

ITEM #: 6
DATE: 01-28-25
DEPT: ADMIN

COUNCIL ACTION FORM

SUBJECT: **REQUESTS FOR CAMPUSTOWN SHOWDOWN**

BACKGROUND:

The Grand Drives, LLC is requesting to hold a cattle show in Campustown on April 26, 2025. Event organizers began holding the same model of annual event in Manhattan, Kansas in 2021 and now seek to expand into other communities. The purpose of the show is to celebrate American beef producers, while advancing exhibitors' and the public's knowledge about the livestock industry.

The event consists of activities in two areas: 1) A cattle show will take place in the Hansen Agricultural Student Learning Center, and 2) a grand drive (a show of selected cattle in different categories) will occur on the 200-block of Welch Avenue in Campustown. For the grand drive, a portion of the street will be used for vendors, a stage featuring live music and a fashion show, and the show arena. An area of Welch Avenue south of Hunt Street will be used for loading and unloading cattle from the trailers that transport them to and from the Hansen Center. Only six animals will be in the show arena at a time. The event is scheduled to begin at 6:30 p.m. and conclude by 11:00 p.m., with clean-up complete by 11:45 p.m.

Organizers first contacted City staff in summer 2023 to explore the possibility of hosting this event. On July 7, 2023, the event organizers met with City staff to discuss event details. At that time, a site tour was conducted with representatives from the Ames Chamber of Commerce, Discover Ames, and City staff. **Following the review of a Special Event Application and Public Safety and Event Management Plan by City staff, the City Council approved the 2024 version of this event at the January 23, 2024 City Council meeting. However, the event did not proceed in 2024 due to a shortfall in funding.**

Since that time, event organizers have remained proactive and stayed in communication with City staff. Organizers indicate that they have now received sufficient funding to proceed with the event in 2025, so a Special Event application was submitted for review. Staff met with the organizers on January 13, 2025, to review the proposed event plans, which are substantially similar to the proposal approved by Council in 2024.

The applicant is requesting closure of Welch Avenue from approximately 100 feet south of Chamberlain Street to Knapp Street, and Hunt Street from Chamberlain Place to Welch Avenue, between 11 a.m. and 11:45 p.m. on April 26, 2025. Local traffic will be facilitated into and out of the route that is closed for trailering the animals at times when loading and unloading are not actively occurring.

The event requires the closure of 30 parking meters which results in an estimated loss to the Parking Fund of \$150. Applicants are requesting access to City-owned electrical outlets (\$10) and a blanket Vending License (\$50). Staff will invoice the applicant for these costs. Organizers indicated that carpeting will be placed on the street in the show arena. Once the show concludes, the carpeting will be rolled up and transported offsite for cleanup.

Although the 200-block of Welch Avenue is anticipated to be reconstructed beginning this year, Public Works staff has confirmed that the construction is not anticipated to begin until after the time this event would occur.

PUBLIC OUTREACH:

The event has received a letter of support from the Ames Regional Economic Alliance. Event organizers indicated that they have sent emails to affected businesses regarding the event plans. Organizers have also indicated that they will provide information door-to-door to affected businesses and residents in the area, notifying them both of the date of this Council meeting and the date of the event.

ALTERNATIVES:

1. Approve the requests for the Campustown Showdown as described above.
2. Do not approve the requests.

CITY MANAGER'S RECOMMENDED ACTION:

The Campustown Showdown provides an opportunity to attract visitors to the Campustown District for a unique experience. The events include a cattle show, fashion show, live music, and local vendors. The applicant has provided all necessary documentation supporting their requests. Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1 as described above.

ATTACHMENT(S):

[Campustown Showdown Event Permit Letter of Support - 2025.docx](#)
[Special Event Application - 2025 Campustown Showdown - PEAK.pdf](#)