

ITEM # 15a-g
DATE June 10, 2008

COUNCIL ACTION FORM

SUBJECT: REQUESTS FOR THE IOWA SHRINE BOWL PARADE

BACKGROUND:

The Iowa Shrine Bowl is planning to have the All-Star game in Ames on July 26 at Jack Trice Stadium. This event has long been recognized as a showcase for Iowa athletes who will be participating at the college level in football this upcoming school year.

As part of this event, the Ames Convention & Visitors Bureau (ACVB) is requesting to temporarily close streets for the parade on July 26, which will help kick off the day's events. This parade will consist of Shrine units from around the state and is scheduled to start at 9:30 a.m. To facilitate the parade, street closures are necessary at Fifth Street, Douglas Avenue, Main Street, Burnett Avenue, Kellogg Avenue, Clark Avenue, and Pearle Avenue. This parade will last until approximately 11:00 a.m., when the streets and parking areas will be opened to the public. The Shrine Bowl will provide volunteers to post signage along the parking areas and staff barricades at the minor intersection crossings along the route.

The parade procession is planning to stage within the east and west City Hall parking lots, which will be closed from 6:00 a.m. to Noon. With these plans, it is requested that the City's official vehicles be relocated for the weekend to the north side of the west City Hall Parking Lot M.

The Police Department, Fire Department, and CyRide have been contacted and have no problems with the temporary street closures for this parade. Any fees associated with Police staff directing traffic, if needed, will be billed to and paid by the Ames Convention and Visitors Bureau.

The ACVB is also requesting to use electricity from City outlets at Tom Evans Plaza and waiver of the fee for same. The electricity will be for a sound system during the parade.

The Main Street Cultural District (MSCD) supports this event and is asking for parking enforcement to be suspended in the District from 8:00 a.m. to 6:00 p.m. It is also being requested that a blanket Vending Permit and blanket Temporary Obstruction Permit be issued, and the fee for the Vending Permit be waived. This will allow businesses to sell outside if they choose to do so. The estimated loss of revenue to the Parking Fund from the waiver of enforcement for this event is \$1,000.

ALTERNATIVES:

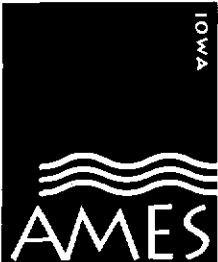
1. The City Council can approve the requests for the Shrine Bowl Parade on July 26, 2008 as follows:
 - Closure of portions of Main Street, Douglas Avenue, Fifth Street, Burnett Avenue, Pearle Avenue, Kellogg Avenue, and Clark Avenue from 8:00 a.m. to Noon for the parade
 - Closure of Parking Lots MM, N, and the south portion of M for parade staging between 6:00 a.m. and Noon
 - Use of outlets and waiver of electrical fees in Tom Evans Plaza
 - Blanket Temporary Obstruction Permit for sidewalks in the MSCD from 8:00 a.m. to 6:00 p.m.
 - Blanket Vending Permit for the MSCD from 8:00 a.m. to 6:00 p.m.
 - Waiver of Vending Permit fee
 - Suspension of parking enforcement in the CBD from 8:00 a.m. to 6:00 p.m.
2. The City Council can refer the requests back to staff and/or the applicant for additional information.
3. The City Council can deny the requests for the Shrine Bowl Parade and related activities.

MANAGER'S RECOMMENDED ACTION:

The Iowa Shrine Bowl Parade, which opens the Iowa All-Star game, is a very popular event with Shrine units from around the state. This parade is a part of the many events planned for the Cultural District over the next several months.

It is the recommendation of the City Manager that the City Council adopt Alternative #1, thereby approving the following requests for the Shrine Bowl Parade and Main Street activities on July 26, 2008:

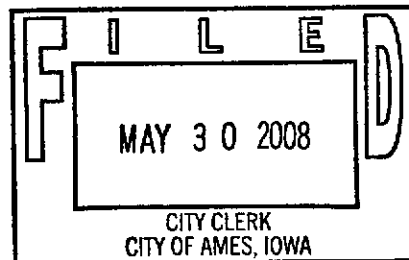
- Closure of portions of Main Street, Douglas Avenue, Fifth Street, Burnett Avenue, Pearle Avenue, Kellogg Avenue, and Clark Avenue from 8:00 a.m. to Noon for the parade
- Closure of Parking Lots MM, N, and the south portion of M for parade staging between 6:00 a.m. and Noon
- Use of outlets and waiver of electrical fees in Tom Evans Plaza
- Blanket Temporary Obstruction Permit for sidewalks in the CBD from 8:00 a.m. to 6:00 p.m.
- Blanket Vending Permit for the CBD from 8:00 a.m. to 6:00 p.m.
- Waiver of blanket Vending Permit fee
- Suspension of parking enforcement in the CBD from 8:00 a.m. to 6:00 p.m.



Convention & Visitors Bureau

May 29, 2008

Honorable Mayor Ann Campbell
City Council Members
P.O. Box 811
515 Clark Avenue
Ames, IA 50010



Dear Mayor Campbell and City Council Members,

Planning for the 2008 Iowa Shrine Bowl All-Star Football Classic is underway. Before the game, festivities include a parade that involves Shriners and various community groups and an autograph session immediately after the parade in Tom Evans Park.

We would like to hold the parade downtown on July 26th at 9:30 a.m. The requested route is the same as last year, which was a tremendous success. The parade route forms a rectangle including 5th Street, Douglas Avenue, Main Street, and finally Pearle Avenue. In addition, a staging area to line up entrants in the parade is needed in the west parking lot behind City Hall.

Following is a list of specific requests:

Utilities

- Costs for electricity needed for the events are requested to be waived. This includes electricity in Tom Evans Park including connection (meter) costs. A disc jockey will set up a sound system for the parade in Tom Evans Park.

Tom Evans Park

- Permission to use Tom Evans Park to set up a disc jockey for the parade is requested and Ames Parks and Recreation has been contacted.

Street Closures

- Permission to close 5th Street from Grand to Douglas Ave and Main Street from Pearle St. to Douglas Ave.

We would like to continue to strengthen the relationship with Main Street Cultural District in support of these events. The parade route provides more visibility to spectators, brings shoppers to Main Street Cultural District, and allows us to showcase the hospitality of Ames. Thank you for your consideration in supporting this request.

Sincerely,

Seann DeMaris
Ames Convention & Visitors Bureau