

COUNCIL ACTION FORM

SUBJECT: ISU HOMECOMING CENTRAL COMMITTEE REQUESTS FOR ISU HOMECOMING PARADE

BACKGROUND:

The Homecoming Central Committee at Iowa State University is again planning to host its annual ISU Homecoming activities. This includes the hosting of a downtown Homecoming parade as a kickoff to the activities, to be held Sunday, October 21. This is the third year the parade will be held downtown.

The ISU Homecoming parade will take place beginning at 2:00 p.m. on October 21. Entries will be staged in City Hall Lot M, on Pearle Avenue, and on Main Street west of Clark Avenue.

The parade route will be similar to the route used for the 4th of July, but in reverse. To facilitate this event, closure of the following streets and parking lots is requested from noon to 4:00 p.m. on October 21:

- City Hall Parking Lot MM
- City Hall Parking Lot M
- Depot Lot TT
- Pearle Avenue
- Fifth Street from Grand Avenue to Douglas Avenue
- Main Street/Northwestern Avenue from 5th Street to Douglas Avenue
- Clark Avenue, Burnett Avenue, Kellogg Avenue, and Douglas Avenue from Main Street to Fifth Street

Organizers have requested a Temporary Obstruction Permit and the closure of parking spaces along the route from noon to 4:00 p.m. on Sunday. Because the parade is on a Sunday, no parking meter revenue will be lost. This year organizers plan to have a variety of food trucks on the closed north-south streets, so use of City electricity, blanket Vending License and waiver of fee (\$50) are also requested.

CyRide will detour from the parade area to 6th Street. The Police Department will provide a vehicle and Public Works will arrange for a street sweeper to clean the streets at the conclusion of the parade.

It is anticipated that requests for other ISU Homecoming activities taking place during this week will be presented to the City Council at a later date.

Staff should mention that, during the 2017 ISU Homecoming Parade, there were several issues that inconvenienced community groups, businesses, and residents. These issues largely centered on the communication from organizers to parade volunteers about how closures would be arranged and at what times, as well as communication with affected property owners about when and where these closures would take place. City staff has discussed these issues with parade organizers. The organizers have committed to contacting affected businesses and institutions early to work with them regarding the closures. Organizers will also ensure that their leadership members will be in key locations around the route to ensure the closure locations match the approved plan, and to troubleshoot as necessary.

ALTERNATIVES:

1. Approve the requests from the Homecoming Central Committee for the ISU Homecoming Parade on Sunday, October 21, including street and parking closures, a Temporary Obstruction Permit, use of City electricity, blanket Vending License, and a waiver of fees as requested by event organizers above.
2. Deny the requests.

CITY MANAGER'S RECOMMENDED ACTION:

Organizers have taken appropriate steps to plan and implement the event in a safe, well thought-out manner. The proposed parade this fall appears to be manageable, and staff has discussed minor logistical modifications to make the event even more successful.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1 as stated above.



April 16th, 2018

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

2018 Homecoming Parade

Dear Honorable Mayor Haila and City Council,

Iowa State University is planning to continue the Homecoming Parade this year on Sunday, October 21st at 2:00pm. Further information can be found on the recently submitted Special Events Application. We would like to request a waiver of the electric fee, as well as a waiver of the vending license fee so we can allow various food trucks to sell food near the parade route.

Thank you all for your consideration, and we hope to see you either in the parade or watching it!

Sincerely,

Mary Kate Misak
SALC Advisor
ISU Alumni Association



SPECIAL EVENT APPLICATION

SUMMARY OF EVENT

DESCRIPTION

Event Name Homecoming Parade

Description

The Homecoming Parade is an event that includes the Ames community in celebrating the kick off of ISU's homecoming on October 21st, 2018

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

Anticipated Attendance Total 2000 Per Day _____

DATE/TIME

Setup Date 10/21/18 Time 7am Day of Week Sunday

Event Starts Date 10/21/18 Time 2pm Day of Week Sunday

Event Ends Date 10/21/18 Time 4pm Day of Week Sunday

Teardown Complete Date 10/21/18 Time 5pm Day of Week Sunday

Rain Date, if applicable 10/28/18

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 ISU Homecoming Central Committee

Local Contact (Required)	Name	<u>Hannah Peterson, Jenny Long</u>
	Address	<u>420 Beach Ave, Ames, 50011</u>
	Telephone	<u>319-491-2532</u>
	Cell Phone	<u>515-351-1917</u>
	Email	<u>hccparade@gmail.com</u>

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

This is the 3rd annual Homecoming Parade. It is open to the public.