

MEMORANDUM

TO: Gregg Mandsager, City Administrator
FROM: Richard Klimes, Director of Parks and Recreation *RMK*
DATE: January 29, 2011
SUBJECT: Request to use Public Property – Muscatine Boat Show 2011

INTRODUCTION:

Please accept this memo and the attached information as a request from Mr. David Moritz representing Muscatine Boat Show 2011 to use the Muscatine Riverfront from May 13, 2011 to May 15, 2011 for the 5th Annual “That Was Then, This Is Now” 2011 Boat Show.

BACKGROUND:

The request submitted by Mr. Moritz will require the closing of the Muscatine Riverfront from Cedar Street to Iowa Ave. exclusive of Cedar Street due to boater access to the harbor and new boat launch area. The event sponsor has been very responsible and cooperative in the past and the community has participated heavily. Due to the request to close the riverfront for normal activities, this request will need the City Council’s approval.

RECOMMENDATION/RATIONALE:

At this time, the City staff would recommend that the City Council approve the request as submitted for the 2011 Muscatine Boat Show.

BACKUP INFORMATION:

1. City Special Event Application Form – City Code Title 3, Chapter 14
2. Event Background Letter

Thank you for your time and attention to this matter. Please contact me if you have any comments, questions or concerns.

C: Les Dennis, Park Maintenance Supervisor
Dave Moritz, Event Sponsor

CITY OF MUSCATINE

TITLE 3, CHAPTER 14

AB

License #
Wallet #
Sticker #
Receipt #
Issued
Expires

APPLICATION FOR USE OF ANY STREET, SIDEWALK, ROADWAY, ALLEY,
PARK, PUBLIC WAY, PROPERTY OR FACILITY

1. Name of applicant and sponsoring organization, if any:

Dave Moritz, Muscatine Boat Show Committee, APBA.

Address: 225 Iowa Ave. Muscatine, IA 52701

Telephone number: 563-260-1970

E-mail address: moritz.david@sfarleygroup.com

2. Type of event that is planned:

That Was Then, This Is Now 5th Annual
Heels & wheels.

3. Proposed location:

Muscatine Riverside Park.

4. Date(s)/Time(s): May 13-15, 2011 6:00 AM - 9:30 PM.

5. Expected length of use: May 14th-15th, 2011

6. Expected size of group: 200 to 300 Pass, Boats, & Spectators.

7. Names of any person or persons in charge of the proposed use at the specified location:

Dave Moritz

Address(es): 212 W. Summit Avenue, IA 52778

Telephone Number(s): 563-260-1970

E-mail address(es): Same as above.

8. Names and addresses of any persons to be featured as entertainers or speakers:

N/A.

9. List mechanical or electronic equipment to be used:

P.A. System, Electrical Service Connections.

10. Number and type of any motor vehicles or other forms of transportation to be used, including bicycles, boats, carriages and golf carts:

See item #6 along with golf carts
for service vehicles.

11. Number and types of animals to be used:

N/A

12. A description of any sound amplification to be used:

City, & County Foundation speakers system
we installed.

13. Proposed monitoring of the group and/or activity including the number of people who will direct traffic, set up, clean up and maintain order, if necessary:

Muscatine Boat Show Committee Inc.
volunteer network. Randy Howell
brings barbecue and we break down
and return.

14. All plans for the provision of security:

City Police has extra rounds
in park Fri. & Sat night as
avail.

15. Beer or wine consumption? Yes No

16. Describe any items to be sold or distributed:

N/A other then event T-Shirts.
We are non profit with all proceeds
put back into future events.

17. Is water connection requested? Yes No

18. Is electricity requested? Yes No

Only use base bid in
Riverview Condo. for
the Cutthroat Event.

19. Have you provided a layout site plan for your proposed activity or event? Yes No

If yes, please attach.

If no, please explain:

Same as past years.

20. Do you understand that you will be financially responsible for all site restoration needed to restore the site to pre-event status? Yes No

The applicant agrees to indemnify, defend and save harmless the City of Muscatine, together with its agents, officers and employees, from any and all claims, lawsuits, damages, losses and expenses, of whatever nature, which may result from or arise from the activity or event covered by the permit, including but not limited to the use of public ways, irrespective of whether said claims are frivolous or meritorious.

