

ITEM #: 11
DATE: 02-25-25
DEPT: ADMIN

COUNCIL ACTION FORM

**SUBJECT: **REQUESTS FROM AMES MAIN STREET FOR 4TH OF JULY ACTIVITIES
ON JULY 4, 2025****

BACKGROUND:

Ames Main Street (AMS) is organizing the community parade for the 2025 downtown Fourth of July Celebration. Parade staging will take place on Northwestern Avenue between Wheatsfield Grocery and Main Street, on Allan Drive, on Pearle Avenue, in City Hall Parking Lots M and MM, and in the Depot parking lots.

To facilitate parade staging and movement, street closures will be needed from 6:00 a.m. until the end of the parade (approximately 2:00 p.m.) on July 4 for the following streets:

- Main Street, from the east Central Business District (CBD) Lot entrance to the Grand Avenue overpass, continuing onto Northwestern Avenue to Sixth Street (Wheatsfield customers will be provided access at Sixth Street)
- Allan Drive
- Pearle Avenue
- Fifth Street, from Grand Avenue to Douglas Avenue
- Clark Avenue, from the south driveway of the CBD Lot to Sixth Street
- Burnett Avenue, from Main Street to Fifth Street
- Kellogg Avenue, from just south of Main Street to Fifth Street
- Douglas Avenue, from Main Street to Fifth Street

The following parking lot areas will also need to be closed for parade staging from 6:00 a.m. to approximately 2:00 p.m.:

- Lot MM, to the west of City Hall
- The south three aisles of Lot M, adjacent to the west door of City Hall (City vehicles and cars of City employees who are on duty will be parked in the north portion of the lot)

Because July 4 is a City holiday, there will be no lost parking meter revenue from these closures. A blanket Temporary Obstruction Permit for the Central Business District will be required on July 4. AMS has requested a blanket Vending License for the entire Central Business District, and a waiver of the license fee (\$50 loss to City Clerk's Office).

Public Works staff will provide barricades as needed to close the streets and control access to the parking lots. AMS will have volunteers at each barricaded intersection, and the Police Department will assist at the busiest intersections.

ALTERNATIVES:

1. Approve the requests for activities on July 4th as requested above, including street and parking lot closures, a blanket Temporary Obstruction Permits, a blanket Vending License, and waiver of fees.

2. Request further information from event organizers.
3. Do not approve the requests for the 4th of July activities.

CITY MANAGER'S RECOMMENDED ACTION:

The 4th of July Parade provides a great opportunity to bring the citizens of Ames together to celebrate and supports the City Council value of a fun, vibrant and healthy community that attracts and retains people. Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, as described above.

ATTACHMENT(S):

[07.04 4th of July Parade LOS.docx](#)

[4th of July Parade 2025.pdf](#)