

ITEM #: 11
DATE: 03-28-23
DEPT: Admin

COUNCIL ACTION FORM

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

BACKGROUND:

Ames Main Street (AMS) is organizing the community parade for the 2023 downtown Fourth of July Celebration. 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 the Depot parking lots.

To facilitate parade staging and movement, street closures will be needed from 6:00 a.m. until the end of the parade (approximately 2:00 p.m.) on July 4 for the following streets:

- Main Street, from the east Central Business District (CBD) Lot entrance to the Grand Avenue overpass, continuing onto Northwestern Avenue to Sixth Street (Wheatsfield customers will be provided 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)

Because July 4 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 4. AMS has requested a blanket Vending License for the entire Central Business District, and a waiver of the license fee (\$50 loss to City Clerk's Office).

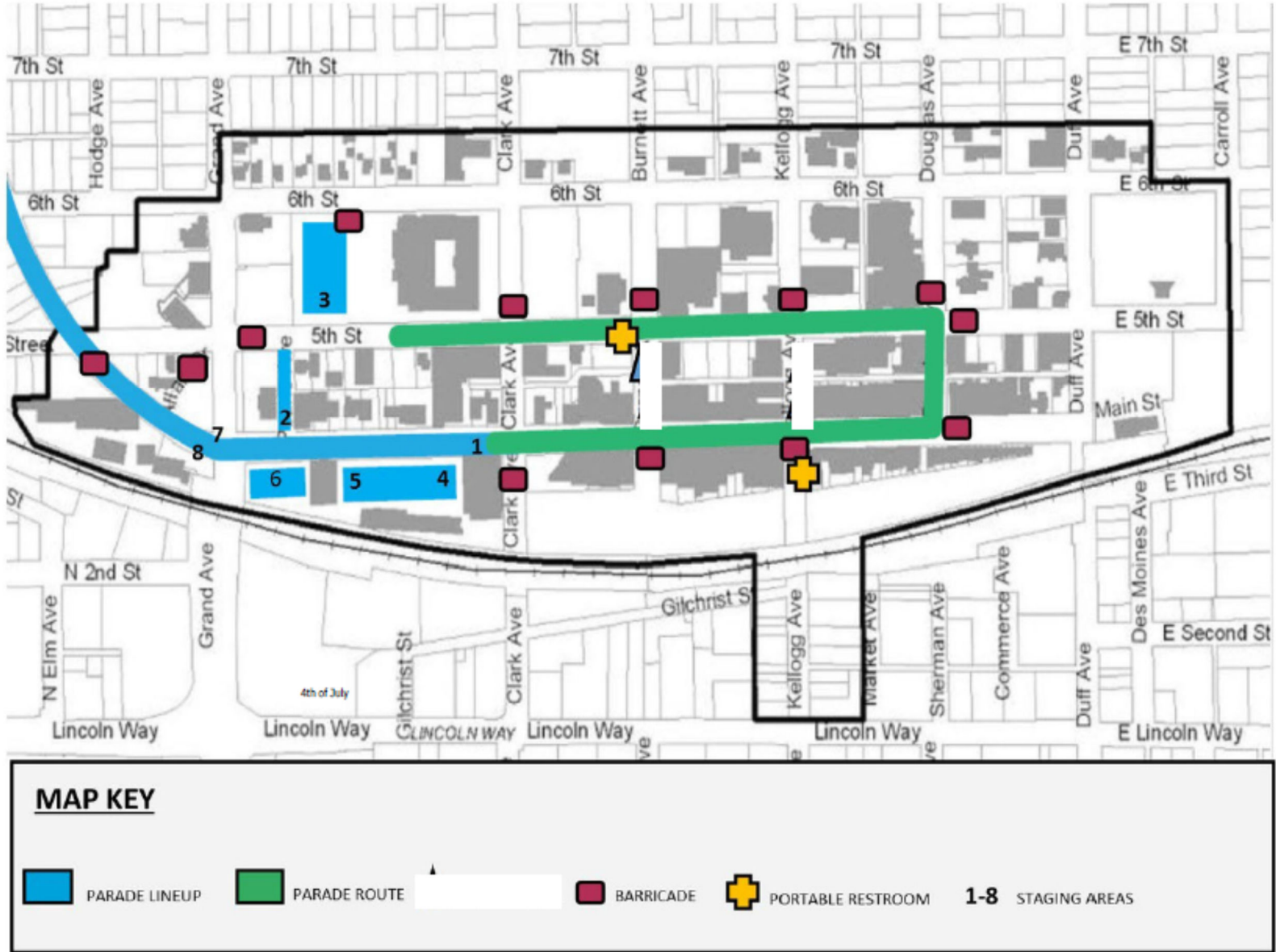
Public Works staff will provide barricades as needed to close the streets and control access to the parking lots. AMS will have volunteers at each barricaded intersection, and the Police Department will assist at the busiest intersections.

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, and waiver of fees.
2. Request further information from event organizers.
3. Do not approve the requests for the 4th of July activities.

CITY MANAGER'S RECOMMENDED ACTION:

The 4th of July Parade provides a great opportunity to bring the citizens of Ames together to celebrate. Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, as described above.





March 14, 2023

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 planning to host the 2023 Downtown Ames Fourth of July Parade on July 4th, 2023.

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 street closures as indicated on the accompanying map for parade staging and route.

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 that reads 'Crystal D. Davis'.

Crystal D. Davis
Executive Director
Ames Main Street

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

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) 232-2310
Campustown Action Association: (515) 232-2310
ISU - Events Authorization Committee: (515) 294-1437

director@amesdowntown.org
sarahd@ameschamber.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 11am. It will proceed to Douglas where it will turn left, then the parade will turn left again on 5th St., and end at City Hall.

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

Address

City State Zip Code

Daytime Phone Cell Phone

E-mail

Alternate Contact Name

Daytime Phone Cell Phone

E-mail

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:

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