

ITEM #: 17
DATE: 04-22-25
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 fifth annual Ames Pridefest from 10:00 a.m. to 8:00 p.m. on Saturday, October 11. Ames Pridefest is an all-ages and family-friendly event featuring various vendors, entertainment, and food trucks. An estimated 1,500 people are anticipated to attend.

To facilitate this event, Ames Pride has requested the following for Saturday, October 11, 2025:

- 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)
- 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. Reserved spaces within these lots would remain available to the regular permit holders during the event. **Event organizers have noted that Ames Pride will pay for these metered spaces (estimated \$184.50 to the Parking Fund).**

The spaces in Lots S and Q 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. Staff has calculated the lost revenue for these spaces, which would be reimbursed by Ames Pride, to be \$184.50). The City Council approved the parking request in 2023 and 2024.

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, October 11, including the requested waiver of fee for the Vending License, and 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, but do not allow the suspension of meter enforcement in Lots S and Q.
3. Do not approve the requests.

CITY MANAGER'S RECOMMENDED ACTION:

This event furthers the City Council's goal of promoting a sense of one community by facilitating an event in the Downtown district that provides a variety of entertainment, music, and resources for the community. The organization has a history of holding this event successfully in previous years.

Therefore, it is the recommendation of the City Manager that the City Council approve Alternative #1 thereby 1) waiving the fee for the vendor license, 2) closing portions of Douglas and Kellogg as requested, 3) providing a blanket temporary obstruction permit, 4) waiving fees for parking in the event area, and 5) suspension of parking enforcement of Lots S and Q, pending receipt of \$184.50.

ATTACHMENT(S):

[2025 AMS Letter of Support.pdf](#)

[Pridefest 2025 Special Event Application - CAF.pdf](#)

[Ames Pride Letter 2025.pdf](#)