

**COUNCIL ACTION FORM**

**SUBJECT: REQUESTS FOR MIDNIGHT MADNESS**

**BACKGROUND:**

The annual Midnight Madness races will be held in the downtown area on Saturday, July 9<sup>th</sup>. The event includes 5k, 10k, and kid runs, followed by a beer garden and activities near City Hall. City staff is anticipating that the Sixth Street Bridge project will not be complete to a standard that is acceptable for a running surface. Therefore, organizers have proposed an alternative route to the traditional Midnight Madness course. Organizers are requesting the following street and parking lot closures on Saturday, July 9 and Sunday, July 10, 2016 (parking closures are on streets indicated by an asterisk):

1. On July 9 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
  - Main Street, from Burnett Avenue to Northwestern Avenue
  - Northwestern Avenue, from Main Street to Ninth Street
  - Ninth Street, from Northwestern to Brookridge Avenue
  - Ridgewood Avenue, from Brookridge Avenue to Sixth Street,
  - Sixth Street, from Northwestern Avenue to the entrance of Brookside Park

The following streets will be within the closed area, but are not part of the race route:

- Burnett Avenue, from Fifth Street to Sixth Street
- Kellogg Avenue, from Fifth Street to Sixth Street
- Park Way
- Lee Street
- Pearle Avenue

2. From 6:00 p.m. on July 9 to 1:00 a.m. on July 10 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 9. 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 9
- 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. **This proposed route involves the crossing of the Union Pacific Railroad north-south single-track rail line at Ninth Street. Midnight Madness organizers have contacted UPRR and have obtained permission to have the race route cross this intersection. Organizers will confer with UPRR in the days prior to race day to ensure the race schedule will not conflict with train traffic, and adjustments will be made to avoid train traffic if necessary.**

Midnight Madness organizers have also obtained a Noise Permit for this event. Event organizers will clean up the event on Sunday morning, with cleanup being completed by 1:00 p.m.

**ALTERNATIVES:**

1. Approve the requests for Midnight Madness on July 9-10, 2016, 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 9-10, 2016.

**Applicant License Application ( )**

<b>Name of Applicant:</b> <u>Roman Lynch</u>		
<b>Name of Business (DBA):</b> <u>Midnight Madness Road Races</u>		
<b>Address of Premises:</b> <u>3720 Jewel Dr</u>		
<b>City</b> <u>Ames</u>	<b>County:</b> <u>Story</u>	<b>Zip:</b> <u>50010</u>
<b>Business</b>	<u>(515) 232-6131</u>	
<b>Mailing</b>	<u>3720 Jewel Dr</u>	
<b>City</b> <u>Ames</u>	<b>State</b> <u>IA</u>	<b>Zip:</b> <u>50010</u>

**Contact Person**

<b>Name</b> <u>Roman Lynch</u>	
<b>Phone:</b> <u>(515) 231-9995</u>	<b>Email</b> <u>romanlynch@mchsi.com</u>

**Classification** Class B Beer (BB) (Includes Wine Coolers)

**Term:** 5 days

**Effective Date:** 07/09/2016

**Expiration Date:** 01/01/1900

**Privileges:**

Class B Beer (BB) (Includes Wine Coolers)

**Status of Business**

<b>BusinessType:</b> <u>Privately Held Corporation</u>	
<b>Corporate ID Number:</b> <u>218543</u>	<b>Federal Employer ID</b> <u>42-1476108</u>

