

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 Wednesday, July 4. Staff is requesting that Clark Avenue, from Fifth Street to Sixth Street, be closed from 6:00 p.m. on Tuesday, 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. The festival will be located on Main Street and portions of Burnett and Kellogg Avenues.

Street closures will be needed from 6:00 a.m. 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 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

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 is also asking for free parking for the entire CBD all day on Wednesday, July 4.

The following parking lot areas will also need to be closed for parade staging and other activities 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)
- Lot N, east of City Hall, for live entertainment and children's activities

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 utilities to be used from the outlets and water in Tom Evans Plaza.

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.



January 9, 2012

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 in the planning process for the annual 4th of July Parade and Festival scheduled to be held this summer. The 4th of July Parade and Festival is a daytime event that begins at 8:30AM with the City Council Pancake breakfast and concludes with the festival ending at approximately 3:00PM. At this time, MSCD asks the City Council to consider the following requests:

1. The MSCD requests a district wide waiver of parking fees on July 4th to help attract additional patrons' downtown.
2. The MSCD requests a temporary obstruction permit for the entire Central Business District (CBD) to allow businesses to use the sidewalk in front of their stores to display merchandise. MSCD requests the permit for July 4th.
3. The MSCD requests a Blanket Vending Permit for the entire CBD to allow businesses, and food vendors to sell products. MSCD requests the permit for July 4th and further request the vending permit fee be waived.
4. The MSCD requests to use Tom Evans Park and Parking Lot "N" on Wednesday, July 4th from 6:00AM to the conclusion of the parade and festival (approximately 3:00PM) for live entertainment, children's activities, and educational programming. MSCD also requests the use of electricity and water in Tom Evans Park as well as a waiver of fees for those utilities.

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 the Ames Community. We hope to see you downtown for the parade and festival this 4th of July.

Sincerely,

A handwritten signature in blue ink that reads "Mandy McWherter".

Mandy McWherter
Events Coordinator
Main Street Cultural District