

DATE: 16 FEB 2022

TO: Charles City City Council

FROM: Tami Vetter & Charles City Rotary Clubs

RE: 2022 Santa's Shine & Show Car Show Central Park Use & Street Closure



Club of
Charles City, Iowa

The Charles City Rotary Clubs are requesting permission to host the 2022 Santa's Shine & Show Car, Truck & Bike Show in the Main Street District of Charles City. This event will be in conjunction with the retail event "Christmas in July" and potentially Charles City BBQ Challenge.

Due to the success of last year's event, plans are underway to host again with updates and improvements based on last year's event and feedback from others.

The request is to close (see enclosed map)

- N Main Street between Riverside Dr & Clark Street
- N Main Street between Clark Street & Ferguson Street (Clark St would remain open)
- Kelly Street between N. Jackson St & N Main St
- Blunt Street between N. Jackson St & N Main St

The changes proposed will:

- **DRAW ATTENTION:** Displaying cars on Main Street will immediately draw attention to the event as people cross Main at Gilbert St.
- **DRIVE RETAIL BUSINESS:** Merchants have been drawn into discussions and agreed that hosting cars on Main Street in the business district would be an advantage to their event, acknowledging that there will only be backside parking.
- **CREATE PARTNERSHIPS:**
 - We are working with the Chamber/Main Street offices to partner with the BBQ Challenge event to have the same day, placing their teams on Kelly & Blunt Streets
 - Farmer's Market will be able to utilize Blunt Street as usual
 - The event will host food trucks from the area, and they have been informed to contact city for proper permits & fees.
- **PROVIDE ENTERTAINMENT:** We plan to work with local media to provide awareness, excitement & ambiance with live remote style advertising & announcements during the event and utilize local musicians while not on the air.

The following steps have been taken:

1/31/22 - Street Closure Request submitted to Police Department

1/31/22 – Request to use Central Park submitted to Tyler & reply received

2/03/22 – Retailer Meeting

CHARLES CITY STREET CLOSING REQUEST AND PERMISSION FORM

THE ORGANIZER AND OR APPLICANT WILL AGREE TO AND ACCEPT RESPONSIBILITY OF THIS EVENT.

DATE OF APPLICATION 01 FEB 22

1. DATE OF CLOSING: 09 JUL 2022 TIME: 07:00 AM

2. DATE OF REOPENING: 09 JUL 2022 TIME: 05:00 PM

3. REASON FOR CLOSURE: SANTA'S SHINE & SHOW CAR SHOW 2022

4. STREET(S) TO BE CLOSED: Main St between Riverside Dr to Clark St & N Main St between Clark Street to Ferguson St;
Kelly St between N Jackson St & N Main St (BBQ Event/Food)
Blunt St between N Jackson St & N Main St (BBQ Event/Farmer's Market)

5. ALL AFFECTED PROPERTIES HAVE BEEN NOTIFIED? YES x NO _____

Retail locations with primary Main St access, open on Saturday's, have been preliminarily notified with no negative feedback

6. PERSON OR ORGANIZATION SPONSORING EVENT: Charles City Satellite Rotary Club

ADDRESS: _____ PHONE # Tami 641-228-0176 Chns 641-330-0827

PERSON IN CHARGE (IF ORGANIZATION) Chris Garden, Dennis Donovan or Tami Vetter

PHONE # CG 641-330-0827
TV 641-228-0176

SIGNATURE: Tami Vetter

7. ANY SPECIAL INFORMATION: Rotary will staff access points to N Main at Ferguson to check in Drivers. Cars will be parked starting at Clark & N Main then north. Area between Riverside & Clark is reserved for overflow, at noon if space is not needed, N Main between Riverside & Clark will be opened back up by Rotary Staff. Signs will be placed to direct car show traffic into public lot across from Theatre to not create a backup on Ferguson.

INTERNAL USE:

8. AUTHORIZATION IS HEREBY: GRANTED _____ DENIED _____ TO THE ABOVE

NAMED PERSON OR ORGANIZATION FOR A STREET CLOSURE ON THE ABOVE DATES

AND TIME.

