

COUNCIL ACTION FORM

SUBJECT: REQUESTS FOR MIDNIGHT MADNESS

BACKGROUND:

The annual Midnight Madness races will be held in the downtown area on Saturday, July 8th. The event includes 5k, 10k, and kid runs, followed by a beer garden and activities near City Hall. Last year, the route was altered to accommodate the Sixth Street Bridge Project. This new route was successful, and the organizers would like to use it again this year. Organizers are requesting the following street and parking lot closures on Saturday, July 8 and Sunday, July 9, 2017:

1. On July 8 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 Tenth Street
 - Tenth Street, from Douglas Avenue to Clark Avenue
 - Clark Avenue, from Tenth 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 Ridgewood Avenue to Northwestern Avenue

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

- Burnett and Kellogg Avenues, from Fifth Street to Tenth Street
 - Sixth, Seventh, Eighth, and Ninth Streets, from Clark Avenue to Douglas Avenue
 - Park Way
2. From 6:00 p.m. on July 8 to 1:00 a.m. on July 9 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 8. 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 8

- 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 and blanket Temporary Obstruction Permit
- 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 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 8-9, 2017, 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 8-9, 2017.



CITY OF

Ames

SPECIAL EVENT APPLICATION

SUMMARY OF EVENT

DESCRIPTION

Event Name

Midnight Madness Road Races 2017

Description

5K + 10K Footrace on Ames' streets run at 7:30 pm and 8:30 pm. (Attached is a map)
 Registration in City Hall gym which begins at 2pm
 There is a kid's Run at 7pm followed by adult races.
 There is a post race party with pasta and beer tent and a band.

Event Category

- ☒ Athletic/Recreation
☐ Exhibits/Misc.
☐ Festival/Celebration
☐ Parade/Procession/March

- ☐ Concert/Performance
☐ Farmer/Outdoor Market
☐ Other (please explain)

Anticipated Attendance

Total

1500

Per Day

1

DATE/TIME

Setup

Date

July 7, '17

Time

6:00 pm

Day of Week

Friday

Event Starts

Date

July 8th

Time

7:30 pm

Day of Week

Saturday

Event Ends

Date

July 8th

Time

12:00 pm

Day of Week

Saturday

Teardown Complete

Date

July 9th

Time

2:00 pm

Day of Week

Sunday

Rain Date, if applicable

N/A

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:

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

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

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

events@amesdowntown.org

director@amescampustown.com

eventauthorization@iastate.edu

CONTACTS

Host Organization

Midnight Madness Road Races

Local Contact (Required)

Name

Roman Lynch

Address

3720 Jewel dr. Ames

Telephone

515-231-9995

Cell Phone

SAME

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? 46

☒ ☐ 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 hosts Registration

Applicant License Application ()

Name of Applicant: <u>Midnight Madness Road Races</u>		
Name of Business (DBA): <u>Midnight Madness Inc</u>		
Address of Premises: <u>515 Clark</u> <u>5th and Clark</u>		
City <u>Ames</u>	County: <u>Story</u>	Zip: <u>50010</u>
Business <u>(515) 232-6131</u>		
Mailing <u>3720 Jewel Dr</u>		
City <u>Ames</u>	State <u>IA</u>	Zip: <u>50010</u>

Contact Person

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

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

Term:5 days

Effective Date: 07/08/2017

Expiration Date: 01/01/1900

Privileges:

Class B Beer (BB) (Includes Wine Coolers)

Outdoor Service

Status of Business

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

Ownership

Roman Lynch

First Name: <u>Roman</u>	Last Name: <u>Lynch</u>	
City: <u>Ames</u>	State: <u>Iowa</u>	Zip: <u>50010</u>
Position: <u>Director</u>		
% of Ownership: <u>100.00%</u>	U.S. Citizen: <u>Yes</u>	

Insurance Company Information

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