**Ownership**

**Roman Lynch**

**First Name:** Roman

**Last Name:** Lynch

**City:** Ames

**State:** Iowa

**Zip:** 50010

**Position:** 515-231-9995

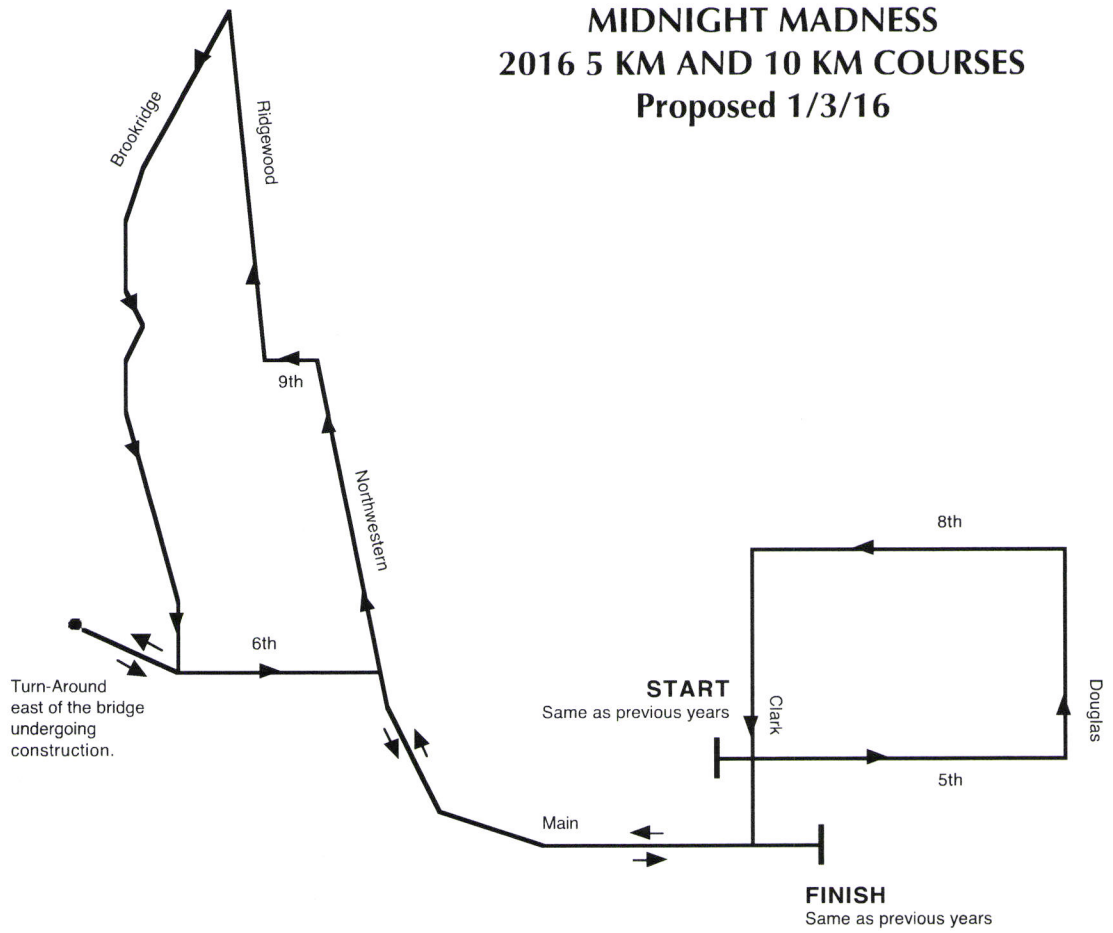
**% of Ownership:** 100.00%

**U.S. Citizen:** Yes

**Insurance Company Information**

<b>Insurance Company:</b>	
<b>Policy Effective Date:</b>	<b>Policy Expiration</b>
<b>Bond Effective</b>	<b>Dram Cancel Date:</b>
<b>Outdoor Service Effective</b>	<b>Outdoor Service Expiration</b>
<b>Temp Transfer Effective</b>	<b>Temp Transfer Expiration Date:</b>

**MIDNIGHT MADNESS  
2016 5 KM AND 10 KM COURSES  
Proposed 1/3/16**





CITY OF  
Ames

# SPECIAL EVENT APPLICATION

## SUMMARY OF EVENT

### DESCRIPTION

Event Name *Midnight Madness Road Races*

Description  
5K, 10K Footrace on the streets run separately. (MAP Attached)  
Registration in city hall gym begins at 2:00 pm.  
Kids Run is at 7 pm. followed by 5K @ 7:30 and 10K at 8:30.  
There is a Feed with a Band with a beer tent.

