ITEM #:   14
DATE: 09-12-23
DEPT: Admin

COUNCIL ACTION FORM

SUBJECT: **REQUESTS FOR RUN FOR THE ROSES**

BACKGROUND:

The members of Alpha Omicron Pi and the Ames Area Running Club are proposing to host their 37th annual Run for the Roses event on Sunday, October 22 from 9:00 a.m. to 12:00 p.m. The event includes a 5k race/walk, 10k race, kid's run, and a post-race breakfast. An estimated 800 participants are anticipated to attend.

This event has historically been held in southwest Ames. However, in 2022, organizers moved the run to the downtown area using a route similar to the former downtown Midnight Madness route. The downtown route is again proposed for 2023. The route begins adjacent City Hall, circles a portion of the downtown, and heads towards the Iowa State University campus, before looping back on itself and concluding in downtown. The omelet breakfast would be held in the City's gymnasium.

In order to facilitate the movement of participants, temporary street closures are required on Sunday, October 22 from 6:00 a.m. to approximately 12:00 p.m. on the following streets:

- Fifth Street from Pearle Avenue to Douglas Avenue
- Douglas Avenue from Fifth Street to Sixth Street
- Sixth Street from Burnett Avenue to Douglas Avenue
- Burnett Avenue from Sixth Street to Main Street
- Main Street from Burnett Avenue to Allan Drive
- Northwestern Avenue from Allan Drive to Sixth Street
- Sixth Street from Northwestern Avenue to University Boulevard
- University Boulevard from Sixth Street to Haber Road

The streets will reopen as runners pass through each area during the final run. Public Works will provide barricades and traffic cones to facilitate the road closures, and volunteers will staff them.

Other requests include a blanket temporary obstruction permit for the race area. In addition, the closure of metered parking spaces along the race route is being requested. However, because the event will occur on a Sunday, no parking meter revenue will be lost. Finally, the race organizers have requested a waiver of the $50 Road Race permit fee.

Event organizers have indicated they will go door-to-door with event information to affected properties along the route, including the downtown churches that hold services at the time the event will occur. Additionally, City staff will coordinate the use of the City Hall Gymnasium for this event with the users of the City Hall Auditorium, who will be using the facility at the same time.

ALTERNATIVES:

1. Approve the requests of the event organizers for Run for the Roses on October 23, 2022.

2. Do not approve the requests, and direct staff to work with organizers to find an alternate location for the event.

CITY MANAGER'S RECOMMENDED ACTION:

Run for the Roses is a long-standing philanthropic event in Ames. The event has been well-organized in previous years. The proposed route has been utilized for similar events and is expected to minimize potential conflicts with vehicular traffic. Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, as described above.

CITY OF Ames

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 RUN FOR THE ROSES - 37TH ANNIVERSARY

Location/Address CITY RECREATION CENTER

Region *(Select one or more)*

- [X] 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 director@amesdowntown.org
Campustown Action Association: (515) 232-2310 sarahd@ameschamber.com
ISU - Events Authorization Committee: (515) 294-1437 eventauthorization@iastate.edu

TIMELINE

Setup Date 10/21/23 Time 1 - 4PM M T W R F Sa [Su]

Event Starts Date 10/22/23 Time 6:30AM M T W R F Sa [Su]

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

This event is a 5K RUN/WALK, 10K RUN and KIDS races that begin at the area adjacent to the City Rec. Center. The 5K + 10K conclude on Main Street and traverse nearly the identical Route used for the 2022 Run For The Roses

Event Ends Date 10/22/23 Time 12PM M T W R F Sa [Su]

Teardown Complete Date 10/22/23 Time 3PM M T W R F Sa [Su]

Event Category

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

Rain Date N/A **Rain Location** N/A

Yes [●] **No** [ ] Is this an annual event? If yes, how many years? 37 Years

→ The event concludes with an Omelet breakfast served by the Alpha Omicron Pi Sorority in the Rec. Center Gym FSU

CONTACTS

Sponsor/Applicant Name DON MUFF - AMES AREA RUNNING CLUB - PRES.

Address 1312 SCOTT CIR

City AMES State IA Zip Code 50014

Daytime Phone 515-290-8837 Cell Phone 515-290-8837

E-mail dl124msr@outlook.com

Alternate Contact Name RON SKRDLA - AARC - TREASURER

Daytime Phone 515-290-4225 Cell Phone 515-290-4225

E-mail Ron1158@mchsi.com

ATTENDANCE

Anticipated Daily Attendance [blank]

Yes No

(Yes ●) Is this event open to the public?

(●No) 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

(Yes ●) Are patron admission, entry, or participant fees required? If yes, please describe and provide

amounts: SEE 2022 RFTR BROCHURE - PRICES ARE UNCHANGED

(●No) Are vendor or other fees required? If yes, please provide amounts:

Percentage of net proceeds going towards fundraising 100 %

Percentage of net proceeds going towards for-profit entity [blank] %

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

(●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 [blank]

Address [blank]

City [blank] State [blank] Zip [blank] Phone [blank]

Email [blank]

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September 21, 2023

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

Dear Mayor Haila and Members of the Ames City Council,

Ames Main Street is pleased to offer its support for the annual Run for the Roses 5K, 10K and Kids Fun Run, hosted by Alpha Omicron Pi and the Ames Area Running Club, on October 22, 2023. We also endorse the closure of the streets to make this event happen, to keep all runners, walkers, 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,

Crystal D. Davis
Executive Director
Ames Main Street