

COUNCIL ACTION FORM

SUBJECT: REQUESTS FROM ISU HOMECOMING CENTRAL COMMITTEE FOR ISU HOMECOMING PARADE

BACKGROUND:

The Homecoming Central Committee at Iowa State University is again planning to host its annual Homecoming activities. This includes hosting the downtown Homecoming parade as a kickoff to the activities, to be held Sunday, October 20. This is the fourth year the parade will be held downtown.

HOMECOMING PARADE:

The Homecoming parade will take place beginning at 2:00 p.m. on October 20. 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 20:

- 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 Clark Avenue between Fifth Street and Main Street, so use of City electricity, blanket Vending License and waiver of fees (\$50) are also requested.

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

ALTERNATIVES:

1. Approve the requests from the Homecoming Central Committee for the ISU Homecoming Parade on Sunday, October 20, 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.

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, thereby approving the requests from the Homecoming Central Committee for the ISU Homecoming Parade on Sunday, October 20, 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.



April 15th, 2019

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

RE: 2019 ISU Homecoming Parade

Dear Honorable Mayor Haila and City Council,

Iowa State University is planning to continue to hold the Homecoming Parade this year on Sunday, October 20th 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 food trucks to sell food to attendees during the event.

Thank you for your consideration, and we hope to see you at the parade.

Sincerely,

Mary Kate Misak

Manager of Student Programs

Iowa State University Alumni Association



May 24, 2019

Mayor and City Council
City of Ames
515 Clark Ave
Ames, IA 50010

Dear Mayor Haila and Members of the Ames City Council,

Ames Main Street supports the Iowa State University Homecoming Parade, which will take place on Sunday, October 20th at 2:00pm throughout Downtown Ames. We are also supportive of the necessary street closures throughout Downtown Ames that the parade requires.

Iowa State University is the engine that runs our city, and Downtown Ames is happy to support the University in this manner. The Homecoming Parade is a popular annual event that brings a sizable number of guests and alumni to Ames, and allows us to celebrate the true greatness the Ames, Iowa State University, and particularly the Downtown Ames community.

By bringin alumni and interested parties to Downtown Ames for attractions such as the Homecoming Parade, Ames Main Street is able to fulfill its mission as a Main Street Iowa community and create an economically vibrant downtown district.

Sincerely,

Kristin Roach
2019 Ames Main Street Board President



SUMMARY OF EVENT

DESCRIPTION

Event Name Iowa State University Homecoming Parade 2019

Description

The Homecoming Parade is an event that includes the Ames community in celebrating the kick off of ISU's homecoming on October 20th, 2019

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 <u>10/20/19</u>	Time <u>7am</u>	Day of Week <u>Sunday</u>
Event Starts	Date <u>10/20/19</u>	Time <u>2pm</u>	Day of Week <u>Sunday</u>
Event Ends	Date <u>10/20/19</u>	Time <u>4pm</u>	Day of Week <u>Sunday</u>
Teardown Complete	Date <u>10/20/19</u>	Time <u>5pm</u>	Day of Week <u>Sunday</u>

Rain Date, if applicable 10/27/2019

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

ISU Homecoming Central Committee

Local Contact (Required)

Name	Ashlyn Kotcho, Sophie Catus
Address	420 Beach Ave, Ames 50011
Telephone	320-774-8775
Cell Phone	515-240-2300
Email	hccparade@gmail.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? _
- 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 4th annual Homecoming Parade. It is open to the public.