

COUNCIL ACTION FORM

SUBJECT: REQUESTS FROM ISU STUDENT ALUMNI LEADERSHIP COUNCIL FOR ISU HOMECOMING EVENTS

BACKGROUND:

On Friday, October 26, 2012, the Student Alumni Leadership Council at Iowa State University is again planning "ExCYtement In The Streets" in connection with Homecoming Weekend at Iowa State. The event is scheduled to begin at approximately 8:00 p.m. and continue until 10:00 p.m. Music and tours of the lawn displays built to celebrate Homecoming will be the featured entertainment for attendees. The event is an opportunity for the general public to view the Homecoming lawn displays and watch performances associated with the displays.

To facilitate this event, organizers are asking the City Council to approve the following items:

1. Closure of Sunset Drive, from Ash to just west of the intersection with Beach Avenue
2. Closure of Ash Avenue from Gable Lane to Knapp Street (Knapp and Gable will remain open)
3. Closure of Gray Avenue from its intersection with Gable to Greeley Street
4. Closure of Pearson Avenue between Greeley and Sunset
5. Temporary Obstruction Permit to cover the above areas as well as the triangular shaped median at the intersection of Pearson and Sunset, which will be used for judging displays
6. Fireworks permit for ground effects fireworks display on Central Campus to begin at midnight (**12:00 a.m.**) on Saturday, October 27

Streets will be closed by approximately 6:30 p.m. and will be reopened by 11:00 p.m. On-street parking will also be prohibited on these streets from 8:00 a.m. to 11:00 p.m. on October 26. Public Works will provide the barricades necessary for the street closures along with "No Parking" signs. Organizers will be responsible for staffing the barricades as long as they are in place. Organizers have been asked to work with residents in accessing the area, particularly during the early evening setup hours.

It should be noted that Homecoming used ground effect fireworks for its celebration last year. While these fireworks produce noise, it is somewhat less than conventional aerial

shells. Staff reviewed police call logs from Homecoming 2011 and found that no noise complaints were received in connection with the fireworks show.

ALTERNATIVES:

1. The City Council may approve the requests from the Student Alumni Leadership Council for street closures and parking prohibitions on portions of Ash, Gray, Pearson and Sunset as outlined above, on October 26, 2012, to facilitate the celebration of Homecoming at Iowa State, as well as the Fireworks Permit for midnight on October 27, 2012.
2. The City Council may direct staff to seek alternative locations for the event.
3. The City Council may deny this request.

MANAGER'S RECOMMENDED ACTION:

ExCYtement in the Streets is enjoyed by hundreds of members of our community each year. This event will provide our citizens with another opportunity to enjoy the lawn displays and some of the activities associated with Homecoming at Iowa State University. It is a time for interaction between long-time residents and students at Iowa State. The pancake feed on Central Campus has provided an alcohol-free alternative to individual house parties and other forms of entertainment which may involve the use (and possible abuse) of alcohol.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the requests from the Student Alumni Leadership Council associated with the celebration of Homecoming at Iowa State.



Mayor and Ames City Council Members:

The Iowa State University Alumni Association and the Student Alumni Leadership Council (SALC) are preparing to celebrate the 100th anniversary of Homecoming at Iowa State, Oct. 21-28 on the ISU campus and in the Ames community. The CYtennial Homecoming celebration will include a wide variety of events for students, alumni, and members of the community. Some of them include:

- **Friday, Oct. 26 Pep Rally & Centennial Celebration, ISU Alumni Center, 5-9 p.m., free**
This year the traditional ISU Homecoming pep rally moves from central campus to the grounds of the ISU Alumni Center, 420 Beach Ave., adjacent to the Iowa State Center parking lot. The pep rally program featuring Cyclone football coach Paul Rhoads, members of the football and basketball teams, and the finals of the annual Yell-Like-Hell competition, will begin at 7 p.m.
- **Friday, Oct. 26 ExCYtement in the Streets, Greek Community, 8 p.m., free**
Following the Pep Rally & Centennial Celebration, Iowa Staters are encouraged to head into the nearby Greek Community to view Homecoming lawn displays. The self-guided “still parade” is a Homecoming classic.
- **Friday, Oct. 26 Pancake Feed, central campus, 10 p.m.-midnight, \$3**
Join us on central campus for all-you-care-to-eat pancakes.
- **Friday, Oct. 26, Fireworks and Mass Campaniling, central campus, midnight-1 a.m., free**
A breathtaking fireworks display will follow Iowa Staters creating their own fireworks under the landmark Campanile.
- **Saturday, Oct. 27, Cyclone Central Homecoming Tailgate, ISU Alumni Center, 3 hours prior to kickoff, free**
As always, the ISU Alumni Association will be hosting a pregame football tailgate at the ISU Alumni Center to celebrate Homecoming. Admission is free, though fans wanting catered meals from Hickory Park Restaurant must register and pay in advance at www.isualum.org/cyclonecentral.
- **Saturday, Oct. 27, Cyclone Football vs. Baylor, Jack Trice Stadium, kickoff time TBD, ticket info/cost TBD**
The Iowa State football team will face Baylor in its annual Homecoming football game.

The full schedule of events can be found at www.isualum.org/homecoming2012.

The Student Alumni Leadership Council is requesting the City of Ames approve the related street closures, permits, and fireworks display as a part of the Homecoming celebration. We look forward to the event and the community and campus connections it provides. We truly plan to live out the Homecoming theme: Taking Ames by Storm!

Sincerely,

Kurt Beyer
Assistant Director for Student Programs
Iowa State University Alumni Association