

**COUNCIL ACTION FORM**

**SUBJECT: AMES HIGH SCHOOL HOMECOMING REQUESTS**

**BACKGROUND:**

Ames High School has requested to hold its Homecoming Parade on Monday, September 26, 2022. 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. The parade 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 5:30 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 7:15 p.m. for parade staging and disassembly (No reserved spaces would be affected).
- Closure of metered parking spaces along the parade route from 1:00 p.m. to 8:00 p.m. and waiver of fees (approximately \$750 loss to the Parking Fund).

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.

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

**In addition to the requests from the organizers, 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 September 26 for the 26 metered parking spaces in Lot N, north of City Hall. There are several fitness classes in the Community Center during 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 participants in the fitness classes who are displaced by parade closures. The loss of revenue to the Parking Fund for this request is \$13.**

**ALTERNATIVES:**

1. Approve the requests from the Ames High Homecoming Committee for street closures in connection with the parade to be held on September 26, 2022; and waiver of meter fees and enforcement in Lot N from 4:00 to 6:00 p.m. on September 26.
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

August 22, 2022

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

Dear Mayor Haila and Members of the Ames City Council,

The Ames High School Homecoming committee plan to hold Homecoming activities the week of September 26, 2022. These activities include the Homecoming parade downtown on September 26, 2022. The parade will begin at 6:30 pm and is expected to last 30-45 minutes, with the streets reopened by 8:00 pm. The Homecoming 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 September 26.
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 1:00-8:00 pm.

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

Sincerely,  
Isabel Wolf  
Ames High Parade Chair



August 23, 2022

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

Dear Mayor Haila and Members of the Ames City Council,

Ames Main Street is proud to offer its support for the Ames High Homecoming Parade on September 26, 2022. We also endorse the closure of the streets to make this event happen, including Main Street and any additional streets to keep participants and spectators safe.

Events of this nature help Downtown Ames achieve its vision of making it 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, appearing to read 'Sarah Dvorsky', with a long, sweeping flourish extending to the right.

Sarah Dvorsky  
Executive Director  
Ames Main Street



For Office Use Only

Documents Received

Date: 8-22-22

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

Special Events Meeting

Date: N/A

Time: \_\_\_\_\_

Room: \_\_\_\_\_

Documents Sent:

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

Departments Included:

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

CAA: Sarah Dvorsky

AMS: Sarah Dvorsky

ISU: Events Authorization Committee

City Council Meeting

Date: 9-13-22  
Added to Agenda with CAF  
Approved: Y N

Reminder Date: \_\_\_\_\_

# 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: Ames High 2022 Homecoming Parade

Location/Address: City Hall, 5th Street, Main Street

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@iastate.edu

## TIMELINE

Setup Date: 9/26/22 Time: 1:00pm

Event Starts Date: 9/26/22 Time: 6:30pm

- M  T  W  R  F  Sa  Su
- M  T  W  R  F  Sa  Su

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

1:00pm - bag meters and post street closure  
5:30pm - <sup>signs</sup> volunteers block streets, staging begins  
6:30pm - parade starts  
7:15pm - parade cleanup

Event Ends Date: 9/26/22 Time: 7:15pm

Teardown Complete Date: 9/26/22 Time: 7:45pm

- M  T  W  R  F  Sa  Su
- 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? NA

**CONTACTS**

Sponsor/Applicant Name Isabel Wolf

Address 3205 Aspen Circle

City Ames State Iowa Zip Code 50014

Daytime Phone 515-520-4714 Cell Phone 515-520-4714

E-mail 888842Wolf@ames.k12.ia.us

Alternate Contact Name Ginny Seibert

Daytime Phone 507-358-4659 Cell Phone

E-mail ginny.seibert@ames.k12.ia.us

**ATTENDANCE**

Anticipated Daily Attendance 500

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:

Ames High Homecoming

**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

## SITE PLAN/ROUTE MAP CHECKLIST

Submit an event site plan/route map with your application and include the following elements that pertain to this event:

- An outline of the entire event venue including street and landmark names. If the event involves a moving route of any kind, indicate the direction of travel.
- The provision of minimum ten foot (10') space between food trucks or cooking operations.
- Temporary Structures: *fencing, cooking areas, vendor locations, generator locations and/or source of electricity, placement of trailers and/or vehicles, tents, stages, scaffolding, bleachers, grandstands, canopies, portable toilets, booths, beer gardens, trash containers, dumpsters, other temporary structures.*
- Exit locations
- A detailed Public Safety & Event Management Plan form MUST be included with this application.

## ACCESSIBILITY AND PARKING CHECKLIST

This checklist is intended to serve as a planning guideline and may not be inclusive of all City, State, and Federal access requirements. The event and parking areas need to be accessible for persons with disabilities.

Yes No

- Will there be a Clear Path of Travel (at least 48" wide) throughout your event venue?
- Have you developed a Disabled Parking and/or Transportation Plan (including the use of public transportation or shuttle services) for your event? If yes, please describe below or include details on your overall map.

- Will all food, beverage, and vending areas be accessible to persons with disabilities?
- Will signage be in highly contrasting colors and placed at visible heights (unobstructed by crowds)?
- If all areas of your event venue cannot be made accessible, will maps or programs be made available to show the location of accessible features?

## STREET AND PARKING LOT CLOSURES

Do you request any of the following safety equipment? (Please note that availability is not guaranteed)

Yes No

- Barricades
- Traffic cones
- Safety vests

Drop off Date  Time  Location

Will your event require the closure of any of the following?

Yes No

- City parking meters? If yes, how many?
- City parking lots? If yes, which lot(s)?
- City reserved parking spaces? If yes, how many?
- City streets or sidewalks? If yes, provide detail on map.
- CyRide Routes? If yes, which route(s)?

**ENTERTAINMENT AND RELATED ACTIVITIES**

If your event will exceed 60 decibels, a Noise Permit issued by the Ames Police Department is required. If your event includes the use of fireworks or pyrotechnics, a Fireworks Permit Application is required.

Yes No

Are there any musical entertainment features related to your event? If yes, complete the following:

Number of Stages  Number of Performers/Bands

Performer/Band name and music type

**ALCOHOL**

Yes No

Does your event involve the use of alcoholic beverages? If yes, please check all that apply:

Free/Host Alcohol

Beer

Alcohol Sales

Wine

Host and Sale Alcohol

Distilled Spirits

Name of license holder(s) for event:

What measures will you take to manage alcohol consumption at the event? Check all that apply:

Six-foot high fencing

Two four-foot fences six feet apart

No admittance under 21

Wristbands for attendees 21+

Wristbands for attendees under 21

Trained ID checkers

Non-alcoholic beverage options

Service limitation policies

End alcohol service prior to event conclusion

Other (describe):

**FOOD SERVICE AND VENDING**

Yes No

Will items or services be sold at your event? If yes:

1. Please indicate vending locations on your map.

2. Please attach a list of vendors, including business names, owners, phone numbers, business addresses, items sold, and include a photograph or sketch of the dimensions of each cart or booth.

Note that food vending operations must be inspected by the Iowa Department of Inspections and Appeals.

**VENDOR PARTICIPANTS - Appropriate Vendor Permits are required and must be posted at each vendor site on the day of the event.**

Number of Vendors

List of Vendors

**RESTROOMS AND SANITATION**

Yes No

Do you plan to provide portable restroom facilities at your event? *1 toilet per 100 participants is recommended at minimum.*



