

ITEM # 15
DATE: 01-14-20

COUNCIL ACTION FORM

SUBJECT: **REQUESTS FOR 4TH OF JULY ACTIVITIES**

BACKGROUND:

The annual Fourth of July celebration involves activities coordinated by two groups: City staff coordinates the Mayor and City Council's Community Pancake Breakfast, while Ames Main Street (AMS) coordinates the parade and related activities.

Pancake Breakfast

The 2020 Fourth of July Mayor and City Council Community Pancake Breakfast is moving from City Hall to Bandshell Park, located five blocks east. The change will result in a cost saving, because tents erected in the park will not need to be removed on the holiday and incur extra labor charges. Also, no street closure will be necessary. The Bandshell Park location provides restrooms, shade, a playground, and is near the parade route. The breakfast will start at 8:30 a.m. and conclude at about 10:30 a.m. This will allow participants to attend the parade, which is scheduled to start at 11:00 a.m.

Parade

AMS is coordinating the community parade. Parade staging will take place on Northwestern Avenue between Wheatsfield Grocery and Main Street, on Allan Drive, on Pearle Avenue, in City Hall Parking Lots M and MM, and in City Depot Lots TT and V. The Bill Riley Talent Search will take place at the intersection of Main Street and Burnett Avenue.

To facilitate parade staging and movement, street closures will be needed from 6:00 a.m. until the end of the parade for the following streets:

- Main Street, from the east Central Business District (CBD) Lot entrance to the Grand Avenue overpass, continuing on Northwestern Avenue to Sixth Street (Wheatsfield customers will be allowed access at Sixth Street)
- Allan Drive
- Pearle Avenue
- Fifth Street, from Grand Avenue to Douglas Avenue
- Clark Avenue, from the south driveway of the CBD Lot to Sixth Street
- Burnett Avenue, from Main Street to Fifth Street
- Kellogg Avenue, from just south of Main Street to Fifth Street
- Douglas Avenue, from Main Street to Fifth Street

The following parking lot areas will also need to be closed for parade staging from 6:00 a.m. to approximately 2:00 p.m.:

- Lot MM, to the west of City Hall
- The south three aisles of Lot M, adjacent to the west door of City Hall (City vehicles and cars of City employees who are on duty will be parked in the north portion of the lot)
- Depot Lots V and TT

Because July 4th is a City holiday, there will be no lost parking meter revenue from these closures. A blanket Temporary Obstruction Permit for the Central Business District will be required on July 4th. AMS has requested access to City electrical outlets at the intersection of Kellogg and Burnett Avenue for the parade announcer stand. AMS has also requested a blanket Vending License for the entire Central Business District, and a waiver of the license fee.

Public Works staff will provide barricades as needed to close the streets and control access to the parking lots. AMS will have volunteers at each barricaded intersection, and the Police Department will assist at the busiest intersections.

ALTERNATIVES:

1. Approve the requests for activities on July 4th as requested above, including street and parking lot closures, a blanket Temporary Obstruction Permit, a blanket Vending License, use of City electrical outlets, and waiver of fees.
2. Request further information from event organizers
3. Do not approve the requests for the 4th of July activities.

MANAGER'S RECOMMENDED ACTION:

The 4th of July Parade provides a great opportunity to bring the citizens of Ames together to celebrate. With the addition of the City Council Community Pancake Breakfast, this event provides the City Council with a way to partner with Ames Main Street to promote "one community" by supporting this worthwhile event.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the requests for activities on July 4th as requested above, including street and parking lot closures, a blanket Temporary Obstruction Permit, a blanket Vending License, use of City electrical outlets, and waiver of fees.



December 3, 2019

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

Dear Mayor Hailo and Members of the Ames City Council,

Ames Main Street is planning to host the 2020 Fourth of July Parade and Bill Riley Talent Show on July 4, 2020.

Specific information about the event can be found on the included Special Event Application. We would also request a waiver of fees for the Blanket Vendor Permit, and electricity.

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 economically vibrant downtown with unique living, dining, and entertainment experiences.

