

**COUNCIL ACTION FORM**

**SUBJECT: MIDNIGHT MADNESS ACTIVITIES**

**BACKGROUND:**

The annual Midnight Madness races will be held in the downtown area on Saturday, July 12. The event includes 5k, 10k, and kid runs, followed by a beer garden and activities near City Hall. To facilitate this event, organizers are requesting the following street and parking lot closures on Saturday, July 12 and Sunday, July 13, 2014 (parking closures are on streets indicated by an asterisk):

1. On July 12 from 6:00 p.m. to 11:00 p.m. for the Midnight Madness races:
  - Fifth Street, from Pearle Avenue to Douglas Avenue\*
  - Douglas Avenue, from Fifth Street to Sixth Street\*
  - Sixth Street, from Douglas Avenue to Clark Avenue
  - Clark Avenue, from Sixth Street to Main Street\*
  - Burnett Avenue, from Fifth Street to Sixth Street\*
  - Kellogg Avenue, from Fifth Street to Sixth Street\*
  - Main Street, from Burnett Avenue to Northwestern Avenue\*
  - Northwestern Avenue, from Main Street to Sixth Street
  - Sixth Street, from Northwestern Avenue to University Boulevard
  - University Boulevard, from Sixth Street to Haber Road
  - Pearle Avenue, between Main Street and Fifth Street\*
  
2. From 6:00 p.m. on July 12 to 1:00 a.m. on July 13 for post-race activities:
  - Clark Avenue from Sixth Street to Fifth Street\*
  - East City Hall Parking Lot (Lot N)\*

Parking spaces will need to be closed from 6:00 p.m. until 11:00 p.m. on July 12. Because the activities occur after 6:00 p.m., no loss of Parking Fund revenue will occur.

Midnight Madness is also requesting:

- A 5-day Class B Beer Permit and an Outdoor Service Area for Parking Lot N. Alcohol will be served in a fenced-in area from 8:00 p.m. to midnight, starting on July 13
- Permission to tap up to 7 kegs at one time with a maximum of 20 kegs used for the event
- A waiver of fees for electricity used in Lot N and in the Main Street Cultural District and waiver of cost for an electrical distribution box rental (approximately \$35 loss to the Electric Fund)

- A blanket Vending License
- Waiver of the fee for the Vending License (\$50 loss to the City Clerk's Office)

Public Works Traffic Division will provide barricades and traffic cones to facilitate this event. Midnight Madness organizers have also obtained a Noise Permit for this event.

**ALTERNATIVES:**

1. Approve the requests for Midnight Madness on July 12-13, 2014, as outlined above.
2. Approve the requests as indicated above, but require reimbursement for the cost of electricity and the vending license.
3. Deny the requests for Midnight Madness and direct staff to work with organizers to find an alternate location for the event.

**MANAGER'S RECOMMENDED ACTION:**

Midnight Madness has been held since 1979 and is a popular event that draws many competitors and spectators from a wide area to the Main Street Cultural District. There have been no significant problems in the past with the arrangements requested above.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative #1, thereby approving the Midnight Madness requests as outlined above on July 12-13, 2014.

May 20, 2014

Mayor Ann Campbell and City Council Members  
c/o City Clerk  
515 Clark  
Ames, IA 50010

Dear Mayor Campbell and Council Members:

MIDNIGHT MADNESS has been around for 41 years. Many of the participants are from our City of Ames and, as such, have helped create a lot of excitement surrounding the Race. We feel that the race provides a vehicle for all levels of fitness. The race also creates a significant economic impact on Ames. We would like to have the Race downtown again this year. This year's race is **July 12, 2014**.

The approximate number of people that enter all the races is 2,300. There are approximately 1,000 spectators. There are about 3,000 that will attend the Post-race Party, of which 2,000 will drink beer and 1,300 will drink soda or orange drink. Large quantities of food will be available (spaghetti, fruit, yogurt, etc.)

The average age of all runners is 35 years. Runners are generally a pretty docile group. As you know, we do a super job of cleaning up the area afterwards. **We request that we can have until 1:00 pm Sunday afternoon to have Main Street clean, 'no parking' signs removed and trash in a container and the Party area cleared.**

In view of our long tradition as a contributor to the quality of life in Ames, we request the following from the Ames City Council:

- Permission to allow parking behind Main Street and the west lot of City Hall.
- Use of cones for 6<sup>th</sup> Street between Clark and University.
- Use of the east lot of City Hall and that part of Clark Street in front of City Hall for our Post-race Party. We would use fencing for the beer area so that we can monitor ages (a separate request has been provided). We would provide Ky-bos, dumpsters, and trash cans to help maintain the integrity of the party. We will have live music. We would stay off the grass in front of City Hall. We would have the area totally cleaned up by 1 p.m. on Sunday.
- We request NO PARKING ALLOWED on Main Street from 6-11 p.m. (except from Kellogg to Duff) and on 5<sup>th</sup> Street from the City Hall to Douglas for the same time period.
- We would like to hood all parking meters for NO PARKING on Main Street.
- We would like certain roads and parts of roads closed from 6-11 p.m. We would allow traffic to cross the course and drive along the course if there are no runners on the course. **A list of roads is included in the Council Action Form.**
- We would like barricades laid out at certain intersections so that we can better control traffic.
- We would like a blanket vending license for Lot N and a waiver of the fee for the license.
- We would like use of electrical outlets and a distribution box and a waiver of the fees for both.
- Allow us to use up to 20 kegs of beer at our Post-race Party
- Allow us to tap up to 7 kegs at one time

We have taken some precautions to see that no minors are served and that no one person consumes too much beer. The precautions that we will take at the MIDNIGHT MADNESS Post-race Party are:

- All kegs will be stored and served out of a beer truck.

- A double fence will surround the beer truck and act as a barrier.
- There will be one entry and exit to the beer area.
- There will be 15 people to serve beer and check ages.
- Through a tag system, we can visibly tell ages easily.
- All guests wishing beer will be checked for age and tagged.
- We will provide an adequate supply of toilets at the site.
- We will have alternate drinks—soda and orange drink.
- We will do all we can to maintain control of the party and comply with City and State laws.

We with MIDNIGHT MADNESS wish to thank the City for their help in the past and with their help so far this year. We believe in doing the best we can to make this an experience that is positive for the runners and the City of Ames. It is with this in mind that we make this request.

Thank you for your consideration.

Sincerely,

Roman F. Lynch, Director  
MIDNIGHT MADNESS  
515-231-9995