

COUNCIL ACTION FORM

SUBJECT: AMES HIGH SCHOOL HOMECOMING REQUESTS

BACKGROUND:

Ames High School has requested to hold its Homecoming Parade on Monday, September 10, 2012. Parade entries will stage in Parking Lots MM and M and on Pearle and 5th Street. The parade will start on 5th Street and proceed east to Clark Avenue, south on Clark to Main, east on Main to Douglas Avenue, north on Douglas to 5th, and west on 5th back to City Hall. It will begin at 6:30 p.m. and last approximately 45 to 60 minutes. To help facilitate this event, the Homecoming Committee asks that the City Council approve of the following closures:

- Pearle Avenue, Main Street, Fifth Street, and portions of Douglas Avenue and Clark Avenue from 5:30 to approximately 7:30 p.m.
- City Parking Lot MM and the south half of Lot M at 5:30 p.m. for parade staging

City employees will be notified of the Lot M closure, and official vehicles still in the lot will be moved to the northern stalls. Barricades, staffed by adult volunteers, will be placed on streets along this route for traffic control purposes. Parade organizers are requesting a waiver of parking meter fees and enforcement along the parade route from 5:30 to 6:00 p.m. Lost revenue to the Parking Fund would equate to approximately \$50.

Permission to display fireworks during half time of the football game on September 14 (at approximately 9:15 p.m.) at Ames High Stadium and a waiver of the Fireworks Permit fee in the amount of \$25 have also been requested.

After the parade has concluded, a pep rally will be held at Bandshell Park. Parent volunteers will help to make sure that the participants cross Duff Avenue safely, but no police or signal alterations are being requested. The Main Street Cultural District has been informed of the parade and supports the activity again this year. A Noise Permit will be issued for the pep rally activities.

City staff is also requesting that the Council grant a waiver of parking meter fees and enforcement from 5:00 to 6:00 p.m. on September 10 in Lot N, east of City Hall. There are a number of heavily-attended classes in the Community Center on Monday evenings, and attendees normally park in Lot M or in metered spaces on 5th Street. Staff would like to provide free parking in Lot N for those who are displaced by parade closures. The estimated loss of revenue to the Parking Fund would likely be less than \$10.

ALTERNATIVES:

1. The City Council can approve the requests from the Ames High Homecoming Committee for 1) Lost revenue to the Parking Fund would equate to approximately \$50. parking lot and street closures and waiver of parking meter fees in connection with the parade to be held on September 10, 2012; 2) a fireworks display on September 14, 2012; 3) a waiver of the Fireworks Permit fee; and 4) a waiver of meter fees and enforcement in Lot N from 5:00 to 6:00 p.m. on September 10.
2. The City Council can deny any or all of the four requests listed above.

MANAGER'S RECOMMENDED ACTION:

The Ames High Homecoming Parade is a long-standing Ames tradition in the Main Street Cultural District and has the support of the Main Street Cultural District. Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the requests from the Ames High Homecoming Committee as listed in Alternative #1.



August 24, 2012

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

Dear Mayor Campbell and City Council,

The Main Street Cultural District (MSCD) endorses and welcomes of the Ames High School Homecoming Parade on September 10, 2012. MSCD fully supports this event and recommends council approval be granted. Thank you for your continued support of downtown Ames.

Sincerely,

A handwritten signature in black ink, appearing to read "Tom Drenthe".

Tom Drenthe
Executive Director

Cc: Jeff Benson