

ITEM #: 14
DATE: 03-24-26
DEPT: ADMIN

COUNCIL ACTION FORM

SUBJECT: REQUESTS FOR CAMPUSTOWN SHOWDOWN

BACKGROUND:

The Grand Drives, LLC is requesting to hold its second annual cattle show in Campustown on Sunday, April 26, 2025. Event organizers have held the same model of annual event in Manhattan, Kansas since 2021. 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 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.

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 25, 2026. 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 also requesting a blanket Vending License (\$50). **The applicant will be required to pay for these costs.**

PUBLIC OUTREACH:

The event has received a letter of support from the Ames Regional Economic Alliance. Event organizers indicated that they will send emails, as well as provide information door-to-door to affected businesses regarding the event plans.

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):

[LOS Campustown Showdown Event .pdf](#)

[Campustown Showdown Application](#)

[Site Map - Campustown Showdown.pdf](#)