Authorized Representative

12-03-10

Date

TO BE COMPLETED BY CITY DEPARTMENTS:

I have reviewed the attached application with the following recommendations:

Recommend
Approval

YES NO

 1-11-11
Parks & Recreation Date

Comments:

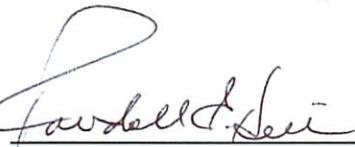
Approval subject to details presented at pre-event meeting.

YES

NO

 1/10/11
Building & Zoning Date

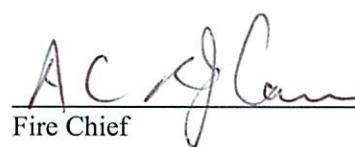
YES NO

 1/10/11
Public Works Date

YES NO

 1/11/11
Police Chief Date

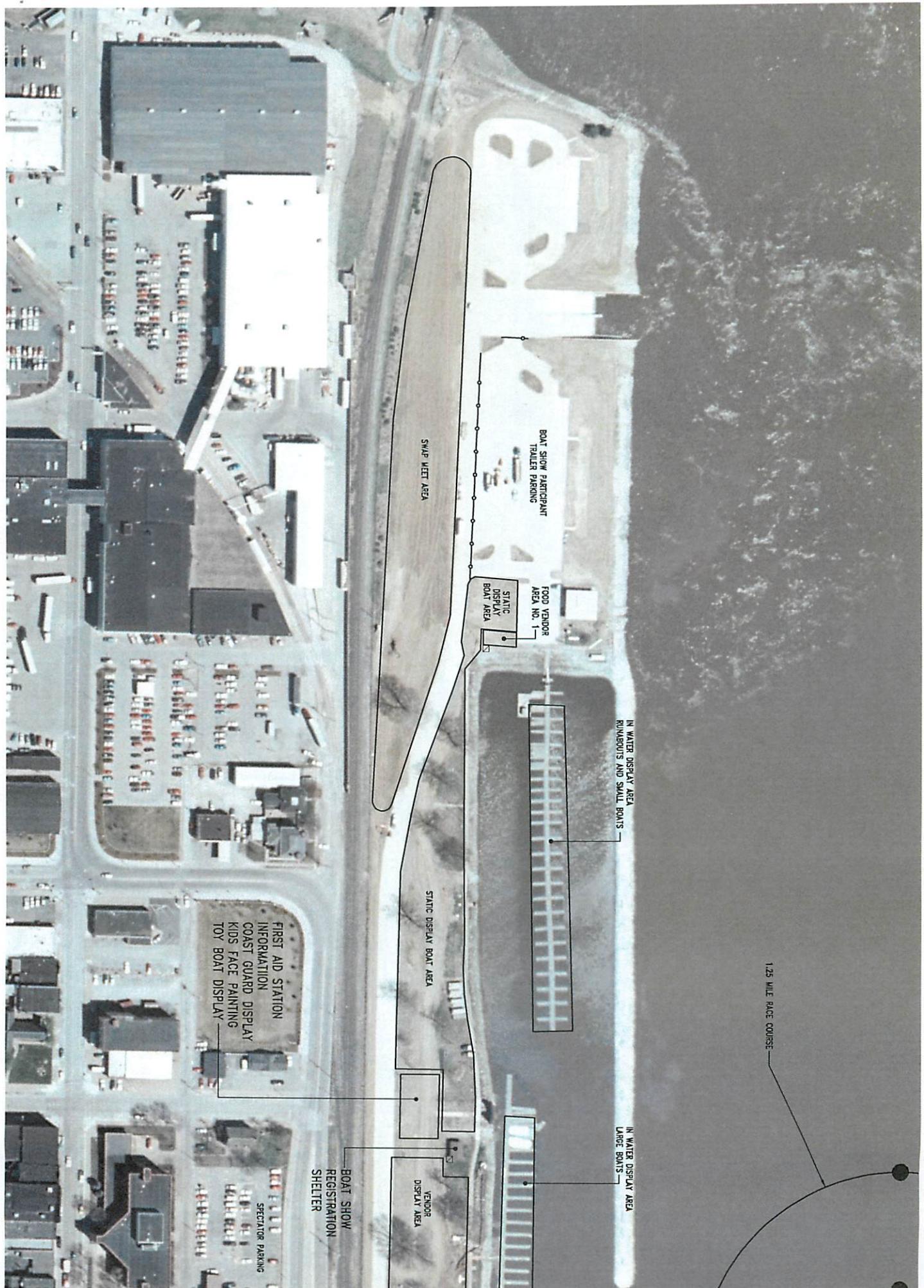
YES NO

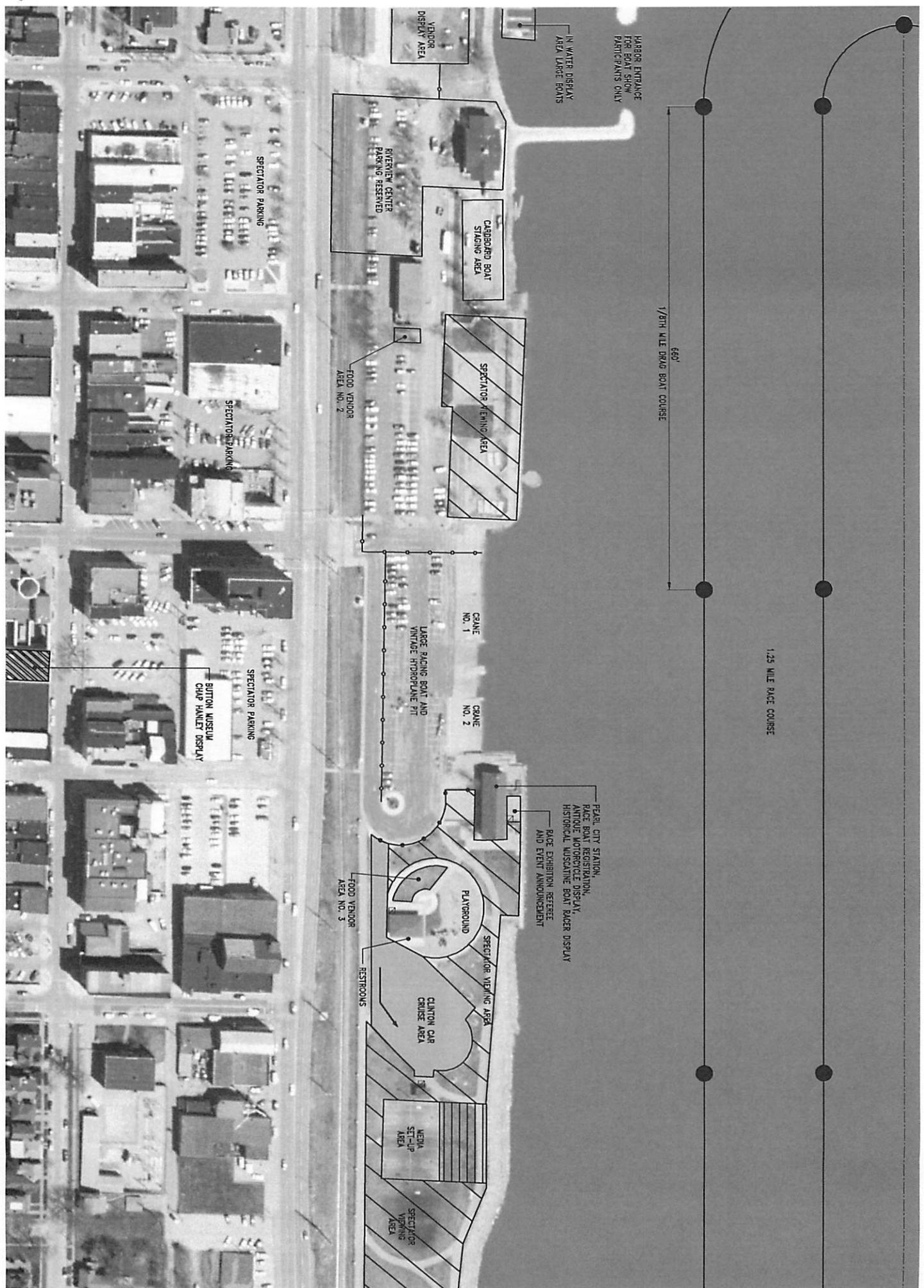
 1/16/11
Fire Chief Date

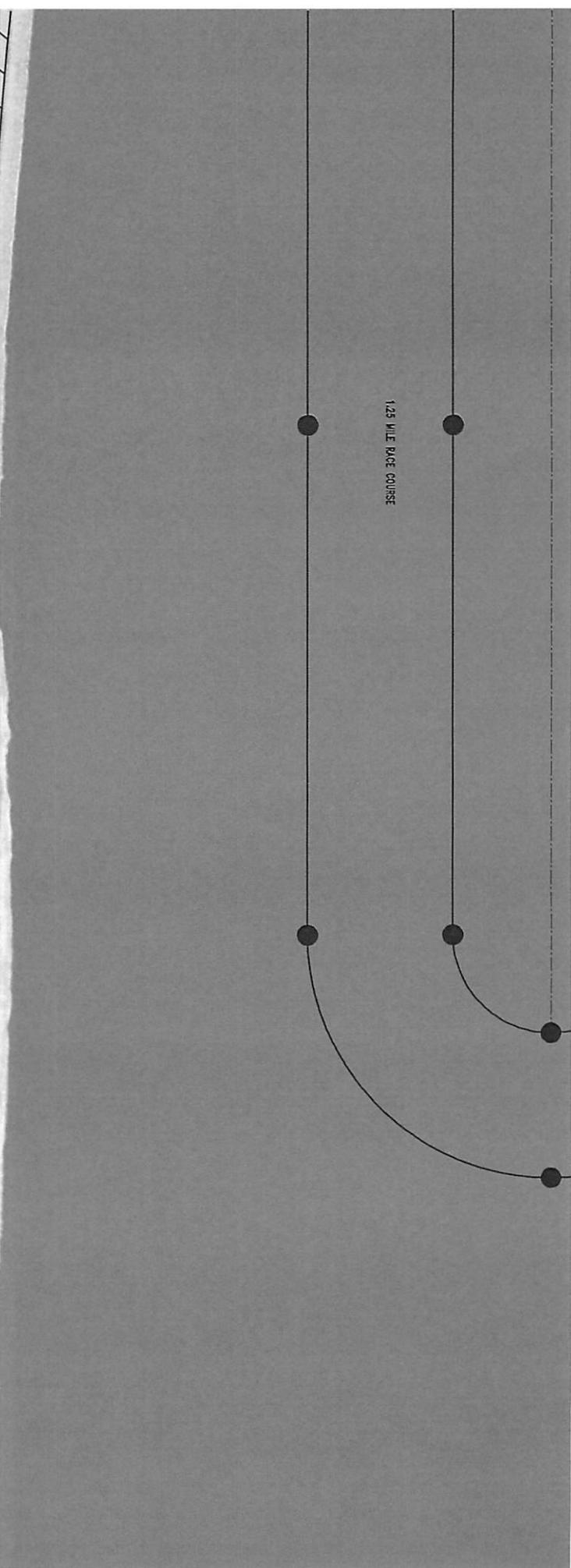
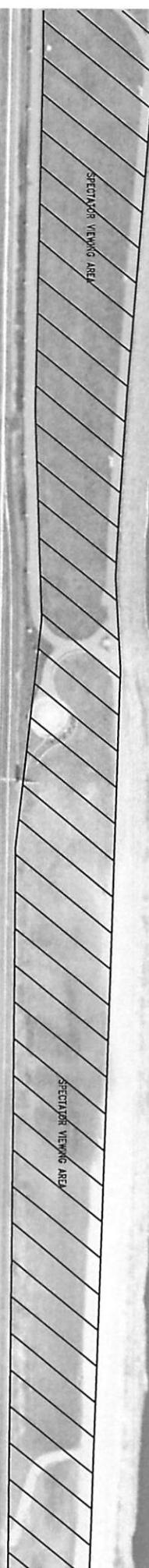
FINAL APPROVAL:

YES NO

City Administrator Date









Muscatine was a real hotbed of boat racing. People started coming out of the woodwork telling me stories of the past. Amazing that word travels so fast. Next thing I knew, some friends with race boats from today asked if I had ever thought about having race boats back on the Mississippi again. Until about a couple of months ago, I hadn't even thought about a boat show, let alone race boats!

