

COUNCIL ACTION FORM

**SUBJECT: REQUESTS FROM RAISING READERS IN STORY COUNTY FOR
STEP INTO STORYBOOKS ON APRIL 14**

BACKGROUND:

Raising Readers in Story County is proposing to host its annual Step Into Storybooks event at the Ames Public Library on Saturday, April 14. The event promotes reading and related activities for families with infants, toddlers, and preschoolers. Last year, over 2,100 people attended, and organizers anticipate 2,000 participants at the proposed event. The event will be held from 9:00 a.m. to noon. This year's theme is "Play." Portions of the event will take place inside the Library and the street in front of the Library will feature various sporting activities.

To facilitate the event, organizers have requested that free parking be made available for attendees in the vicinity of the Library on the following streets from 8:00 a.m. to 12:30 p.m.:

- Douglas Avenue between Fifth Street and Sixth Street
- Fifth Street between Douglas Avenue and Kellogg Avenue

This request will affect 48 metered parking spaces, resulting in a loss of \$33.60 to the Parking Fund. Additionally, organizers request closure of Douglas Avenue from Fifth Street to Sixth Street and a blanket Temporary Obstruction Permit. Organizers will coordinate with Adams Funeral Home to maintain access in the event of a service that day.

ALTERNATIVES:

1. Approve the requests as indicated above, including a waiver of parking meter fees.
2. Approve the requests, but require payment for lost parking meter revenue.
3. Do not approve the request.

MANAGER'S RECOMMENDED ACTION:

Step Into Storybooks is a popular event that promotes reading at an early age, and aligns with the mission and programming offered by the Ames Public Library. The

closure of parking spaces will allow some of the participants the opportunity to park close to the site of the activity.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the request and not requiring reimbursement for lost revenue to the Parking Fund.



Raising Readers

in Story County

February 16, 2018

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

RE: Step Into Storybooks 2018

Dear Honorable Mayor Haila and City Council,

The Step Into Storybooks (SIS) Planning Committee is planning to hold the tenth annual Step Into Storybooks on Saturday, April 14 from 9am to 12pm. Information about the event can be found on the Special Event Application we submitted, but we are requesting that the meter fees be waived for the parking meters on Douglas Ave between 5th and 6th Street and the parking meters on 5th Street between Douglas Ave and Kellogg Ave from 8:00am to 12:30pm on the 14th to allow for some of our families visiting the event close parking space and to allow Douglas Avenue to be closed for outdoor activities.

In 2017, over 2000 people attended this free family event at the Ames Public Library, which is organized by community members and organizations including Raising Readers in Story County, the Ames Rotary (Noon), the Ames Morning Rotary, Ames Community Preschool Center, the Ames Public Library, and the United Way of Story County.

Thank you for your consideration of these requests and continued support of early childhood literacy in Ames. We look forward to seeing you on April 14th.

Sincerely,

Kim Hanna
RRSC Executive Director



CITY OF

ames

SPECIAL EVENT APPLICATION

SUMMARY OF EVENT

DESCRIPTION

Event Name Step Into Storybooks 2018

Description

Every spring, Step Into Storybooks (SIS) is held for families in the Ames community (and surrounding towns). This free annual event provides fun literacy-rich experiences to inspire families to use reading and related activities at home with their babies, toddlers, and preschoolers. These early relationships and experiences influence children's brain development. Children who lack this nurturing fall short of their potential, enter school behind their peers, and are likely to fall further behind in successive years.

The 2018 SIS will be held inside and outside the Ames Public Library (515 Douglas Ave) for 9am-12pm on Saturday, April 14. The planning committee is comprised of community and organizational members including Raising Readers in Story County, Ames Community Preschool Center, Ames Rotary Clubs, City of Ames, the Ames Public Library, and Farm Bureau.

We request for the duration of the event, Douglas Ave is closed north of the Adams Funeral Home parking lot to 6th Street for outdoor play activities and that meter fees be waived for families attending starting at 8:30am and running until 12:30pm. 18 parking meters on Douglas and 30 parking meters on 5th street would be affected (total 48). Douglas Ave is a CyRide route (Red #1).

Event Category

☐ Athletic/Recreation☐ Concert/Performance☐ Exhibits/Misc.☐ Farmer/Outdoor Market☒ Festival/Celebration☐ Other (please explain)☐ Parade/Procession/MarchAnticipated
AttendanceTotal 2000Per Day 1

DATE/TIME

Setup

Date 4/13/18Time 5:00pmDay of Week Friday

Event Starts

Date 4/14/18Time 9amDay of Week Saturday

Event Ends

Date 4/14/18Time 12pmDay of Week SaturdayTeardown
CompleteDate 4/14/18Time 2pmDay of Week SaturdayRain Date, if applicable N/ARain Location, if applicable N/A

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

APL/RRSC/Ames Morning Rotary

Local Contact *(Required)*

Name

Kim Hanna

Address

920 Carroll Ave

Telephone

515-520-8686

Cell Phone

515-450-8771

Email

director@raising-readers.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
