

COUNCIL ACTION FORM

SUBJECT: REQUESTS FROM AMES HIGH SCHOOL FOR HOMECOMING PARADE ON SEPTEMBER 29, 2025

BACKGROUND:

Ames High School has requested to hold its Homecoming Parade on Monday, September 29, 2025. Parade entries will stage in Parking Lots MM and M and on Pearle Street. The parade will start on Main Street west of Clark Avenue and proceed east past Douglas Avenue to the CBD Lot entrance. The parade entries will disperse from the CBD Parking Lot.

The parade will begin at 6:30 p.m. and last approximately 45 to 60 minutes. To help facilitate this event, the Homecoming Committee asks that the City Council approve the following closures:

- Fifth Street from Grand Avenue to Pearle Avenue, Pearle Avenue, Main Street from Pearle Avenue to Duff Avenue, Clark Avenue from north of the CBD lot exit to Fifth Street, Burnett Avenue from Main Street to Fifth Street, and Kellogg Avenue from north of the CBD Lot exit to Main Street, from 5:30 p.m. to approximately 7:45 p.m.
- City Parking Lot MM, the southern three aisles of Lot M, and a portion of CBD Lot Z from 5:30 p.m. to 7:15 p.m. for parade staging and disassembly (No reserved spaces would be affected).
- Closure of metered parking spaces along the parade route from 1:00 p.m. to 8:00 p.m. and waiver of fees (approximately \$750 loss to the Parking Fund).

The City Council's policy regarding the waiver of parking meter fees in areas that are less than District-wide is to consider such requests on a case-by-case basis. The request relating to the Homecoming Parade route has been supported by the City Council in prior years.

City employees will be notified of the Lot M closure. Official vehicles parked in the northernmost stalls will not be affected. Barricades, staffed by adult volunteers, will be placed on streets along this route for traffic control purposes.

Organizers have consulted with Ames Main Street regarding the event. Staff also advised the organizers to notify affected businesses along the parade route.

In addition to the requests from the organizers, City staff is requesting that the City Council grant a waiver of parking meter fees and enforcement from 4:00 p.m. to 6:00 p.m. on September 29 for the 19 metered parking spaces in Lot N, north of City Hall. There are several fitness classes in the Community Center during evenings, and attendees normally park in Lot M or in metered spaces on Fifth Street. City staff would like to provide free parking in Lot N for those participants in the fitness classes who are displaced by parade closures. The loss of revenue to the Parking Fund for this request is estimated

to be \$9.50.

ALTERNATIVES:

1. Approve the requests from the Ames High Homecoming Committee for street and parking meter closures in connection with the parade to be held on September 29, 2025; and waiver of meter fees and enforcement in Lot N from 4:00 p.m. to 6:00 p.m. on September 29, 2025.
2. Do not approve these requests.

CITY MANAGER'S RECOMMENDED ACTION:

The Ames High Homecoming Parade is a long-standing Ames tradition in the Downtown. The event has been successfully carried out, and it contributes to the vibrancy of the Downtown area. Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, as described above.

ATTACHMENT(S):

[AHS Application.pdf](#)

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