

COUNCIL ACTION FORM

SUBJECT: REQUESTS FOR THE IOWA SHRINE BOWL PARADE

BACKGROUND:

The Iowa Shrine Bowl is planning to have the 40th annual All-Star game in Ames on July 22 at Jack Trice Stadium. This event is 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 21, 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. 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 intersections along the route. ACVB is requesting a waiver of parking meter fees for this event. The loss of revenue to the Parking Fund is estimated at \$200.

The parade procession is planning to stage in the east and west City Hall parking lots, which will be closed from 6:00 a.m. to Noon. It is requested that City vehicles be relocated for the weekend to the north side of the west City Hall Parking Lot M.

Police, Fire, and CyRide have been made aware of 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.

ACVB is also requesting electricity from City outlets at Tom Evans Plaza for a sound system during the parade. A waiver of electricity fees, estimated at \$5, has been requested by event organizers.

Main Street Cultural District has expressed its support of this event.

ALTERNATIVES:

1. The City Council can approve the requests for the Shrine Bowl Parade on July 21, 2012 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 approximately 11:00 a.m. 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
 - Waiver of parking meter fees for the parade route and staging areas
 - Use of outlets and waiver of electrical fees in Tom Evans Plaza
2. The City Council can deny the requests for the Shrine Bowl Parade and related activities.

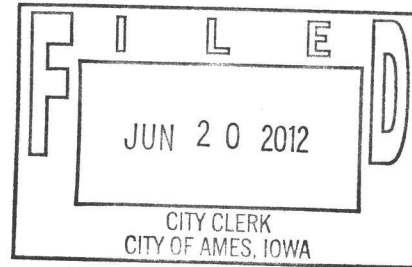
MANAGER'S RECOMMENDED ACTION:

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 on July 21, 2012.



June 19th, 2012



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 2012 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 21st at 9:30 a.m. The route will start staging on 5th Street between Pearle and Burnett then proceed east on 5th, 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.



Ames™
CONVENTION & VISITORS BUREAU

Smart Choice

Street Closures

- Permission to close 5th 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
Sports & Leisure Sales Manager
Ames Convention & Visitors Bureau
1601 Golden Aspen Dr. Suite 110
Ames, IA 50010
515-956-4604
www.visitames.com