

COUNCIL ACTION FORM

SUBJECT: **REQUESTS FROM AMES MAIN STREET FOR
RAGBRAI ENTERTAINMENT**

BACKGROUND:

On Tuesday, July 25, the City will host the Register's Annual Great Bicycle Ride Across Iowa (RAGBRAI) as an overnight stop. Approximately 15,000 – 20,000 bicycle riders and support individuals will be in Ames for the event. In conjunction with the ride, the Ames Main Street (AMS) is coordinating the downtown entertainment component of the event.

The proposed downtown entertainment will consist of musicians performing on two stages, beer service, and food vendors. In addition, a portion of the downtown area will serve as a venue for the bicycle repair shops that follow RAGBRAI across the state and set up temporary tents to facilitate repairs.

The entertainment will begin at approximately 2:00 p.m. and continue until 11:00 p.m. Food truck sales will begin at 2:00 p.m. and the four beer tents will begin sales at 2:30 p.m. Patrons must present their ID to obtain a wristband, then purchase beer tickets prior to obtaining alcohol. The wristband and beer tickets can be obtained within the event area or in advance at either the official RAGBRAI Welcome Area east of Jack Trice Stadium or the Main Campground in Brookside Park. Beer ticket sales will conclude at 10:00 p.m. and the beer tents will conclude service at 10:30 p.m.

Four bands will perform on the main stage and four will perform on the secondary stage. The headliner, Hairball, will begin performing on the main stage at 8:30 p.m. and will conclude at 10:30 p.m. The secondary stage music will conclude at 11:00 p.m.

It is anticipated that 15,000 people will attend the event in total; the attendance at any one time is expected to be several thousand fewer. Shuttles will be provided between downtown and the various camping areas located around the community. Bike parking will be established along 5th Street north of the entertainment area.

The affected event area is as follows:

- Main Street, from just east of the Wells Fargo drive-through entrance to the east entrance to the CBD lot on the 100 block
- Burnett Avenue, from Main Street to the U.S. Bank drive-through entrance
- Kellogg Avenue, from the CBD lot to Main north to 5th Street
- Douglas Avenue between Main Street and 5th Street
- Tom Evans Plaza

The main stage will require increased set-up time compared to the main stage used in 2018. Therefore, the closures are requested to begin **in the afternoon of Monday, July 24.**

In total, the event will require:

- Closure of the streets indicated above from 4:00 p.m. Monday, July 24 through 8:00 a.m. Wednesday, July 26
- Closure of metered parking spaces in the closed areas beginning at 4:00 p.m. July 24 and continuing until 8:00 a.m. July 26
- Closure of six metered parking spaces on Main Street west of Clark Avenue from 9:00 a.m. to midnight on July 25
- Closure of three metered parking spaces on Burnett Avenue just south of Fifth Street, closure of 31 metered parking spaces on Fifth Street, and closure of 24 metered parking spaces in Kellogg Lot S from 6:00 a.m. until midnight on July 25.
- Waiver of fees for metered parking closures (Approximately \$330.75 loss to the Parking Fund)
- Waiver of enforcement of parking time limits in CBD lots X, Y, and Z between 6:00 a.m. on Tuesday, July 25 and 3:00 a.m. on Wednesday, July 26.
- A blanket Temporary Obstruction Permit for the closed area
- A Special Class C Liquor License with Outdoor Service Privilege (This license allows for beer, wine, and wine coolers, no liquor)
- Access to City electrical outlets (A waiver of fees has been requested, which is an estimated \$20 loss to the Electrical Fund)
- Blanket waiver of City Vendor fees

ALCOHOL ISSUES:

This event is unique in that AMS is requesting to allow alcohol consumption anywhere on the streets and sidewalks within the event area. This event area would be open to the public, including to anyone under the age of 21. According to *Municipal Code* Section 17.16 – Minors Prohibited on Certain Premises, there are limited circumstances in which persons under 21 years of age can be on the premises of an alcohol-dispensing establishment.

According to the *Municipal Code*, if the establishment conducts most of its sales in things such as food rather than alcohol, minors may be allowed on the premises (e.g., a family restaurant that also sells beer is typically selling more food than alcohol, and minors are permitted). If the establishment sells primarily alcohol, however, minors shall not be permitted on the premises (e.g., if the establishment is a bar or cocktail lounge, minors may not be present).

