

COUNCIL ACTION FORM

SUBJECT: AMES HIGH SCHOOL HOMECOMING REQUESTS

BACKGROUND:

Ames High School has requested to hold its Homecoming Parade on Monday, September 12, 2016. As in past years, parade entries will stage in Parking Lots MM and M and on Pearle Street. The parade will start on Main Street west of Clark Avenue and proceed east past Douglas Avenue to the CBD Lot entrance. The parade entries will disperse from the CBD Lot. 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:

- Fifth Street from Grand Avenue to Pearle Avenue, Pearle Avenue, Main Street from Pearle Avenue to Duff Avenue, Clark Avenue from north of the CBD lot exit to Fifth Street, Burnett Avenue from Main Street to Fifth Street, and Kellogg Avenue from north of the CBD lot exit to Main Street, from 5:30 to approximately 7:30 p.m.
- City Parking Lot MM, the south half of Lot M, and a portion of CBD Lot Z from 5:30 p.m. to 7:30 p.m. for parade staging and disassembly. (No reserved spaces would be affected.)

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 1:00 to 6:00 p.m. Lost revenue to the Parking Fund is estimated at \$235. Permission to display fireworks during the football game on September 16 (at approximately 8:15 p.m.) at Ames High Stadium and a waiver of the Fireworks Permit fee in the amount of \$25 have also been requested.

City staff is additionally requesting that the City Council grant a waiver of parking meter fees and enforcement from 4:00 p.m. to 6:00 p.m. on September 12 in Lot N, east of City Hall. There are a number of well-attended fitness classes in the Community Center on Monday evenings, and attendees normally park in Lot M or in metered spaces on Fifth Street. City staff would like to provide free parking in Lot N for those Parks and Recreation program participants who are displaced by parade closures. The loss of revenue to the Parking Fund for this request is estimated to be \$22.

ALTERNATIVES:

1. The City Council can approve the requests from the Ames High Homecoming Committee for parking lot and street closures and waiver of parking meter fees in connection with the parade to be held on September 12, 2015; a fireworks display on September 16, 2015; waiver of the Fireworks Permit fee; and waiver of meter fees and enforcement in Lot N from 4:00 to 6:00 p.m. on September 12.
2. The City Council can approve the requests for parking and street closures for September 12, 2015 and approve the fireworks display for September 16, 2015, but require payment for the fireworks permit (\$25) and lost parking revenue (\$235).
3. The City Council can deny these requests

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 as described above.

Ames High School Homecoming Committee
1921 Ames High Drive
Ames IA 50010

August 17, 2016

Dear Mayor Campbell and Members of the City Council,

The Ames High School Homecoming Committee plans to hold its annual Homecoming activities the week of September 11, 2016. These activities include the downtown Homecoming parade on Monday, September 12, and a fireworks display at halftime of the home football game on Friday, September 16. The parade will begin at 6:30 p.m. and is anticipated to last between 30 and 45 minutes, with streets re-opened by 7:30 p.m. The Homecoming Committee asks that the City Council approve the following requests:

1. Closure of Pearle Avenue, Douglas Avenue, Burnett Avenue, Kellogg Avenue and Clark Avenue (all from Main Street to 5th Street), and Main Street from Pearle Avenue to before Duff Avenue from 5:30 to approximately 7:30 p.m. on September 12.
2. Closure of City Parking Lot MM and Lot M at 5:30 p.m. for parade staging.
3. Waiver of parking meter fees for those closed public parking spaces from 1--7:30 p.m.
4. A fireworks permit for the fireworks display to be held during halftime of the Homecoming game on September 16 (approximately 8:15 p.m.)
5. Waiver of fireworks fee.

Thank you for your consideration of these requests. We hope to see you in attendance during the parade and supporting the football team on Friday night.

Sincerely,

Taylor Junck, Jane Joiner, Tala Salti, Bailey Newbanks, Elizabeth Jackson, Allyson Goodman,
Grace Snyder
Ames High School Homecoming Committee



August 19, 2016

To whom it may concern,

The Main Street Cultural District fully supports the use of Main Street, in downtown Ames, for the Ames High School's Homecoming Parade on September 12th, 2016. We welcome this partnership with the Ames School District to make the community a better place for everyone. We are excited to join students, athletes, parents, faculty and staff, and community members in cheering on our Ames High School Little Cyclone Football team. We also welcome the opportunity to show the community what great businesses our downtown has to offer.

Sincerely,

A handwritten signature in blue ink that reads "Cliff Smith".

Cliff Smith
2016 MSCD Board President



CITY OF

Ames

SPECIAL EVENT APPLICATION

SUMMARY OF EVENT

DESCRIPTION

Event Name Ames High School Homecoming Parade

Description

- 1:00 cover parking meters w/ bags ; information about street closure
- 5:30 Volunteers arrive to put up barricades ; boundaries ; get into place
- 5:45 participants will start arriving ; line-up will begin
- 6:15 check to make sure everything is in order for the start of the event
- 6:30 the parade will start at the community center parking lot
- 7-7:30 the parade will end at the parking lot at the end of Mainstreet

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

Anticipated Attendance Total _____ Per Day _____

DATE/TIME

Setup	Date	<u>9/12</u>	Time	<u>1:00</u>	Day of Week	<u>Mon</u>
Event Starts	Date	<u>9/12</u>	Time	<u>6:30</u>	Day of Week	<u>Mon</u>
Event Ends	Date	<u>9/12</u>	Time	<u>7:00</u>	Day of Week	<u>Mon</u>
Teardown Complete	Date	<u>9/12</u>	Time	<u>7:30</u>	Day of Week	<u>Mon</u>

Rain Date, if applicable _____
Rain Location, if applicable _____

see attached map

SITE PLAN/ROUTE MAP

Submit an event site plan/route map with your application and include the following elements that pertain to this event:

- An outline of the entire event venue including the names of all streets or areas that are part of the venue and the surrounding area. If the event involves a moving route of any kind, indicate the direction of travel and all street or lane closures.
- The location of fencing, barriers and/or barricades. Indicate any removable fencing for emergency access.
- The location of any first aid facilities and ambulances.
- The provision of minimum twenty foot (20') emergency access lanes throughout the event venue
- Cooking areas and vendor locations
- Generator locations and/or source of electricity.
- Placement of vehicles and/or trailers.
- Exit locations for outdoor events that are fenced and/or locations within tents and tent structures.
- The location of all stages, platforms, scaffolding, bleachers, grandstands, canopies, tents, portable toilets, booths, beer gardens, cooking areas, trash containers and dumpsters, and other temporary structures.
- Other related event components not listed above.

ORGANIZATION STATUS/PROCEEDS

Yes No

- Is the Host Organization a for-profit entity?
- Is the Host Organization a bona fide tax exempt, nonprofit entity under state and federal law?
- Are patron admission, entry or participant fees required?
If yes please describe and provide amounts: _____
- Are vendor or other fees required?
If yes please provide amounts: _____

____ % Percentage of net proceeds going towards fundraising

____ % Percentage of net proceeds going towards for-profit entity

25-30 Number of event volunteers and staff