

**COUNCIL ACTION FORM**

**SUBJECT:**           **REQUESTS FOR 4<sup>TH</sup> 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 Ames Main Street (AMS) 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 Thursday, July 4th. Staff is requesting that Clark Avenue be closed from Fifth Street to Sixth Street from 5:00 p.m. on Wednesday, 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**

AMS 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 three aisles 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<sup>th</sup> is a City holiday, there will be no lost parking meter revenue from these closures. A blanket Temporary Obstruction Permit for the Central Business District will be required on July 4<sup>th</sup>. AMS has requested access to City electrical outlets at the intersection of Main Street and Burnett Avenue for the parade announcer stand. AMS has also requested a blanket Vending License for the entire Central Business District, 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. AMS will have volunteers at each barricaded intersection, and the Police Department will assist at the busiest intersections.

#### **ALTERNATIVES:**

1. Approve the requests for activities on July 4<sup>th</sup> 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<sup>th</sup> of July activities.

#### **MANAGER'S RECOMMENDED ACTION:**

The 4<sup>th</sup> of July Parade provides 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 Ames Main Street 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 4<sup>th</sup> 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.



February 7<sup>th</sup>, 2019

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

RE: July 4<sup>th</sup> Parade and the Bill Riley Talent Show

Dear Honorable Mayor John Haila and City Council,

Ames Main Street is in the process of planning the 2019 Fourth 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.

Thank you for your consideration of this request and continued support of Ames Main Street. We look forward to seeing you on July 4<sup>th</sup>, in downtown Ames.

Sincerely,

A handwritten signature in black ink that reads 'Jess Clyde'.

Jess Clyde  
Promotions Chair  
Ames Main Street