



MEMO

To: Mayor and Ames City Council

From: Steven L. Schainker, City Manager

Date: May 20, 2022

Subject: Cyclone Welcome Weekend

The Saturday before the first day of Iowa State classes has become known as “801 Day.” As you are aware, this unofficial “celebration” has morphed into a raucous day-long event that has resulted in numerous complaints from residents in the community.

Fearing that some of the behavior exhibited during this day will result in injury to the participants, the Mayor, Police Chief, and I have been working with ISU President Wintersteen and her administrative staff in an attempt to create a new event that will encourage more positive behavior on this day.

As a result of these discussions, the University is planning to introduce a new program entitled, “Cyclone Welcome Weekend” on Friday, August 19th and Saturday, August 20th. This two-day event will be designed to welcome new and returning students to Ames and ISU at the start of the 2022-23 academic year through fun and safe events.

Events being considered include entertainment, sporting competitions, games, food experiences, and access to deals and discounts throughout the City, just to name a few.

While the bulk of the responsibility for this event will reside with Iowa State University, the City has been asked to assist in the following four ways to help ensure a fun and safe weekend.

1. Contribute \$5,000 towards the cost of hosting the Cyclone Welcome Weekend matched by a \$5,000 contribution each from the Ames Chamber of Commerce and ISU.
2. Change the *Municipal Code* to increase the penalties for a nuisance party during the first weekend prior to the start of ISU classes from \$100 for first violation and \$200 for any repeat violation to \$750 for the first violation and \$1,000 for any repeat violation.
3. In the University-Impacted neighborhoods where there is alternative-side parking, change the *Municipal Code* to allow for an illegally parked car to be towed immediately during the first weekend prior to the start of ISU classes.
4. In order to facilitate exposure of the ISU students to other major commercial areas in the City, assign a CyRide bus to an express route from the Memorial Union to the Farmers Market from 9:00 a.m. until 1:00 p.m. and from the Memorial Union to the Mall from 1:00 p.m. until 5:00 p.m. during the first weekend prior to the start of ISU classes.

Given the large number of citizen complaints we receive during this weekend, and the stress it places on our Police Department to respond to the excessive number of calls for service, this attempt to redirect the focus of this weekend is worthy of our support!