

COUNCIL ACTION FORM

SUBJECT: REQUESTS FOR 4TH OF JULY ACTIVITIES

BACKGROUND:

The City Council Community Pancake Breakfast will be held again this year in front of City Hall on Monday, July 4. Staff is requesting that Clark Avenue, from Fifth Street to Sixth Street, be closed from 6:00 p.m. on Sunday, July 3 (for set-up) until the conclusion of the parade on July 4 to provide a seating area for people attending the breakfast. The breakfast will start at 8:30 a.m. and conclude at about 10:30 a.m., so that everyone can attend the parade, which is scheduled to start at 11:00 a.m.

The Main Street Cultural District (MSCD) representatives are making preparations for the community parade and festival. 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. Staging will also occur in the Depot parking lot. The festival will be located on Main Street and portions of Burnett and Kellogg Avenues.

Closures and suspension of parking enforcement will be needed from 6:00 a.m. on the 4th, until the end of the parade, 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 north 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

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 following parking lot areas will also need to be closed for parade staging from 6:00 a.m. to approximately 3:00 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 6:00 a.m. until 3:00 p.m. to provide parking for a portion of the 200 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.

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 4th of July activities.

MANAGER’S RECOMMENDED ACTION:

The return of the 4th 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 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.

February 3, 2011

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 *4th of July Parade and Festival* on July 4, 2011. 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.

This year we are moving the Festival back to Main Street. We plan to set booths and food vendors up on Burnett, in US Bank's parking lot and on Kellogg. The Bill Riley Talent Search will take place at 9:00 am on Main Street at the Burnett and Main intersection, so we are requesting the usage of electricity in Tom Evan's Plaza as well as throughout the District.

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. 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. 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 4th of July.

Sincerely,



Jennifer Schill
Event Planner
Main Street Cultural District

Cc: Jeff Benson