

COUNCIL ACTION FORM

SUBJECT: REQUESTS FOR THE IOWA SHRINE BOWL PARADE

BACKGROUND:

The Iowa Shrine Bowl is planning to have the 38th annual All-Star game in Ames on July 24 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 Shrine Bowl Parade on July 24, 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. It should be noted that Main Street will be closed just to the west of the Grand Avenue overpass, and Northwestern will not be impacted by this event. The 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. Public Works will provide the barricades.

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 the same. The electricity will be for a sound system during the parade.

The Main Street Cultural District (MSCD) has expressed its support of this event, and lost parking revenue will not exceed \$200.

ALTERNATIVES:

1. The City Council can approve the requests for the Shrine Bowl Parade on July 24, 2010 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 Lot MM and the south portion of Lot M for parade staging between 6:00 a.m. and Noon
 - Use of outlets and waiver of electrical fees in Tom Evans Plaza
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 24, 2010:

- 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 Lot MM and the south portion of Lot M for parade staging between 6:00 a.m. and Noon
- Use of outlets and waiver of electrical fees in Tom Evans Plaza