

**COUNCIL ACTION FORM**

**SUBJECT: REQUESTS FROM ISU HOMECOMING CENTRAL COMMITTEE FOR ISU HOMECOMING EVENTS**

**BACKGROUND:**

From October 22-23, the Homecoming Central Committee at Iowa State University is again planning to host its annual Homecoming activities. The events this year include the traditional ExCYtement in the Streets lawn displays and Mass Campaniling on Friday, October 22. Organizers have also proposed hosting food trucks at the events. The Homecoming parade will serve as a kickoff to the activities, to be held Sunday, October 17.

ExCYtement in the Streets consists of two activities on Friday, October 22<sup>nd</sup>: Greek System lawn displays, followed by Campaniling on Central Campus. The lawn displays will be exhibited between approximately 8:00 p.m. and 10:00 p.m. To facilitate this event, organizers are asking the City Council to approve the following requests:

- Closure of Sunset Drive from Ash Avenue to just west of the intersection with Beach Avenue
- Closure of Ash Avenue from Gable Lane to Knapp Street (Knapp and Gable will remain open)
- Closure of Gray Avenue from its intersection with Gable Lane to Greeley Street
- Closure of Pearson Avenue between Greeley Street and Sunset Drive
- Temporary Obstruction Permit for the closed areas as well as the Greek Triangle, which will be used for the judging of the displays.
- A blanket Vending License and waiver of the fee (\$50 loss to the City Clerk's Office)

Streets will be closed at approximately 5:00 p.m. and will be reopened by 11:00 p.m. On-street parking will also be prohibited on these streets from 5:00 p.m. to 11:00 p.m. on Friday, October 22.

Public Works will provide the barricades necessary for the street closures along with "No Parking" signs. Organizers will be responsible for staffing the barricades while they are in place. Organizers have indicated they will notify affected non-Greek residents by going door-to-door with information.

Organizers also plan to hold the annual fireworks display on Central Campus as part of Mass Campaniling. Therefore, a fireworks permit request for a ground effects firework display on Central Campus will be coming before the City Council at a later date.

**ALTERNATIVES:**

1. Approve the requests from the Homecoming Central Committee for street and parking closures and Temporary Obstruction Permit for Friday, October 22<sup>nd</sup>, and a blanket Vending License, a waiver of fee for the Vending License.
2. Approve the requests from the Homecoming Central Committee as outlined above but require reimbursement for Vending License.
3. Deny the requests.

**CITY MANAGER'S RECOMMENDED ACTION:**

The Homecoming Central Committee has a long track record of successfully hosting lawn displays as part of ExCYtement in the Streets.

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

Location/Address

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  Time  M T W R F Sa Su

Event Starts Date  Time  M T W R F Sa Su

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

On Friday of Homecoming on Central Campus, hundreds of students come to eat unlimited pancakes, watch fireworks at midnight and mass campanile to continue on with Iowa State's strong tradition

Event Ends Date  Time  M T W R F Sa Su

Teardown Complete Date  Time  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  Rain Location

Yes No   Is this an annual event? If yes, how many 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) (RoadRace)
- Vendor List (\$50 fee/each)
- Parking fees

### Special Events Meeting

Date \_\_\_\_\_

Time \_\_\_\_\_

Room \_\_\_\_\_

### Documents Sent:

- Alcohol License ABD
- Fireworks Permit
- Road Race Permit
- TOP
- Vending Permit
- Other \_\_\_\_\_

### Departments Included

- City Manager: Brian Phillips
- CyRide: Jenny Bethurem or Rob Holm or Kevin Gries
- Electric: Mark Imhoff
- Fire: Jason Ziph or Rich Higgins
- Parks & Rec: Craig Kaufman or Joshua Thompson
- Public Works: Brad Becker
- Police: Tom Shelton & Mike Arkovich
- Water: Heidi Petersen
- Risk Management: Bill Walton

CAA: Karen Chitty  
 AMS: Jess Clyde or Sarah Dvorsky  
 ISU: Events Authorization Committee

### City Council Meeting

Date \_\_\_\_\_  
 Added to Agenda with \_\_\_\_\_  
 Y N

Reminder Date 1

**CONTACTS**

**Sponsor/Applicant Name**

**Address**

**City**  **State**  **Zip Code**

**Daytime Phone**  **Cell Phone**

**E-mail**

**Alternate Contact Name**

**Daytime Phone**  **Cell Phone**

**E-mail**

**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