

ITEM #: 32
DATE: 05-28-24
DEPT: ADMIN

COUNCIL ACTION FORM

SUBJECT: REQUESTS FOR AMES PRIDEFEST

BACKGROUND:

Ames Pride, a non-profit organization dedicated to building community for LGBTQIA+ people in the City of Ames, is proposing to host its fourth annual Ames Pridefest from 10:00 a.m. to 8:00 p.m. on Saturday, September 30. Ames Pridefest is an all-ages and family-friendly event featuring various vendors, entertainment, and food trucks. An estimated 2,000 people are anticipated to attend.

To facilitate this event, Ames Pride has requested the following for Saturday, September 14, 2024:

- Closure of Fifth Street from Kellogg Avenue to the alley east of Adams Funeral Home and closure of the 400 and 500 Blocks of Douglas Avenue from 5:00 a.m. to 10:00 p.m.
- A blanket Temporary Obstruction Permit
- A blanket Vending License and waiver of fee (\$50 loss to the City Clerk's Office)
- Closure of 84 on-street metered parking spaces along Fifth Street and Douglas Avenue within the event area, and waiver of fees (estimated loss of \$189 to the Parking Fund)
- Waiver of parking meter fees and suspension of enforcement for 24 metered parking spaces in Kellogg Lot S and 58 metered parking spaces in Library Lot Q to provide free parking to event attendees and Downtown visitors (estimated loss of \$184.50 to the Parking Fund). Reserved spaces within these lots would remain available to the regular permit holders during the event

The closed spaces would be available to attendees at Pridefest or anyone else visiting Downtown during the event. The spaces would not be reserved exclusively for Pridefest attendees. The City Council approved the parking request in 2023. In the event the Council does not support the waiver of fees for the spaces, organizers have indicated that they would be willing to pay the costs to ensure that these spaces are free for the community during the event.

Ames Main Street has submitted a letter in support of the event. The organizers will notify affected businesses and residents about the event and will place signs in the affected area prior to the event. Organizers will also obtain a noise permit from the Police Department for this event.

ALTERNATIVES:

1. Approve the requests for Ames Pridefest on Saturday, September 30, including the requested waiver of fee for the Vending License, but waive the fees for metered parking only in the event location. Parking enforcement in Lots S and Q would only be suspended upon receipt of reimbursement for lost parking meter fees of \$184.50. **This would result in a loss of \$189 to the Parking Fund (\$0.50/hour * 50% est. utilization * 84 meters * 9 metered hours).**
2. Approve the requests for Ames Pridefest on Saturday, September 14, as outlined above, including the waiver of fees for vending and all parking. **This would result in a loss of \$373.50 to the Parking Fund (\$0.50/hour 50% est. utilization * 166 meters * 9 metered hours).**

3. Approve the requests, but do not allow the suspension of meter enforcement in Lots S and Q.
4. Do not approve the requests.

CITY MANAGER'S RECOMMENDED ACTION:

Ames Pridefest encourages the community to come together to support LGBTQIA+ people and families. **This event also furthers the City Council's goal of promoting a sense of one community by adding diversity to the downtown district. The organization has a history of holding this event successfully in previous years.**

While it is the recommendation of the City Manager that the City Council approve the request to 1) waive the fee for the vendor license, 2) close portions of Douglas and Kellogg as requested, and 3) provide a blanket temporary obstruction permit, the City Council will have to determine whether it is supportive of providing free parking to areas outside the spaces directly impacted by the event again, but short of granting free parking in the entire Downtown (as was done the previous year) as provided for in either Alternative #1 or Alternative #2.

ATTACHMENT(S):

[Ames Pridefest 2024 Letter of Support.pdf](#)

[Ames Pride Letter 2024.pdf](#)

[Ames Pridefest 2024 Special Event Application - Peak.pdf](#)