## COUNCIL ACTION FORM

**SUBJECT:**   REQUESTS FOR 4TH OF JULY ACTIVITIES

**BACKGROUND:**

The annual Fourth of July celebration involves activities coordinated by two groups: City staff coordinates the City Council's free pancake breakfast outside City Hall, while the Main Street Cultural District (MSCD) coordinates the parade and related activities.

**Pancake Breakfast**
The City Council Community Pancake Breakfast will be held again this year in front of City Hall on Tuesday, July 4th. Staff is requesting that Clark Avenue be closed from Fifth Street to Sixth Street from 5:00 p.m. on Monday, July 3rd (for set-up) until the conclusion of the parade on July 4th to provide a seating area for people attending the breakfast. Because City Hall Lot N can only be accessed from the pancake feed area or the parade route, the closure of that lot is required on July 4th. The breakfast will start at 8:30 a.m. and conclude at about 10:30 a.m. This will allow participants to attend the parade, which is scheduled to start at 11:00 a.m.

**Parade**
MSCD is coordinating the community parade. Parade staging will take place on Northwestern Avenue between Wheatsfield Grocery and Main Street, on Allan Drive, on Pearle Avenue, in City Hall Parking Lots M and MM, and in City Depot Lots TT and V. The Bill Riley Talent Search will take place at the intersection of Main Street and Burnett Avenue.

To facilitate parade staging and movement, street closures will be needed from 6:00 a.m. until the end of the parade for the following streets:

- • Main Street, from the east Central Business District (CBD) Lot entrance to the Grand Avenue overpass, continuing on Northwestern Avenue to Sixth Street (Wheatsfield customers will be allowed access at Sixth Street)
- • Allan Drive
- • Pearle Avenue
- • Fifth Street, from Grand Avenue to Douglas Avenue
- • Clark Avenue, from the south driveway of the CBD Lot to Sixth Street
- • Burnett Avenue, from Main Street to Fifth Street
- • Kellogg Avenue, from just south of Main Street to Fifth Street
- • Douglas Avenue, from Main Street to Fifth Street

The following parking lot areas will also need to be closed for parade staging from 6:00 a.m. to approximately 2:00 p.m.

- Lot MM, to the west of City Hall
- The south portion of Lot M, adjacent to the west door of City Hall (City vehicles and cars of City employees who are on duty will be parked in the north portion of the lot)
- Depot Lots V and TT

Because July 4$^{th}$ is a City holiday, there will be no lost parking meter revenue from these closures. A blanket Temporary Obstruction Permit for the MSCD will be required from 6:00 a.m. to 2:00 p.m. on July 4$^{th}$. MSCD has requested access to City electrical outlets at the intersection of Main Street and Burnett Avenue for the parade announcer stand. MSCD has also requested a blanket Vending License for the entire MSCD, and a waiver of the license fee.

Public Works staff will provide barricades as needed to close the streets and control access to the parking lots. MSCD will plan to have volunteers at each barricaded intersection, and the Police Department will have staff to assist at the busiest intersections. Organizers will be responsible for the replacement of any lost or damaged barricades.

**City Hall Lot M (west of City Hall) is currently being reconstructed. The project involves reconstructing one half of the lot at a time, and City staff has worked with the contractor to ensure the first half of the lot is complete prior to the 4$^{th}$ of July. Construction on the second major phase will not occur until mid-July, so the entire lot will be available for parade staging.**

**ALTERNATIVES:**

1. Approve the requests for activities on July 4th as requested above, including street and parking lot closures, a blanket Temporary Obstruction Permit, a blanket Vending License, use of City electrical outlets, and waiver of fees.

2. Request further information from event organizers

3. Do not approve the requests for the 4$^{th}$ of July activities.

**CITY MANAGER'S RECOMMENDED ACTION:**

The return of the 4$^{th}$ of July parade in 2004 provided a great opportunity to bring the citizens of Ames together to celebrate. With the addition of the City Council Community Pancake Breakfast, this event provides the City Council with a way to partner with the Main Street Cultural District to promote "one community" by supporting this worthwhile event.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the requests for activities on July 4th as requested above, including street and parking lot closures, a blanket Temporary Obstruction Permit, a blanket Vending License, use of City electrical outlets, and waiver of fees.

March 10, 2017

Honorable Mayor Campbell and City Council
Ames City Hall
515 Clark Avenue
Ames, IA 50010

RE: July 4th Parade and the Bill Riley Talent Show

Dear Honorable Mayor Campbell and City Council,

The Main Street Cultural District is in the process of planning the annual 4th of July Parade and the Bill Riley Talent Show.  Information about the event can be found on the Special Event Application we submitted.  We would also request a waiver of fees for the Blanket Vendor Permit and electricity fees for the Talent Show.

Thank you for your consideration of this request and continued support of the Main Street Cultural District.  We look forward to seeing you on July 4th, in downtown Ames.

Sincerely,


Cindy Hicks
Executive Director
Main Street Cultural District

# CITY OF Ames™ SPECIAL EVENT APPLICATION

## DESCRIPTION

**Event Name**  4th of July Parade and Bill Riley Talent Show

**Description**

On Tuesday, July 4th The Bill Riley Talent Show will be held at Main and Burnett from 9am to 11am. The 4th of July parade celebrating Independence day will start at Clark and Main at 11am.  It will proceed to Douglas, where it will turn left, the parade will turn left again on 6th street, and end at city hall. Food and drink vendors will be set up on Kellogg and/or Burnett avenue between 5th street and Main Street. Downtown restaurants will also be invited to sell food in front of their brick and mortar locations.

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

**Anticipated Attendance**   Total 4,000 _____   Per Day _____

## DATE/TIME

| | | | |
|---|---|---|---|
| **Setup** | Date 7/4/17 | Time 6:00 am | Day of Week Tuesday |
| **Event Starts** | Date 7/4/17 | Time 9:00 am | Day of Week Tuesday |
| **Event Ends** | Date 7/4/17 | Time 12:30 pm | Day of Week Tuesday |
| **Teardown Complete** | Date 7/4/17 | Time 2:00 pm | Day of Week Tuesday |

**Rain Date, if applicable** _____

**Rain Location, if applicable** _____

## 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:

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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**     Main Street Cultural District

**Local Contact** *(Required)*
*Must be present during event*

Name: Edana Delagardelle

Address: 304 Main

Telephone: ( 515 ) 233-3472

Cell phone: ( 515 ) 231-0697
*Must be available by cell phone during event*

Email: events@amesdowntown.org

*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? _____
- ☑ ☐ 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