

**COUNCIL ACTION FORM**

**SUBJECT: REQUESTS FOR THE IOWA SHRINE BOWL PARADE**

**BACKGROUND:**

The Iowa Shrine Bowl is planning to have the 39<sup>th</sup> annual All-Star game in Ames on July 23 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 23, 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. **The ACVB has informed the staff that it and the Shrine Bowl organizers have agreed to change the parade from its normal route in order to accommodate the Main Street Cultural District's Downtown Farmers' Market.**

To facilitate the parade, street closures are necessary within the Cultural District on Fifth Street, Douglas Avenue, Main Street, Burnett Avenue, Kellogg Avenue, Clark Avenue, and Pearle Avenue. This 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.

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 ACVB.

The ACVB is also requesting to use electricity from City outlets at Tom Evans Plaza, and waiver of the fee for the use of those outlets. The electricity will be for a sound system during the parade.

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

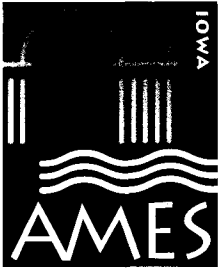
### **ALTERNATIVES:**

1. The City Council can approve the requests for the Shrine Bowl Parade on July 23, 2011 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
  - Approve a temporary obstruction permit and Blanket Vending Permit for entire Central Business District from 8:00 a.m. to 6:00 p.m. on June 23<sup>rd</sup>
  - Waiver of fee for Vending Permit
  - Approve the Farmers' Market closure of Main, in the 400 block, from 6:00 a.m. to 2:00 p.m.
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 requests for the Shrine Bowl Parade activities and Downtown Farmers' Market requests on July 23, 2011.



## Convention & Visitors Bureau

April 29<sup>th</sup>, 2011

Honorable Mayor Ann Campbell  
City Council Members  
P.O. Box 811  
515 Clark Avenue  
Ames, IA 50010

Dear Mayor Campbell and City Council Members,

Planning for the 2011 Iowa Shrine Bowl All-Star Football Classic is underway. Before the game, festivities include a parade that involves Shriners and various community groups and an autograph session immediately after the parade in Tom Evans Park.

We would like to hold the parade downtown on July 23rd at 9:30 a.m. The parade route has been change in cooperation with the new Ames Farmers Market location. The new route will start staging on 5<sup>th</sup> Street between Pearle and Burnett then proceed east on 5<sup>th</sup>, south on Douglas, west on Main St, and finish going north on Burnett. The west parking lots behind City Hall worked well last year as staging areas and we would like to utilize them again in this manner.

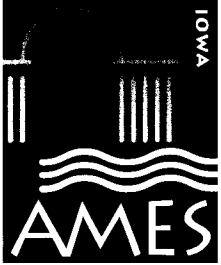
Following is a list of specific requests:

### Utilities

- Costs for electricity needed for the events are requested to be waived. This includes electricity in Tom Evans Park including connection (meter) costs. A disc jockey will set up a sound system for the parade in Tom Evans Park.

### Tom Evans Park

- Permission to use Tom Evans Park to set up a disc jockey for the parade is requested and Ames Parks and Recreation has been contacted.



## Convention & Visitors Bureau

### Street Closures

- Permission to close 5<sup>th</sup> Street from Pearle to Douglas and Main Street from Burnett to Douglas.

We would like to continue to strengthen the relationship with Main Street Cultural District in support of these events. The parade route provides more visibility to spectators, brings shoppers to Main Street Cultural District, and allows us to showcase the hospitality of Ames.

Thank you for your consideration in supporting this request.

Sincerely,

Seann DeMaris  
Ames Convention  
& Visitors Bureau



June 22 2011

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

Dear Honorable Mayor Campbell and City Council,

The Main Street Cultural District (MSCD) is planning a brand new, ultra dynamic *Ames Main Street Farmers' Market* this summer. The event is scheduled to be held on the 400 block of Main Street each Saturday from June 25<sup>th</sup> to September 24<sup>th</sup>, 8:00AM to 1:00PM (the road is scheduled to be closed from 6:00AM to 2:00PM to allow for setup, teardown, and cleanup). The 14-week event will feature the area's best farmers, crafters, and prepared food experts as well as have weekly live entertainment and children's activities. At this time, MSCD asks the City Council to consider four specific requests:

1. The MSCD requests to use Tom Evans Park on July 23<sup>rd</sup> between the hours of 6:00AM and 2:00PM for live entertainment, children's activities, and educational programming (the activities will not take place before 8:00AM or after 1:00PM as these times are designated for setup, teardown, and cleanup). MSCD also requests the use of electricity in Tom Evans Park and requests a waiver for electricity costs for outlets in the Park. Kevin Shawgo with Parks and Recreation has been contacted and has granted us his approval to use Tom Evans Park for the reasons and times stated above.
2. The MSCD requests a temporary obstruction permit for the entire Central Business District (CBD) to allow businesses to use the half of the sidewalk closest to their storefronts to display merchandise on market days. MSCD requests the permit for July 23<sup>rd</sup> between the hours of 8:00AM and 6:00PM. Any business choosing to sell merchandise on the sidewalk will be required to file their certificate of insurance with the City of Ames.
3. The MSCD requests a Blanket Vending Permit for the entire CBD to allow businesses to sell merchandise outside their stores if they choose to. MSCD requests the permit for Saturday July 23<sup>rd</sup> between the hours of 8:00AM and 6:00PM. MSCD further request the fee be waived as any businesses selling products on the sidewalk are MSCD investors. MSCD intends that regular street vendors in the CBD who have permits through the city will continue their operations as usual during this time.

Saturday, July 23<sup>rd</sup>, is the day of the Shrine Bowl parade and MSCD has worked diligently with the Shrine Bowl Coordinators to make sure that both events can coexist together.

Thank you for your consideration of these requests and continued support of downtown Ames!

Sincerely,

Thomas K. Drenthe  
MSCD Events Planner

Cc: Jeff Benson