

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 the hosting of a downtown Homecoming parade as a kickoff to the activities, to be held Sunday, October 17. This is the fifth year the parade will be held downtown.

The Homecoming parade will take place beginning at 2:00 p.m. on October 17. Entries will be staged in City Hall Lot M, on Pearle Avenue, and on Main Street west of Clark Avenue.

To facilitate this event, closure of the following streets and parking lots is requested from noon to 4:00 p.m. on October 17:

- 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 Ave between Fifth Street and Main Street, so use of City electricity, blanket Vending License and waiver of fee (\$50) are also requested. CyRide will detour off the parade route to 6th Street.

ALTERNATIVES:

1. Approve the requests from the Homecoming Central Committee for the ISU Homecoming Parade on Sunday, October 17, 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 described above.



SPECIAL EVENT APPLICATION

Applications received less than thirty (30) days before the event may not be processed by the City in time for the event and will automatically be denied. Each application is viewed as a new event regardless of previous occasions.

Event Name Iowa State Homecoming Parade 2021

Location/Address Ames Main Street (Downtown) [Starts of 5th Street, turns on Douglas Ave, then turns on Main Ave.]

Region (Select one or more)

- Ames Main Street (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
 ISU - Events Authorization Committee: (515) 294-1437

events@amesdowntown.org
 director@amescampustown.com
 eventauthorization@iastate.edu

TIMELINE

Setup Date 10/17/2021 Time 7:00 AM M T W R F Sa Su

Event Starts Date 10/17/2021 Time 2:00 PM M T W R F Sa Su

Detailed Description of Event Activities (written overview of event and what's going to happen)

The Homecoming Parade is an event that includes the Ames community in celebrating the kick off of Iowa State University's Homecoming on October 17, 2021.

Event Ends Date 10/17/2021 Time 4:00 PM M T W R F Sa Su

Teardown Complete Date 10/17/2021 Time 5:00 PM M T W R F Sa Su

Event Category

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

Rain Date 10/24/2021 Rain Location Same as original

Yes No Is this an annual event? If yes, how many years? 6 Years

For Office Use Only

Documents Received

Date: 4-12-21

- Completed Application
- Fireworks Application (\$25 fee)
- Insurance Certificate
- Public Safety & Event Management Plan
- Site Plan/Route Map (\$25 fee) (Road Race)
- Vendor List wave (\$50 fee/each)
- Parking fees

Special Events Meeting

Date via email

Time _____

Room _____

Documents Sent:

- Alcohol License ABD _____
- Fireworks Permit
- Road Race Permit
- TOP
- Vending Permit
- Other _____

Departments Included

- City Manager: Brian Phillips and Tasheik Kerr
- CyRide: Jenny Bethurem or Rob Holm or Kevin Gries
- Electric: Mark Imhoff OK
- Fire: Jason Ziph or Rich Higgins
- Parks & Rec: Craig Kaufman or Joshua Thompson
- Public Works: Brad Becker or Dave Cole OK
- Police: Jason Tuttle or Geoff Huff Arkovic OK
- Water: Heidi Petersen
- Risk Management: Bill Walton OK

CAA: Karen Chitty
 AMS: Jess Clyde or Sarah Dyorsky
 ISU: Events Authorization Committee yes.

City Council Meeting

Date 6-22-21

Added to Agenda with CAF Approved N

Reminder Date _____

CONTACTS

Sponsor/Applicant Name				Iowa State University Alumni Leadership Council			
Address				429 Alumni Lane			
City		State		Zip Code			
Ames		Iowa		50014			
Daytime Phone		641-863-0433		Cell Phone			
E-mail				hccparade@gmail.com			
Alternate Contact Name				Sarah Jenkins			
Daytime Phone		651-955-1149		Cell Phone			
E-mail				hccparade@gmail.com			

ATTENDANCE

Anticipated Daily Attendance

Yes No

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:

ORGANIZATION STATUS/PROCEEDS

- For-Profit
 Bona Fide Tax Exempt
 Nonprofit

Yes No

Are patron admission, entry, or participant fees required? If yes, please describe and provide amounts:

Are vendor or other fees required? If yes, please provide amounts:

Percentage of net proceeds going towards fundraising %

Percentage of net proceeds going towards for-profit entity %

SECURITY

Ames Police Department 24 hour non-emergency phone number: 515-239-5133

Please complete the course at <https://www.crowdmanagers.com/training> for crowd management training.

Yes No

Have you hired a professional security company to develop and manage your event's security plan? If yes, please fill out the following information:

Security Organization							
Address							
City		State		Zip		Phone	
Email							

May 14, 2021

Iowa State Homecoming
429 Alumni Lane
Ames, IA 50011

Ames City Council
515 Clark Avenue
Ames, IA 50010

Dear City Council,

We are writing in regard to the 2021 Iowa State Homecoming celebration happening October 14th to the 23rd.

We try our best to make the Iowa State Homecoming celebrations inclusive to all students, faculty, staff, alumni, and the community. In doing so we host many events throughout the week to try and get as many people as possible involved.

We would really like to include food at a lot of our events that we gear towards the community and alumni. In order to do so we are requesting the following fees to be waived for our events so that we can make them happen:

- Blanket Vending fee for ExCYtement in the Streets
- Blanket Vending fee for the Parade on Main Street
- Blanket Vending fee for Mass Campaniling

Thank you for helping us in making the 110th Iowa State Homecoming celebration successful.

Sincerely,
Iowa State Homecoming Committee



May 27, 2021

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

RE: 2021 ISU Homecoming Parade

Dear Honorable Mayor Haila and City Council,

Iowa State University is planning to again host their Homecoming Parade this year on Sunday, October 17 at 2:00 pm. 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 that we can have food trucks sell food to the attendees.

Thank you for the consideration and we hope to see you at this year's parade.

Sincerely,
Mary Kate Misak
Manager of Student Programs ISU Alumni Association



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

FROM: Steve Goodhue
2021 Board President
Ames Main Street

DATE: 5/11/2021

RE: Ames High Homecoming Parade

Ames Main Street is proud to offer its support for the 2021 Iowa State University 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