time <u>12:00 pm</u>	Day of Week <u>Saturday</u>
Teardown Complete	Date <u>July 14th</u>	Time <u>2:00 pm</u>	Day of Week <u>Sunday</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 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, Inc

Local Contact (Required)

Must be present during event

Name: Roman F. Lynch

Address: 3720 Jewel Dr. Ames Iowa 50010

Telephone: (515) 233-6057

Cell phone: (515) 231-9995

Must be available by cell phone during event

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?

33 for me
48 total

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