

ITEM #: 24
DATE: 01-23-24
DEPT: ADMIN

COUNCIL ACTION FORM

SUBJECT: THE GRAND DRIVES LLC'S REQUESTS FOR CAMPUSTOWN SHOWDOWN

BACKGROUND:

The Grand Drives, LLC is requesting to hold a cattle show in Campustown on April 20, 2024. Event organizers began holding the same model of annual event in Manhattan, Kansas in 2021, and now seek to expand into other communities. The purpose of the show is to celebrate American beef producers while advancing exhibitors' and the public's knowledge about the livestock industry.

The event consists of activities in two areas: 1) A cattle show will take place in the Hansen Agricultural Student Learning Center, and 2) a grand drive (a show of selected cattle in different categories) will occur on the 200-block of Welch Avenue in Campustown. For the grand drive, a portion of the street will be used for vendors, a stage featuring live music and a fashion show, and the show arena. An area of Welch Avenue south of Hunt Street will be used for loading and unloading cattle from the trailers that transport them to and from the Hansen Center. Only six animals will be in the show arena at a time. The event is scheduled to begin at 6:30 p.m. and conclude by 11:00 p.m., with clean-up complete by 11:45 p.m.

Organizers first contacted City staff in summer 2023 to explore the possibility of hosting this event. On July 7, 2023, the event organizers met with City staff to discuss event details. At that time, a site tour was conducted with representatives from the Ames Chamber of Commerce, Discover Ames, and City staff. These groups met again on January 5, 2024, to review the submitted Special Event Application and Public Safety and Event Management Plan.

The applicant is requesting closure of Welch Avenue from approximately 100 feet south of Chamberlain Street to Knapp Street, and Hunt Street from Chamberlain Place to Welch Avenue, between 11 a.m. and 11:45 p.m. on April 20, 2024. Local traffic will be facilitated into and out of the route that is closed for trailering the animals at times when loading and unloading are not actively occurring.

The event requires the closure of 45 parking meters, which results in an estimated loss of \$412.52. Applicants are requesting access to City-owned electrical outlets (\$10) and a blanket Vending License (\$50). Staff will invoice the applicant for these costs. Organizers indicated that carpeting will be placed on the street in the show arena. Once the show concludes, the carpeting will be rolled up and transported offsite for cleanup.

Some of the materials attached to this Council Action Form reference a beer garden. The applicant originally indicated interest in a beer garden as part of the event. After further discussion with City staff, the applicant has withdrawn the proposal for a beer garden this year; however, a beer garden may be requested by the applicant in future years if this event becomes an annual occurrence.

The event has received a letter of support from the Chamber of Commerce. Event organizers indicated that they obtained a local business directory from the Chamber and have sent emails to affected businesses regarding the event plans. Organizers have also indicated that they will provide information

door-to-door to affected businesses and residents in the area.

ALTERNATIVES:

1. Approve the requests for the Campustown Showdown as described above.
2. Do not approve the requests.

CITY MANAGER'S RECOMMENDED ACTION:

The Campustown Showdown provides an opportunity to attract visitors to the Campustown District for a unique experience. The events include a cattle show, fashion show, live music, and local vendors. The applicant has provided all necessary documentation supporting their requests. Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1 as described above.

ATTACHMENT(S):

[Campustown Showdown Event Permit Letter of Support.pdf](#)
[Campustown Showdown Application.docx](#)
[Campustown Showdown Special Event Site Map .pdf](#)