

**COUNCIL ACTION FORM**

**SUBJECT: AMES HIGH SCHOOL HOMECOMING REQUESTS**

**BACKGROUND:**

Ames High School has requested to hold its Homecoming Parade on Thursday, May 13, 2021. Parade entries will stage in Parking Lots MM and M and on Pearle Street. The parade will start on Main Street west of Clark Avenue and proceed east past Douglas Avenue to the CBD Lot entrance. The parade entries will disperse from the CBD Parking Lot. It will begin at 6:30 p.m. and last approximately 45 to 60 minutes. To help facilitate this event, the Homecoming Committee asks that the City Council approve the following closures:

- Fifth Street from Grand Avenue to Pearle Avenue, Pearle Avenue, Main Street from Pearle Avenue to Duff Avenue, Clark Avenue from north of the CBD lot exit to Fifth Street, Burnett Avenue from Main Street to Fifth Street, and Kellogg Avenue from north of the CBD lot exit to Main Street, from 6:00 to approximately 7:30 p.m.
- City Parking Lot MM, the southern three aisles of Lot M, and a portion of CBD Lot Z from 5:30 p.m. to 7:30 p.m. for parade staging and disassembly (No reserved spaces would be affected).

City employees will be notified of the Lot M closure. Official vehicles parked in the northernmost stalls will not be affected. Barricades, staffed by adult volunteers, will be placed on streets along this route for traffic control purposes. Parking spaces will be available to the public until 6:00 p.m.; therefore, no parking meter revenue will be lost.

Organizers have consulted with Ames Main Street regarding the event. Staff also advised the organizers to notify affected businesses along the parade route.

**City staff is requesting that the City Council grant a waiver of parking meter fees and enforcement from 4:00 p.m. to 6:00 p.m. on May 13<sup>th</sup> for the 55 metered parking spaces in Lot N, east of City Hall.** There are a number of fitness classes in the Community Center on Thursday evenings, and attendees normally park in Lot M or in metered spaces on Fifth Street. City staff would like to provide free parking in Lot N for those who are displaced by parade closures. The loss of revenue to the Parking Fund for this request is \$27.50.

**ALTERNATIVES:**

1. Approve the requests from the Ames High Homecoming Committee for street closures in connection with the parade to be held on May 13, 2021; and waiver of meter fees and enforcement in Lot N from 4:00 to 6:00 p.m. on May 13.
2. Do not approve these requests.

**CITY MANAGER'S RECOMMENDED ACTION:**

The Ames High Homecoming Parade is a long-standing Ames tradition in the Downtown. The event has been successfully carried out, and it contributes to the vibrancy of the Downtown area.

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

Ames High School Homecoming Parade Committee  
1921 Ames High Drive  
Ames, IA 50010

April 5, 2021

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

Dear Mayor Hiala and Members of the Ames City Council,

The Ames High School Homecoming and Prom Committees plan to hold combined Homecoming and Prom activities the week of May 10, 2021. These activities include the Homecoming parade downtown on Thursday May 13, 2021. The parade will begin at 6:30pm and is and expected to last 30-45 minutes, with streets reopened by 8:00pm. The Homecoming Parade Committee asks that the City Council approve the following requests:

1. Closure of Pearle Avenue, Burnett Avenue, Kellogg Avenue and Clark Avenue (all from Main Street to 5th Street), Main Street from Pearle Avenue to Duff Avenue, and 5th Street from Grand Avenue to Clark Avenue, from 5:30pm to approximately 8:00pm on May 13.
2. Closure of City Parking Lot MM and Lot M at 5:30 pm for parade staging.
3. Waiver of parking meter fees for those closed public parking spaces from 1:00-8:00pm.

Thank you for your consideration of these requests. We hope to see you in attendance during the parade.

Sincerely,

Kaitlyn Will, Lily Rettig, Sophia Hammes, Haley Reeves, and Adam Wolf

Ames High School Homecoming Parade Committee



TO: Mayor John Haila  
Gloria Betcher  
Tim Gartin  
David Martin  
Rachel Junck  
Amber Corrieri  
Bronwyn Beatty-Hansen  
Nicole Whitlock  
Steve Schainker, City Manager

FROM: Steve Goodhue  
2021 Board President  
Ames Main Street

DATE: 4/7/2021

RE: Ames High Homecoming Parade

Ames Main Street is proud to offer its support for the 2021 Ames High Spring Homecoming Parade. We also endorse the necessary street closures throughout Downtown Ames that the parade route will require. Specifically, the closures pertaining to the parade route along Main Street from Pearle Avenue to Duff Avenue. Events of this nature help Ames Main Street achieve its vision of making Downtown Ames the primary destination of Central Iowa by creating an economically vibrant district with unique living, dining, and entertainment experiences.

Sincerely,

A handwritten signature in black ink that reads 'Steve Goodhue'.

Steve Goodhue  
2021 Ames Main Street Board President

CC: Kim Frey, Director, Ames Main Street