Thank you for your consideration of this request and continued support of Ames Main Street. We look forward to seeing you shopping in Downtown Ames!

Sincerely,

A handwritten signature in black ink, appearing to read 'Sonya Stoltze-Newstrom', with a large, decorative flourish at the end.

Sonya Stoltze-Newstrom
2020 Ames Main Street Board President



SPECIAL EVENT APPLICATION

Applications received less than thirty (30) days before the event may not be processed by the City in time for the event and will automatically be denied. Each application is viewed as a new event regardless of previous occasions.

Event Name

Location/Address

Region (Select one or more)

- Ames Main Street (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
 Campustown - Campustown Action Association: (515) 450-8771
 ISU - Events Authorization Committee: (515) 294-1437

events@amesdowntown.org
 director@amescampustown.com
 eventauthorization@iastate.edu

TIMELINE

Setup Date Time M T W R F Sa Su

Event Starts Date Time M T W R F Sa Su

Detailed Description of Event Activities (written overview of event and what's going to happen)

The 4th of July Parade will start at Clark and Main at 11 AM. It will proceed to Douglas, where it will turn left, then the parade will turn left again on 6th St., and end at City Hall. Food and drink vendors will be set up on Kellogg and/or Burnett Ave. between 5th St. and Main St. Downtown restaurants will also be invited to sell food in front of their brick and mortar locations.

Event Ends Date Time M T W R F Sa Su

Teardown Complete Date Time M T W R F Sa Su

Event Category

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

Rain Date Rain Location

Yes No

Is this an annual event? If yes, how many years?

For Office Use Only

Documents Received

Date: _____

- Completed Application
- Fireworks Application (\$25 fee)
- Insurance Certificate
- Public Safety & Event Management Plan
- Site Plan/Route Map (\$25 fee) (Road Race)
- Vendor List (\$50 fee/each)
- Parking fees

Special Events Meeting

Date _____

Time _____

Room _____

Documents Sent:

- Alcohol License ABD _____
- Fireworks Permit
- Road Race Permit
- TOP
- Vending Permit
- Other _____

Departments Included

- City Manager: Brian Phillips and Tasheik Kerr
- CyRide: Jenny Bethurem or Rob Holm or Kevin Gries
- Electric: Mark Imhoff
- Fire: Jason Ziph or Rich Higgins
- Parks & Rec: Craig Kaufman or Joshua Thompson
- Public Works: Brad Becker or Dave Cole
- Police: Jason Tuttle or Geoff Huff
- Water: Heidi Petersen
- Risk Management: Bill Walton

CAA: Karen Chitty
 AMS: Jess Clyde or Sarah Dvorsky
 ISU: Events Authorization Committee

City Council Meeting

Date _____

Added to Agenda with CAF Approved Y N

Reminder Date _____

CONTACTS

Sponsor/Applicant Name Sarah Dvorsky/Ames Main Street

Address 304 Main St.

City Ames **State** IA **Zip Code** 50010

Daytime Phone (515) 715-1854 **Cell Phone** (319) 930-2276

E-mail sarahd@ameschamber.com

Alternate Contact Name Drew Kamp

Daytime Phone (515) 817-6311 **Cell Phone** (402) 415-7207

E-mail drew@ameschamber.com

ATTENDANCE

Anticipated Daily Attendance 5,000

Yes No

- 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:

ORGANIZATION STATUS/PROCEEDS

- For-Profit
- Bona Fide Tax Exempt
- Nonprofit

Yes No

- Are patron admission, entry, or participant fees required? If yes, please describe and provide amounts:

- Are vendor or other fees required? If yes, please provide amounts:

\$35 fee for parade entries

Percentage of net proceeds going towards fundraising 100 %

Percentage of net proceeds going towards for-profit entity %

SECURITY

Ames Police Department 24 hour non-emergency phone number: 515-239-5133

Please complete the course at <https://www.crowdmanagers.com/training> for crowd management training.

Yes No

- Have you hired a professional security company to develop and manage your event's security plan? If yes, please fill out the following information:

Security Organization

Address

City **State** **Zip** **Phone**

Email