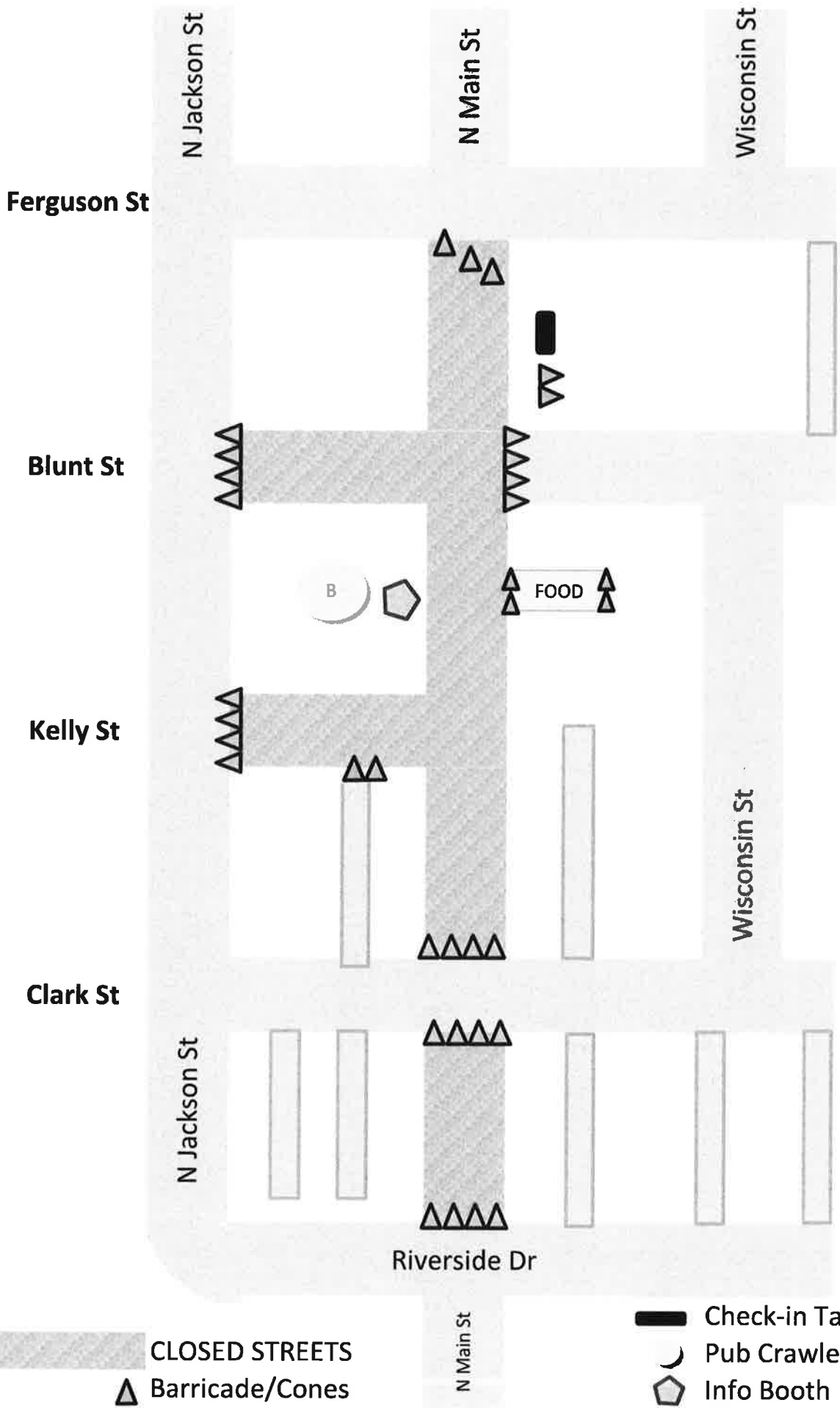
CHIEF OF POLICE

9. NOTIFICATION TO:

SUPERINTENDENT OF THE STREET DEPARTMENT _____




FIRE DEPARTMENT _____

AMBULANCE _____



2022 Rotary Car Show & BBQ Challenge Street Closure 7am to 5pm

 CLOSED STREETS
 Barricade/Cones

 Check-in Table
 Pub Crawlers
 Info Booth