

COUNCIL ACTION FORM

SUBJECT: **AMES HIGH SCHOOL HOMECOMING REQUESTS**

BACKGROUND:

Ames High School has requested to hold its Homecoming Parade on Monday, September 20, 2021. Parade entries will stage in Parking Lots MM and M and on Pearle Street. The parade will start on Main Street west of Clark Avenue and proceed east past Douglas Avenue to the CBD Lot entrance. The parade entries will disperse from the CBD Parking Lot. The parade will begin at 6:30 p.m. and last approximately 45 to 60 minutes. To help facilitate this event, the Homecoming Committee asks that the City Council approve the following closures:

- Fifth Street from Grand Avenue to Pearle Avenue, Pearle Avenue, Main Street from Pearle Avenue to Duff Avenue, Clark Avenue from north of the CBD lot exit to Fifth Street, Burnett Avenue from Main Street to Fifth Street, and Kellogg Avenue from north of the CBD lot exit to Main Street, from 6:00 to approximately 7:30 p.m.
- City Parking Lot MM, the southern three aisles of Lot M, and a portion of CBD Lot Z from 5:30 p.m. to 7:30 p.m. for parade staging and disassembly (No reserved spaces would be affected).

City employees will be notified of the Lot M closure. Official vehicles parked in the northernmost stalls will not be affected. Barricades, staffed by adult volunteers, will be placed on streets along this route for traffic control purposes. Parking spaces will be available to the public until 6:00 p.m.; therefore, no parking meter revenue will be lost.

Organizers have consulted with Ames Main Street regarding the event. Staff also advised the organizers to notify affected businesses along the parade route.

City staff is requesting that the City Council grant a waiver of parking meter fees and enforcement from 4:00 p.m. to 6:00 p.m. on September 20 for the 55 metered parking spaces in Lot N, east of City Hall. There are several fitness classes in the Community Center during evenings, and attendees normally park in Lot M or in metered spaces on Fifth Street. City staff would like to provide free parking in Lot N for those who are displaced by parade closures. The loss of revenue to the Parking Fund for this request is \$27.50.

ALTERNATIVES:

1. Approve the requests from the Ames High Homecoming Committee for street closures in connection with the parade to be held on September 20, 2021; and waiver of meter fees and enforcement in Lot N from 4:00 to 6:00 p.m. on September 20.
2. Do not approve these requests.

CITY MANAGER'S RECOMMENDED ACTION:

The Ames High Homecoming Parade is a long-standing Ames tradition in the Downtown. The event has been successfully carried out, and it contributes to the vibrancy of the Downtown area.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, as described above.



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: Tom Shelton or Mike Arkovich
☐ Water: Heidi Petersen
☐ Risk Management: Bill Walton

CAA: Karin Chitty
 AMS: Kim Frey
 ISU: Events
 Authorization Committee

City Council Meeting

Date: _____

☐ Added to Agenda with CAF Approved Y N

Reminder Date: _____

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 Ames Main Street if the event occurs in Downtown. Please contact the appropriate office well in advance:

Downtown - Ames Main Street: (515) 233-3472
 Campustown -
 Campustown Action Association: (515) 450-8771
 ISU - Events
 Authorization Committee: (515) 294-1437

director@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)

1:00pm Bag Meters and post street closure signs
 5:30pm Volunteers block streets, staging begins
 6:30pm Parade starts
 7:15pm Parade Clean up

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?

CONTACTS

Sponsor/Applicant Name	Eva Kumsher		
Address	3007 Sapphire Circle		
City	Ames	State	Iowa
		Zip Code	50010
Daytime Phone	5152918093	Cell Phone	5152918093
E-mail	883194kum@ames.k12.ia.us		
Alternate Contact Name	Caroline Maifield		
Daytime Phone	5154190720	Cell Phone	5154190720
E-mail	883222mai@ames.k12.ia.us		

ATTENDANCE

Anticipated Daily Attendance

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:

Ames High Homecoming

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:

Percentage of net proceeds going towards fundraising %

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					

Ames High School Homecoming Parade Committee
1921 Ames High Drive
Ames, IA 50010

July 12th, 2021

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

Dear Mayor Hiala and Members of the Ames City Council,

The Ames High School Homecoming Committee plans to hold Homecoming activities the week of September 20th, 2021. These activities include the Homecoming parade downtown on Monday September 20th, 2021. The parade will begin at 6:30pm and is expected to last 30-45 minutes, with streets reopened by 8:00pm. The Homecoming Parade Committee asks that the City Council approve the following requests:

1. Closure of Pearle Avenue, Burnett Avenue, Kellogg Avenue and Clark Avenue (all from Main Street to 5th Street), Main Street from Pearle Avenue to Duff Avenue, and 5th Street from Grand Avenue to Clark Avenue, from 5:30pm to approximately 8:00pm on September 20th.
2. Closure of City Parking Lot MM and Lot M at 5:30 pm for parade staging.
3. Waiver of parking meter fees for those closed public parking spaces from 1:00-8:00pm.

Thank you for your consideration of these requests. We hope to see you in attendance during the parade.

Sincerely, Brylie Anderson, Meghan Donald, Caroline Maifield and Eva Kumsher

Ames High School Homecoming Co-Chairs and Parade Co-Chairs



August 9, 2021

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

Dear Mayor Haila and Members of the Ames City Council,

Ames Main Street is proud to offer its support for the 2021 Ames High Fall Homecoming Parade. We also endorse the necessary street closures throughout Downtown Ames that the parade route will require. Specifically, the closures pertaining to the parade route along Main Street from Pearle Avenue to Duff Avenue.

Events of this nature help Ames Main Street achieve its vision of making Downtown Ames the primary destination of Central Iowa by creating an economically vibrant district with unique living, dining, and entertainment experiences.

Sincerely,

A handwritten signature in black ink, appearing to read 'Steve Goodhue', with a stylized, flowing script.

Steve Goodhue
2021 Ames Main Street Board President