

COUNCIL ACTION FORM

SUBJECT: JINGLE BELL RUN/WALK FOR ARTHRITIS

BACKGROUND:

KOSAMA of Ames and the Arthritis Foundation have proposed to hold the 2nd annual Jingle Bell Run/Walk on Sunday, December 2, 2012, beginning at 10:30 a.m. and concluding by noon. The event includes a 5K run and a fun run/walk. The run will start in the downtown area, go to Brookside Park, and loop back to downtown. Approximately 200 participants are expected. The downtown portion of the event will occur on roadways, while the western portion of the run will take place on shared-use paths.

Organizers have been asked to notify affected businesses in the area as well as churches along the route. The Main Street Cultural District has indicated its support of this event.

Because portions of the event take place on CyRide routes, Council is being asked to close Main Street and Fifth Street from Clark Avenue to Kellogg Avenue, and Kellogg Avenue, Burnett Avenue, and Clark Avenue from Main Street to Fifth Street to facilitate this event. Streets will be reopened as soon as runners have cleared the area. Since parking meter regulations are not in effect on Sundays, there will be no loss of revenue to the Parking Fund.

In the event of snowfall before the event, staff will inspect the route and make an attempt to clear it for the participants.

ALTERNATIVES:

1. Approve the street closures for the 2nd annual Jingle Bell Run/Walk as outlined above.
2. Direct organizers to find alternate routes for this event.
3. Do not approve the street closures as requested.

MANAGER'S RECOMMENDED ACTION:

The 2011 Jingle Bell Run was a successful road race. By moving the event to a Sunday morning, the organizers hope to reduce potential disruption to the downtown area. In addition, this event has the potential to draw several hundred people into the downtown area during the holiday shopping season. Main Street Cultural District has expressed support of this event.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the street closures for the 2nd annual Jingle Bell Run/Walk as outlined above.



November 6, 2012

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

Dear Honorable Mayor Campbell and Distinguished City Council Representatives

The Arthritis Foundation has worked diligently with MSCD and city staff to plan the December 2 Jingle Bell Run and to work out all logistical issues. MSCD feels the Jingle Bell Run will be a great event in downtown Ames and we encourage your support of the Arthritis Foundation's requests. The MSCD support is contingent on the Arthritis Foundation meeting businesses about the proposed race to go over road closure times with them to assess local impact and gain their approvals.

Sincerely,

A handwritten signature in black ink, appearing to read "Tom Drenthe", written over a light blue rectangular background.

Tom Drenthe
Executive Director
Main Street Cultural District

Cc: Jeff Benson, Brian Phillips