

ITEM #: 18 a & b  
DATE: 03-03-09

## COUNCIL ACTION FORM

**SUBJECT: APPROVAL OF REQUEST FROM VEISHEA 2009 FOR FUNDING FOR THE PANCAKE FEED AND RELATED EVENTS, AND STREET CLOSURES, THE WEEKEND OF APRIL 17-19**

### **BACKGROUND:**

On February 10, VEISHEA 2009 made a request to the City Council for \$10,000 to assist in funding the VEISHEA Pancake Feed and related events on the weekend of VEISHEA's main activities, April 17-19. Pancakes will be served beginning at midnight on both Friday and Saturday nights, and serving until approximately 3:00 a.m. As was the case last year, it is anticipated that students would pay \$3 per plate for an all-you-can-eat opportunity.

The total cost of this event is anticipated to be approximately \$10,000. Over 5,000 students are expected to attend each night. The Ames Chamber of Commerce and the Ames convention and Visitors Bureau will be contributing a combined amount of \$3,000 toward the cost of the event, and the City of Ames is being asked to contribute \$2,000 toward it. The balance of the request from the students would be used to help defray the expenses for the free evening entertainment, estimated to be nearly \$30,000 in cost.

Due to issues with State funding and the economy in general, the funding available for VEISHEA from the University is only 75% to 80% of what it was last year. However, that commitment is still expected to be well in excess of \$150,000.

This late night food event has proven to be very successful over the years, and has provided a place for those exiting the drinking establishments in Campustown to go before heading home. City staff is working with VEISHEA to facilitate the movement of foot traffic from Welch Avenue onto campus both evenings, beginning at midnight. The pancakes and entertainment on campus are also a safe alternative to draw people away from the house parties that often occur in residential areas on this weekend.

City staff and University representatives have spent a good deal of time since last fall working with the student organizers to provide for support toward a safe and fun VEISHEA for the entire community. A successful VEISHEA is a benefit for all Ames residents. Staff is recommending that the Council support the \$2,000 funding for the pancake feed, and allow an additional \$5,000 towards the evening free entertainment on Friday and Saturday. Funding is available from the Hotel/Motel Tax Fund. This will be combined with Electric Services' \$1,000 sponsorship of the parade, in order to

promote Smart Energy and the Utility's Demand Side Management efforts to those Ames residents (and others) in attendance.

Additionally, it should be noted that this Council Action Form also requests approval of the temporary closure of various streets in the south of Campus area in order to facilitate the movement of parade entries to the staging area in the early morning hours (generally 3:00 a.m. to 6:00 a.m.) on April 18. Ames Police will be managing the temporary closure of the streets as entries are moved. Also, left turn lanes on Lincoln Way at Union Drive (near the Memorial Union) and Welch Avenue north of Lincoln Way, will be closed on Friday, April 17, starting at noon, until Sunday morning, April 19 at around 9:00 a.m. This will facilitate events which will be occurring on Central Campus and around the Memorial Union. Lastly, the left turn lane on Lincoln Way at Union Drive (near the Knoll) will be closed as needed on the morning of April 18, while the parade is underway (approximately 10:00 a.m. to 1:00 p.m.).

### **ALTERNATIVES:**

1. The City Council may approve the allocation of \$2,000 toward the VEISHEA 2009 Pancake Feed and \$5,000 toward the evening entertainment events, and approve the requested turn lane and street closures in order to facilitate the parade staging and events occurring on Central Campus and near the Memorial Union.
2. The City Council may deny the recommended amount and designate a different amount for the Pancake Feed and evening entertainment.
3. The City Council may deny funding for the VEISHEA 2009 Pancake Feed and approve only the requested turn lane and street closures.

### **MANAGER'S RECOMMENDED ACTION:**

A safe and fun VEISHEA is in the best interest of everyone in our community. The partnership between the City and the University is essential in making that happen.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the \$2,000 contribution to the VEISHEA 2009 Pancake Feed, and \$5,000 toward the free evening entertainment on Friday and Saturday. This will also include the temporary closure of various streets in the south of campus area to facilitate the staging of parade entries, as the Ames Police officers determine is necessary. Lastly, this will also allow for the closure of left turn lanes on Lincoln Way on Friday and Saturday, April 18 and 19, in order to facilitate the parade and events occurring on Central Campus and near the Memorial Union.