

## COUNCIL ACTION FORM

**SUBJECT:** REQUESTS FOR 4<sup>TH</sup> OF JULY ACTIVITIES

**BACKGROUND:**

The City Council Community Pancake Breakfast is scheduled again this year in front of City Hall on Sunday, July 4. Staff is requesting that Clark Avenue, from Fifth Street to Sixth Street, be closed from 6:00 p.m. on Friday, July 2 (for set-up) until the conclusion of the July 4 parade to provide a seating area for people attending the breakfast. The breakfast will start at 10:00 a.m. and conclude at about noon so that attendees can attend the parade, which is scheduled to start at 1:00 p.m.

Main Street Cultural District (MSCD) representatives are making preparations for the community parade. Parade staging will take place on Northwestern Avenue between Wheatsfield Grocery and Main Street, on Allan Drive, in City Hall Parking Lots M and MM, and on Pearle Avenue. Inflatable games, live music, and vendor booths will be located in and near Bandshell Park.

Closures and suspension of parking enforcement will be needed from 11:00 a.m. until the end of the parade on Sunday, July 4, for the following streets:

- Main Street, from the Central Business District (CBD) Lot entrance to the Grand Avenue overpass, continuing on Northwestern Avenue to Sixth Street (Wheatsfield customers will be allowed access at Sixth Street)
- Allan Drive
- Pearle Avenue
- Fifth Street, from Grand Avenue to Duff Avenue
- Clark Avenue, from the south driveway of the CBD Lot to Sixth Street
- Burnett Avenue, from Main Street to Fifth Street
- Kellogg Avenue, from just south of Main Street to Fifth Street
- Douglas Avenue, from Main Street to Fifth Street

A portion of Main Street, from Douglas to Clark, and Fifth Street will need to be closed and parking enforcement suspended starting at 8:00 a.m. to ensure that all vehicles are removed from the parking stalls. There will be no lost revenue to the Parking Fund, since the meters would not have been active on Sunday under normal circumstances.

These street closures will facilitate line-up of the parade entries and the actual parade movement. The public will be notified of the street closures with signs placed on the parking meters. The MSCD has contacted area churches, and the majority of services

will be finished prior to 11:00. If necessary, barricade watchers will allow churchgoers to exit after the street closures.

The following parking lot areas will also need to be closed for parade staging from 8:00 a.m. to approximately 5:00 p.m.:

- Lot MM, to the west of City Hall
- The south portion of Lot M, adjacent to the west door of City Hall (City vehicles and cars of City employees who are on duty will be parked in the north portion of the lot)

Additionally, Parking Lot Q (near the Library) will need to be closed from 7:00 a.m. until 9:00 p.m. to provide parking for a portion of the volunteers that are needed for the festivities. There are a total of 82 spaces available in Lot Q; however, 16 spaces are leased. The lessees would not be displaced during the parking lot closure, but will be allowed access to and egress from the lot. Art Weeks, Ames Public Library Director, has been contacted about this request and advised that the parking lot closure would not create any hardship for the Library since it is closed on that day.

Event organizers are also requesting the closure of Fifth Street, between Duff Avenue and Carroll Avenue, from 7:00 a.m. to 9:00 p.m. for inflatable games, live music, booths, and food vendors. Organizers will notify neighbors near Bandshell Park of the activities.

The following permits and waivers are also requested from the City Council for July 4:

- A Blanket Vending Permit and Blanket Temporary Obstruction Permit for the MSCD from 8:00 a.m. to 6:00 p.m.
- Waiver of the fee for the Vending Permit and for electricity to be used from the outlets in the MSCD and at City Hall.

Public Works will provide barricades and “No Parking” signs, as needed, to close the streets and control access to the parking lots. Organizers will be responsible for the replacement of any lost or damaged barricades.

### **ALTERNATIVES:**

1. The City Council can approve the requests for activities on July 4, as requested above.
2. The City Council can ask staff or the event organizers for further information or to make different arrangements.
3. The City Council can deny the requests for the 4<sup>th</sup> of July activities.

**MANAGER'S RECOMMENDED ACTION:**

The return of the 4<sup>th</sup> of July parade in 2004 provided a great opportunity to bring the citizens of Ames together to celebrate. With the addition of the City Council's Community Pancake Breakfast and day-long festivities in the Main Street Cultural District, this event provides the City Council with a way to partner with the Main Street Cultural District to promote "one community" by supporting this worthwhile event.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the requests detailed above.

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

Mayor Campbell and City Council,

The Main Street Cultural District is planning to hold our annual *4<sup>th</sup> of July Parade and Festival* on July 4, 2010. MSCD would like to offer free parking for attendees and include this in our promotions. We ask that blanket free parking be granted throughout the Cultural District for the day on July 4. We will have 5<sup>th</sup> Street closed from Duff Ave to Carroll for our festival activities.

We plan to have musical entertainment and the Bill Riley talent show on the Bandshell stage. We have reserved the park with Mike King. We will have inflatable rides placed on 5<sup>th</sup> Street behind the Bandshell. We ask for use of the electricity in Bandshell Park and on the street behind the Bandshell. We ask for a waiver for electricity costs for power usage at these outlets. We ask for use of water hook-ups in Bandshell Park for some food vendors that require it.

The MSCD requests a blanket temporary obstruction permit to allow stores to utilize the half of the sidewalk closest to their storefronts to display merchandise along the street. The temporary obstruction permit should be for the entire Cultural District during the day.

The MSCD would also like a temporary obstruction permit to close streets to accommodate the Parade and the Festival at Bandshell Park. If you need a list of specific barricade locations we can provide that to you.

The MSCD also requests a blanket vending permit for the entire Cultural District and the park. We will be organizing the festival and also expect many participant will be selling food and beverages at their booths. This would also allow businesses to sell outside if they choose. We further request that the fee be waived, as the businesses selling products will be members of the MSCD.

Thank you for your consideration of these requests and continued support of the Main Street Cultural District. We are working hard to make this a great event for Ames. We also want to thank you for hosting the annual pancake feed and hope to see you downtown for the parade and festival this 4<sup>th</sup> of July.

Sincerely,



Jennifer Schill  
Event Planner  
Main Street Cultural District

Cc: Jeff Benson