

ITEM #: 26  
DATE: 04-11-23  
DEPT: Admin

**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 fourth annual Ames Pridefest from 10:00 a.m. to 8:00 p.m. on Saturday, September 30. 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 30:

- 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 5:00 a.m. to 10:00 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 84 on-street metered parking spaces along 5<sup>th</sup> Street and Douglas Avenue within the event area, and waiver of fees (estimated loss of \$189 to the Parking Fund)
- Waiver of parking meter fees and suspension of enforcement for 24 metered parking spaces Kellogg Lot S and 58 metered parking spaces in Library Lot Q to provide free parking to event attendees and Downtown visitors (estimated loss of \$184.50 to the Parking Fund). Reserved spaces within these lots would remain available to the regular permit holders during the event.

In February 2020, the City Council adopted a new policy regarding metered parking waivers:

**Metered parking fees will not be waived for special events. Any event organizers intending to provide free parking or to close metered parking spaces must reimburse the City's Parking Fund for the lost revenue. The City Council may consider waivers to this policy on a case-by-case basis for parking spaces that are obstructed by the event area (not for area-wide free parking).**

**The Council should note that in previous years, the approved waiver of metered parking fees for this event was confined to the parking spaces on streets closed for the event. This year, Ames Pride has requested free parking be made available in Lot Q and Lot S (82 additional spaces). These spaces would be available to attendees at Pridefest or anyone else visiting Downtown during the event. The spaces would not be reserved exclusively for Pridefest attendees. In the event the Council does not support the waiver of fees for the spaces in Lots Q and S, organizers have indicated**

**they would be willing to pay the costs to ensure these lots are free for the community during the event.**

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 30, including the requested waiver of fee for the Vending License, but waive the fees for metered parking only in the event location. Parking enforcement in Lots S and Q would only be suspended upon receipt of reimbursement for lost parking meter fees of \$184.50.

**This would result in a loss of \$189 to the Parking Fund (\$.50/hour \* 50% est. utilization \* 84 meters \* 9 metered hours).**

2. Approve the requests for Ames Pridefest on Saturday, September 30, as outlined above, including the waiver of fees for vending and all parking.

**This would result in a loss of \$373.50 to the Parking Fund (\$.50/hour \* 50% est. utilization \* 166 meters \* 9 metered hours).**

3. Approve the requests, but do not allow the suspension of meter enforcement in Lots S and Q.
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 has a history of holding this event successfully in previous years. **The City Council will have to determine whether it is supportive of providing free parking to areas outside the spaces directly impacted by the event, but short of providing free parking in the entire Downtown.** The approval of this request for free parking might set a precedent for other events, which would have a detrimental impact on the Parking Fund.

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



March 22, 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 proud to offer its support for 2023 Pridefest. We also endorse the closure of the streets for this event, Douglas Ave from Main to 5th Street and 5th Street from Kellogg Ave. to Duff Ave.

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 that reads 'Crystal D. Davis'.

Crystal D. Davis  
Executive Director  
Ames Main Street

304 Main Street, Ames, IA 50010 515.233.3472 [AmesDowntown.org](http://AmesDowntown.org)

March 31, 2023

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



Mayor Haila and members of the Ames City Council,

Ames Pride is delighted to share our plans for Pridefest 2023 to be held on September 30 of this year. After a three-year delay due to the Covid-19 pandemic, the return of this event could not come at a more meaningful time for the LGBTQIA+ community in Ames and central Iowa.

As a 501(c)3 nonprofit organization established in Ames in 2017, Ames Pride's purpose is to organize and promote opportunities for community-building and education around the topic of gender and sexual diversity. Pridefest is our flagship event that combines a vendor fair, entertainment, and educational opportunities in partnership with the Ames Public Library.

To remove any barriers of cost or accessible parking for attendees of Pridefest, Ames Pride requests the use of all metered spaces in downtown lots Q and S. While our organization is willing and able to purchase the use of this parking via the generous donations of our sponsors, we would request the waiver of fees for these lots in addition to the waiver of fees for the blanket vending license and metered parking in the event location that has been approved in previous years. Parking in these lots would not be limited to Pridefest attendees, but available to all visitors to downtown Ames on September 30.

This is a time of increasing attacks on the LGBTQIA+ community in Iowa and across the country. We are thankful in our planning to have already received enthusiastic support from city officials, Ames Main Street, Ames Public Library, Discover Ames (formerly the Ames Convention and Visitors Bureau) and many local businesses. Past Ames Pride events have received the financial support of city-wide organizations including the Ames Chamber of Commerce and Iowa State University. Ames Pride would consider waiver of these fees to be a sponsorship of the event on the part of the City of Ames and would promote the support of the city in our marketing and signage before and during the event. Supporting Pridefest is an opportunity to demonstrate Ames' celebration of diversity and inclusion of all people.

Thank you for your time and consideration of this and the many other issues on the City Council's plate.

In Pride,

Katie Tschopp  
Chair, Pridefest 2023  
Executive Committee,  
Ames Pride Board of  
Directors

nicci port  
Executive Committee,  
Ames Pride Board of  
Directors

Rev. Jen Hibben  
Executive Committee,  
Ames Pride Board of  
Directors

*amespride.org · @prideames · PO Box 1941 Ames, IA 50010*



# 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)

Ames Pridefest 2023 will include street space for community vendors (businesses, non-profits and education organizations, etc), stage(s) for entertainment (bands, speakers, spoken word, drag performers), food vendors, and plan to use indoor meeting space at the Ames Public Library for additional programming (educational/panel discussions, children's activities, etc). Our inaugural event was held in Bandshell Park in October of 2017. Ames Pridefest 2018 and 2019 were held on Douglas Ave and in 2019 1.5 blocks of 5th St. Ames Pridefest 2023 plans to use a similar footprint to the 2019 festival.

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
- Water: Heidi Petersen
- Risk Management: Bill Walton

CAA: Sarah Dvorsky  
 AMS: Sarah Dvorsky  
 ISU: Events  
 Authorization Committee

### City Council Meeting

Date \_\_\_\_\_

Added to Agenda with CAF Approved Y N

Reminder Date \_\_\_\_\_

**CONTACTS**

**Sponsor/Applicant Name** Katie Tschopp

**Address** 610 Stonehaven Dr. Apt. 20

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

**Daytime Phone** 515-537-3545 **Cell Phone** 515-537-3545

**E-mail** katie.tschopp@amespride.org

**Alternate Contact Name** nicci port

**Daytime Phone** 515-451-7690 **Cell Phone** 515-451-7690

**E-mail** nicci.port@amespride.org

**ATTENDANCE**

**Anticipated Daily Attendance** 1500-2000

**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:

[Empty text box for listing other events]

**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: [Empty text box]

Are vendor or other fees required? If yes, please provide amounts: \$50 education and non-profit, \$100 for-profit and political, \$150 food vendors

Percentage of net proceeds going towards fundraising 100 %

Percentage of net proceeds going towards for-profit entity [Empty text box] %

**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** [Empty text box]

**Address** [Empty text box]

**City** [Empty text box] **State** [Empty text box] **Zip** [Empty text box] **Phone** [Empty text box]

**Email** [Empty text box]