

COUNCIL ACTION FORM

SUBJECT: MIDNIGHT MADNESS ACTIVITIES

BACKGROUND:

The Midnight Madness Organization is requesting the following street and parking lot closures on Saturday, July 10 and Sunday, July 11, 2010:

1. On July 10 from 6:00 p.m. to 11:00 p.m. for the Midnight Madness races:
 - Fifth Street, from Pearle Avenue to Douglas Avenue
 - Douglas Avenue, from Fifth Street to Sixth Street
 - Sixth Street, from Douglas Avenue to Clark Avenue
 - Clark Avenue, from Sixth Street to Main Street
 - Main Street, from Clark Avenue to Northwestern Avenue
 - Northwestern Avenue, from Main Street to Sixth Street
 - Sixth Street, from Northwestern Avenue to University Boulevard
 - University Boulevard, from Sixth Street to Haber Road
2. From 6:00 p.m. on July 10 to 1:00 a.m. on July 11 for post-race activities:
 - Clark Avenue from Sixth Street to Fifth Street
 - East City Hall Parking Lot (Lot N)

Parking spaces will need to be closed from 6:00 p.m. until 11:00 p.m. on July 10. They are requesting suspension of parking regulations and waiver of parking meter fees and enforcement for:

- Fifth Street, from Pearle Avenue to Douglas Avenue
- Douglas Avenue between Fifth Street and Sixth Street
- Clark Avenue, between Main Street and Fifth Street
- Pearle Avenue, between Main Street and Fifth Street
- Main Street, between Clark Avenue and Pearle Avenue

Midnight Madness is also requesting:

- A 5-day Class B Beer Permit and an Outdoor Service Area for Parking Lot N. Alcoholic beverages will be served in a fenced-in area from 8:00 p.m. to Midnight, starting on July 10
- To have up to 7 kegs tapped at one time with a maximum of 20 kegs to be used for the event

- A waiver of fees for electricity used in Lot N and in the Main Street Cultural District
- A blanket Vending License
- Waiver of the fee for the Vending License

Public Works Traffic Division will provide five Type III barricades, numerous A-frame barricades, and 150 traffic cones to facilitate this event. Volunteers will staff the barricades, and will facilitate the movement of CyRide buses during the event to the extent possible. Midnight Madness organizers have also obtained a Noise Permit for this event.

ALTERNATIVES:

1. The City Council can approve the requests for Midnight Madness on July 10 and 11, 2010, as follows:
 - a. Motion approving 5-day Class B Beer Permit & Outdoor Service Area in City Hall Parking Lot N
 - b. Motion approving blanket Vending License for MSCD
 - c. Resolution approving waiver of fee for Vending License
 - d. Resolution approving closure of streets and parking lots July 10 and 11, 2010, as specified above
 - e. Resolution approving suspension of parking regulations and enforcement from 6:00 p.m. to 11:00 p.m. on July 10, 2010
 - f. Resolution approving waiver of fee for use of electricity in Parking Lot N and in MSCD
2. The City Council can deny the requests for Midnight Madness and direct staff to work with organizers to find an alternative location for the event.

MANAGER'S RECOMMENDED ACTION:

Midnight Madness has been held since 1979 and is a popular event that draws many competitors and spectators into the Main Street Cultural District. The Main Street Cultural District is in support of this event.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative #1, thereby approving the requests as outlined above, and facilitate the Midnight Madness races and related activities.

May 24, 2010

Mayor Ann Campbell and City Council Members
c/o City Clerk
515 Clark
Ames, IA 50010

Dear Mayor Campbell and Council Members:

MIDNIGHT MADNESS has been around for 39 years. We feel that the race provides a vehicle for all levels of fitness. The race also creates a significant economic impact on Ames. This year's race is **July 10, 2010**.

In view of our long tradition as a contributor to the quality of life in Ames, we request two things from the Ames City Council:

- Allow us to use up to 20 kegs of beer at our Post-race Party
- Allow us to tap up to 7 kegs at one time

The approximate number of people that enter all the races is 2,300. There are approximately 1,000 spectators. There are about 3,000 that will attend the Post-race Party, of which 2,000 will drink beer and 1,300 will drink soda or orange drink. Large quantities of food will be available (spaghetti, fruit, yogurt, etc.)

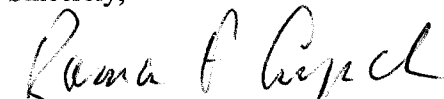
The average age of all runners is 35 years. Runners are generally a pretty docile group. As you know, we do a super job of cleaning up the area afterwards.

We have taken some precautions to see that no minors are served and that no one person consumes too much beer. The precautions that we will take at the MIDNIGHT MADNESS Post-race Party are:

- All kegs will be stored and served out of a beer truck.
- A fence will surround the beer truck and act as a barrier.
- There will be one entry and exit to the beer area.
- There will be 15 people to serve beer and check ages.
- A uniformed officer from Lee's Security Agency will be present.
- Through a tag system, we can visibly tell ages easily.
- All guests wishing beer will be checked for age and tagged.
- We will provide an adequate supply of toilets at the site.
- We will have alternate drinks—soda and orange drink.
- We will do all we can to maintain control of the party and comply with City and State laws.

Thank you for your consideration.

Sincerely,



Roman F. Lynch, Director
MIDNIGHT MADNESS

License Application ()

Applicant

Name of Applicant: Roman F Lynch

Name of Business (DBA): Midnight Madness Road Races

Address of Premises: 5th and Clark

City: Ames County: Story Zip: 50010

Business Phone: (515) 232-6131

Mailing Address: 3720 Jewel Dr

City: Ames State: IA Zip: 50010

Contact Person

Name: Roman Lynch

Phone: (515) 231-9995 Email Address: romanlynch@mchsi.com

Classification: Class B Beer (BB) (Includes Wine Coolers)

Term: 5 days

Effective Date: 07/10/2010

Expiration Date:

Privileges:

Class B Beer (BB) (Includes Wine Coolers)
Outdoor Service

Status of Business

BusinessType: Privately Held Corporation

Corporate ID Number: 218543 Federal Employer ID # 42-1476108

Ownership

Roman Lynch

First Name: Roman

Last Name: Lynch

City: Ames

State: Iowa

Zip: 50010

Position Director of the race

% of Ownership 100.00 %

U.S. Citizen

Insurance Company Information

Insurance Company: Scottsdale Insurance Company

Policy Effective Date: Policy Expiration Date:

Bond Effective Continuously: Dram Cancel Date:

Outdoor Service Effective Date: Outdoor Service Expiration Date:

Temp Transfer Effective Date: Temp Transfer Expiration Date:

Main Street
CULTURAL DISTRICT
■ ■ ■ ■ Ames, Iowa ■ ■ ■ ■

June 4, 2010

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

Mayor Campbell and City Council,

The Main Street Cultural District (MSCD) is pleased with the number and quality of events taking place in downtown Ames this summer. Events and promotions are an important aspect to the vitality of our downtown and the community; and so we would like to express our support of Midnight Madness on July 10, 2010.

The MSCD is fully in support of this event, and ask that Council requests be granted. Thank you for your consideration and your continued support of the Main Street Cultural District. We hope to see you downtown for the race.

Sincerely,

Angela Moore
Director
Main Street Cultural District

Cc: Jeff Benson