

ITEM # 14
DATE: 04-26-22

COUNCIL ACTION FORM

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

BACKGROUND:

From October 29 through November 4, the Homecoming Central Committee at Iowa State University is again planning to host its annual Homecoming activities. The events this year include Homecoming Kickoff Event on Saturday October 29 at the ISU Alumni Center, the traditional ExCYtement in the Streets lawn displays on Thursday November 3, and Mass Campaniling on Friday, November 4. Organizers have also proposed hosting food trucks at all the events.

The Kickoff Event on October 29 will be held at the ISU Alumni Center in partnership with ISU Athletics, the Ames Farmers Market, and the Blue Sky 5K Race.

ExCYtement in the Streets consists of Greek Week lawn displays on Thursday, November 3rd. These displays will be exhibited between approximately 2:00 p.m. and 6:30 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 2:00 p.m. and will be reopened by 6:30 p.m. On-street parking will also be prohibited on these streets from 2:00 p.m. to 6:30 p.m. on Thursday, November 3.

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.

Mass Campaniling will be held on Central Campus on Friday, November 4. 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 Thursday, November 3, and a blanket Vending License without a permit fee for all three dates.
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 Iowa State University Homecoming Central Committee plans Homecoming events that are inclusive to all students, faculty, staff, and community members with the intent to try and get as many people involved as possible.

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

April 21, 2022

Iowa State Homecoming
429 Alumni Lane
Ames, Iowa 50011

Ames City Council
515 Clark Avenue
Ames, Iowa 50010

Dear City Council,

We are writing in regard to the 2022 Iowa State Homecoming Celebration. This year's Homecoming will start on Saturday, October 29th, and conclude on Saturday, November 5th.

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

We would like to include food at many of our events that are geared towards the community and alumni this year. In order to do so, we are requesting the following from you for our events so that we can make them happen.

- Blanket vending fee for ExCYtement in the Streets
- Blanket vending fee for Mass Campaniling
- Blanket Vending Fee for Homecoming Kickoff Event
- Request for Temporary obstruction permit

Thank you for helping us in making the 111th Iowa State Homecoming celebration successful.

Sincerely,
Iowa State Homecoming Committee



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 Homecoming 2022 - Extracurricular in the streets

Location/Address Greek Triangle

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 Ames Main Street if the event occurs in Downtown. Please contact the appropriate office well in advance:

Downtown - Ames Main Street: (515) 232-2310
 Campustown Action Association: (515) 232-2310
 ISU - Events Authorization Committee: (515) 294-1437

director@amesdowntown.org
 sarahd@ameschamber.com
 eventauthorization@iastata.edu

TIMELINE

Setup Date 11/3/22 Time 2PM M T W R F Sa Su
 Event Starts Date 11/3/22 Time 4PM M T W R F Sa Su

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

- 3 Fraternities will perform lawn display skits, other sororities + fraternities will display pomping banners; Student orgs. will be allowed to sponsor/showcase themselves - Possible food trucks; streets will be barricaded

Event Ends Date 11/3/22 Time 6:30PM M T W R F Sa Su
 Teardown Complete Date 11/3/22 Time 6:30PM 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: 3-10-22

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

Coming later

Special Events Meeting

Date sent email
Time to team
Room for approval

Documents Sent:

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

Departments Included

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

CAA: Sarah Dvorsky
 AMS: Sarah Dvorsky
 ISU: Events Authorization Committee

City Council Meeting

Date 4-26-22
 Added to Agenda with CAF Approved N

Reminder Date

CONTACTS

Sponsor/Applicant Name Homecoming Central Committee → Lauren Snyder → Ian Johnson
Address 429 Alumni Ln.
City Ames State IA Zip Code 50011
Daytime Phone (515) 294-2632 Cell Phone (712) 790-7342 *preferred!
E-mail 150homecomingdirectors@gmail.com
Alternate Contact Name Kaley Severn
Daytime Phone (515) 294-2632 Cell Phone _____
E-mail Ksevern@iastate.edu

ATTENDANCE

Anticipated Daily Attendance 900

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 _____