### Event Category

- Athletic/Recreation
- Exhibits/Misc.
- Festival/Celebration
- Parade/Procession/March
- Concert/Performance
- Farmer/Outdoor Market
- Other (please explain)

### Anticipated Attendance

Total 1800 Per Day 1

### DATE/TIME

Setup	Date <u>July 8, '16</u>	Time <u>6:00 Pm</u>	Day of Week <u>Friday</u>
Event Starts	Date <u>July 9, '16</u>	Time <u>7:30 Pm</u>	Day of Week <u>Saturday</u> *
Event Ends	Date <u>July 9, 2016</u>	Time <u>Midnight</u>	Day of Week <u>Saturday</u>
Teardown Complete	Date <u>July 10, 2016</u>	Time <u>2:00 Pm or so</u>	Day of Week <u>Sunday</u>

Rain Date, if applicable \_\_\_\_\_  
Rain Location, if applicable \_\_\_\_\_

\* Registration starts in City Hall @ 2pm.  
\* Races start @ 7:30

LOCATION

Region

(Select one or more)

- Main Street Cultural District (Downtown)
- Campustown District
- Iowa State University Property
- City Parks
- Other (please explain)

Please note that events occurring in the Downtown, Campustown, in City parks, or on ISU property require prior approvals. A letter of support will be required from CAA if the event occurs in Campustown or from MSCD if the event occurs in Downtown. Please contact the appropriate office well in advance:

Downtown - Main Street Cultural District: (515) 233-3472

events@amesdowntown.org

Campustown - Campustown Action Association: (515) 450-8771

director@amescampustown.com

Iowa State University - Events Authorization Committee: (515) 294-1437

eventauthorization@iastate.edu

CONTACTS

Host Organization

Midnight Madness Road Races

Local Contact (Required)

Must be present during event

Name: Roman LYNCH

Address: 3720 Jewel dr., Ames, IA. 50010

Telephone: (515) 233-6057

Cell phone: (515) 231-~~1111~~9995

Must be available by cell phone during event

Email: RomanLynch@mchsi.com

At least ten business days prior to the event, Organizer must submit Emergency Contact List, including names and numbers of all coordinators, volunteers, and location assigned to each.

Yes No

Is this an annual event? How many years have you been holding this event? 45

Is this event open to the public?

Is your event being held in conjunction with another event (e.g. Farmers' Market, 4th of July, etc.)?

If yes, please list

Iowa Games

March 25, 2016

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 45 years. We feel that the race provides a vehicle for all levels of fitness. The race also creates a significant economic impact on Ames. This year's race is **July 9, 2016**.

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

- 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
- Use of electrical outlets and distribution box AND waiver of the fees for both.
- Blanket Vending license for Lot N and a waiver of the fee for the license.
- Allow the water department to provide a water station on the course and use their water unit.

The approximate number of people that enter all the races is 1,800. There are approximately 1,000 spectators. There are about 2,800 that will attend the Post-race Party, of which 1,500 will drink beer and 1,300 will drink soda or orange drink. Large quantities of food will be available (spaghetti, fruit, yogurt, etc.)

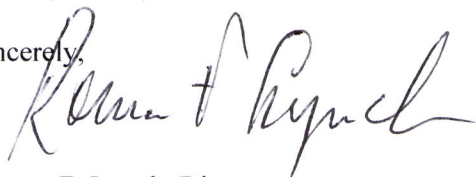
The average age of all runners is 35 years. Runners are generally a pretty docile group. As you know, we do a super job of cleaning up the area afterwards. **We request that we can have until 1:00 pm Sunday afternoon to have Main Street clean, 'no parking' signs removed and trash in a container and the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

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.
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Thank you for your consideration.

Sincerely,



Roman F. Lynch, Director

Midnight Madness  
515-231-9995