For a special event such as this, there is no verifiable history of transactions to determine whether the sales of the license-holder are primarily alcohol or not. Additionally, the food vendors taking part in the event are not the alcohol license-holder, and therefore their sales would not count towards non-alcoholic sales. Additionally, with a temporary event there are fewer lasting consequences that can be imposed for poor compliance with alcohol laws compared to a brick-and-mortar alcohol establishment.

AMS has historically complied with Section 17.16 by establishing a separate fenced area for persons 21 years of age and older, where they may obtain and consume alcohol, but where those under 21 are not allowed. These areas are arranged so that both groups can participate in the entertainment. The standard provided to the organizers is to have fencing in place that is either high enough or wide enough that alcohol cannot be passed from one area to another.

Section 17.16 of *Municipal Code* is an important tool to ensure safe and responsible consumption of alcohol in establishments and at events across the City. Allowing minors in the licensed premises increases the chances that a person under 21 will be able to access alcohol, either by purchasing it directly or obtaining it from a person who is of legal age to consume it. However, City staff recognizes that the RAGBRAI entertainment events are a unique occurrence in the community. Staff has met with Ames Main Street and Discover Ames on a number of occasions to discuss the planning for this aspect of RAGBRAI and to identify how to make it as safe and successful as possible.

Whether those under 21 are allowed on the premises or not, AMS has the same duty to ensure that persons under 21 do not obtain and consume alcohol. It intends to do this through several means:

- Hiring 20 professional security guards from a private company – These guards will be a visible presence at the entry/exit points of the event area. They will assist in ensuring no alcoholic beverages leave the event area. This includes ensuring that any person who wishes to enter or leave one of the existing bars on Main Street does not bring alcohol with them. Additionally, these guards will patrol through the event area to monitor for issues.
- Having at least 70 volunteers trained in crowd management to assist with entry and exit to the entertainment area, the checking of IDs, and the beverage service. Participants will have IDs checked upon purchasing drink tickets, and will be required to have a wristband if they consume alcohol. The beverage servers, as always, have the ability to request IDs from those who they suspect of being underage and refuse service if they are not certain that the person buying the alcohol should possess it. City staff will be facilitating a crowd management training for the volunteers the week before the event.
- Coordinating with other licensed establishments that connect to Main Street to ensure they can comply with their obligations to prevent alcohol from traveling with patrons into the event area. In addition, AMS has indicated it will provide information and signage to all other businesses (non-bars) in the area that will be open to ensure they can communicate that alcohol is not permitted in their businesses.

Additionally, AMS will implement the following general safety measures:

- Ending alcohol service at 10:30 p.m. Although the entertainment will continue until 11:00 p.m., the alcohol service will end early to ensure participants do not drink alcohol through to the end of the event.
- Establishing a command post in the Chamber of Commerce office to manage the event and handle any major safety concerns.
- Securing the services of a medical team to attend the event to address medical needs of event participants if they arise.

- Providing attendants at the railroad crossings at Clark Avenue and Kellogg Avenue to ensure that those crossing the tracks are doing so in a safe manner as they go to and from the event. This is due to several factors: The rail corridor adjacent to downtown is very active, many of the event participants may not be familiar with Ames' rail crossings, and some event participants may be intoxicated as they leave the event area. Therefore, providing volunteers to ensure pedestrians wait safely for approaching trains seems prudent. These volunteers can also help provide directions or other assistance to participants.
- Preparing an emergency action plan to address communications, roles of staff and volunteers, and additional actions that would be taken in the event of an emergency that would threaten the safety of event participants.

Additionally, AMS's proposed premises will also include Tom Evans Plaza. Consumption of alcohol in City parks is only allowed in certain designated parks, according to Section 17.17 of *Municipal Code*. Tom Evans Plaza is not one of those designated areas. **Therefore, AMS also would require a waiver of this section of *Municipal Code* to allow this area to be used as a component of the alcohol service area.**

The Police Department will be assigning several officers to patrol and monitor the beer garden area and has developed robust safety precautions that will be put into effect on the day of the event to reduce the potential for dangerous incidents.

ALTERNATIVES:

1. Approve the requests from Ames Main Street for the downtown entertainment area on July 24-26, 2023, including:
 - a. Issuance of a blanket Temporary Obstruction Permit
 - b. Issuance of a Special Class C Liquor License with Outdoor Service Privilege
 - c. Closure of the streets, parking spaces, Lot S, and Tom Evans Plaza as indicated above
 - d. Waiver of fees for lost parking revenue
 - e. Access to City electrical outlets and a waiver of fees for electricity use
 - f. Waiver of enforcement of Section 17.16 of *Municipal Code* related to minors prohibited on certain premises with respect only to the proposed downtown entertainment area
 - g. Waiver of enforcement of Section 17.17 of *Municipal Code* related to alcohol consumption in the parks with respect only to Tom Evans Plaza.
2. Direct staff to work with the requestors to develop a downtown entertainment proposal that does not involve alcohol consumption in an all-ages environment.
3. Do not approve the requests.

CITY MANAGER'S RECOMMENDED ACTION:

Providing an entertainment area for RAGBRAI participants is an expectation of any community serving as a RAGBRAI overnight stop. Centralizing that entertainment area provides advantages in managing the entertainment and the crowds that will participate in it. The proposed event provides an opportunity to showcase the Ames Main Street area of Ames for RAGBRAI participants.

AMS has proposed an event where those under 21 would be able to participate in the entertainment aspects of the event alongside those who are 21 and over and consuming alcoholic beverages. **Staff is extremely cautious about recommending any waiver of enforcement of Section 17.16 of *Municipal Code*. However, it is evident that AMS has taken extraordinary steps to evaluate risks, implement practices that will reduce or eliminate those risks, and provide a significant staff, volunteer, and professional security staff presence to manage this event. It is clear that these measures exceed the typical safety measures that would be expected for an event.**

It should be noted that the waiver of enforcement for Section 17.16 related to minors prohibited on certain premises for this time period would only apply to the downtown entertainment area being proposed. It would not apply to other establishments in downtown or other parts of the City. Those establishments will be required to comply with Section 17.16.

Assuming the City Council is supportive of this limited instance where alcohol would be served in an all-ages entertainment area, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1 as described above.



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)

Music, food trucks, beer garden for cyclists, community, visitors in conjunction with Ames RAGBRAI, as Ames is an overnight stop. Festival area also will include non-food vendors, RAGBRAI sponsored vendors, bicycle parking. Also see attachment for more details.

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

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: Tom Shelton or Mike Arkovich
- 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	Ames Main Street				
Address	304 Main Street				
City	Ames	State	Iowa	Zip Code	50010
Daytime Phone	515.233.3472	Cell Phone	515.520.0791		
E-mail	crystal@ameschamber.com				
Alternate Contact Name	Emory Widlowski				
Daytime Phone	515.232.2310	Cell Phone	515.782.8952		
E-mail	emory@ameschamber.com				

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	BEST						
Address	1805 Center Drive						
City	Ames	State	IA	Zip	50011	Phone	515-294-2144
Email	john.curran@garda.com						



July 3, 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 pleased to present a special event permit request to host RAGBRAI entertainment and beer garden in Downtown Ames on Tuesday, July 25, 2023. With two stages for music, including all local music acts leading up to the main headliner, local food vendor and a beer garden, we anticipate making Ames the best and memorable stop on the RAGBRAI route.

We request the following items:

- Waiver of fees for parking meters
- Waiver of enforcement of parking time limits in CBD lots
- Waiver of fees for electric use
- Street closures of Main Street from Clark to end of 100 Block; Burnett Ave; Douglas Ave from Main to 5th; Kellogg Ave north to 5th and south to parking lot entrance
- Requested additional parking lot spaces reserved and Parking Lot S reserved:
 - o 5th street: Parking spaces in Zone 5-4, south side and Zone 5-3, south side
 - o 5th street: Parking spaces in Zone 5-2, north side, from Kellogg to alley entry
 - o 5th street: Parking spaces in Zone 5-2, south side, from Kellogg to entry to parking lot
 - o 5th street: Parking Lot S (Kellogg)
- Suspension of enforcement of parks policy prohibiting alcohol in Tom Evans Park
- Suspension of enforcement of ordinance 17.17, consumption in public place
- Suspension of enforcement of ordinance 17.16, minors on certain premises

We appreciate your consideration of these requests and look forward to seeing you all in Downtown Ames on July 25!

Sincerely,

A handwritten signature in black ink that reads 'Crystal D. Davis'.

Crystal D. Davis
Executive Director
Ames Main Street