I asked the City if we could use the green space of the Riverside Park for a small boat show. The City worked with me and at a council meeting approved the request. Less than a month later, I had to go back and ask the City what the possibility was of using the whole park. Well, with new race boats and classic and antique boats, the name, "That Was Then, This Is Now" was born. After the City allowed us to use the whole park, cars and motorcycles started to register and the event just kind of took off. I never knew what I was doing and I am the first to admit that. Maybe ignorance was bliss and people felt sorry for me. But my intentions were, and still are, to have a family event for all. I think they could tell that this might just succeed with their help.

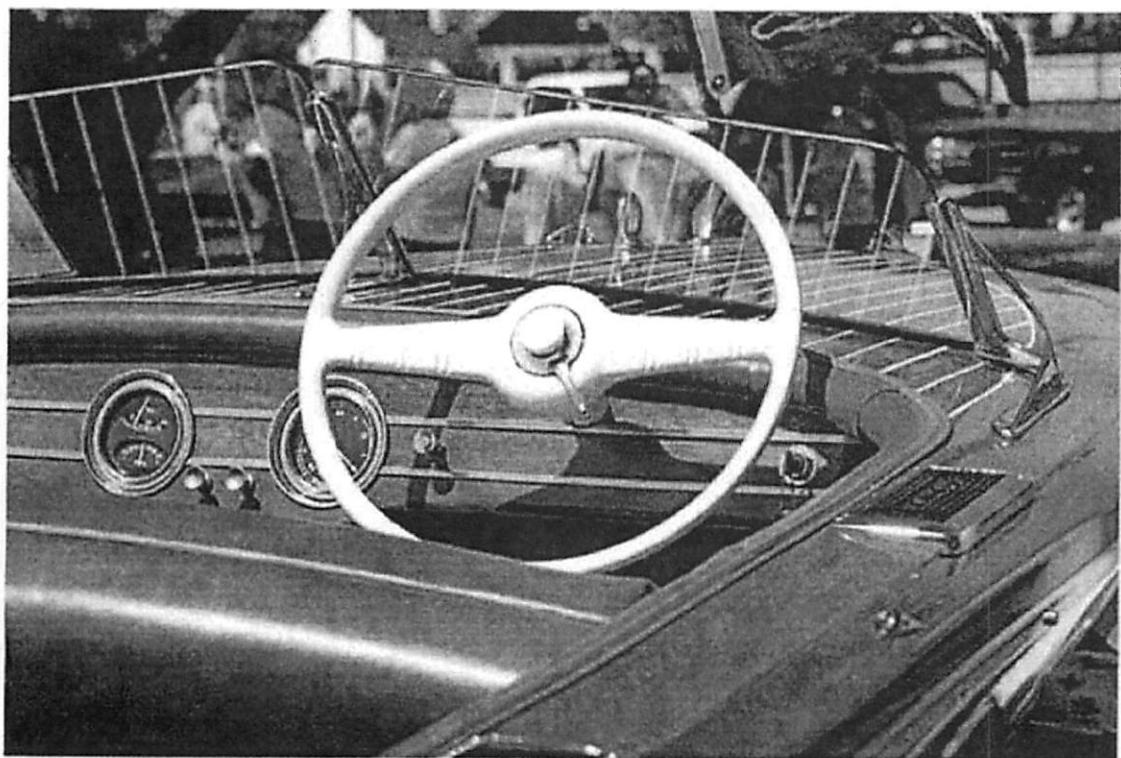
Things worked out that first year. We set up a fund through the Community Foundation of Muscatine and established a non-profit organization. That way all donations and sponsorships are only used for event expenses and must be approved. Five years later, we have survived the Flood of 2008, a great event in 2009, and the recession of 2010. For 2010, we cut back to save cost and didn't have the race boats in attendance or do a formal sponsorship campaign. We still had race boats that came just to show their boats and support the event. It was humbling that they came from as far as they did just to support our event.

We have been fortunate in the past events to have seen many famous racers, including World Champions, come to Muscatine as part of this event and put their boats through their paces as part of the American Power Boat Association (APBA) test sessions. This year, we again have numerous World Champions and World Record Holders who will be attending. They will be signing autographs and there will be open sessions where the pit area will be open for pictures and talking to the drivers.



(c) 2009 Brent W Hill

We have also hosted the Century Boat Club National Show, and seen some very nice wooden boats, fiberglass classics, and aluminum boats. This year we have early entries from Tulsa, Oklahoma, Michigan, Louisiana, Ohio, and around the Midwest. Muscatine is lucky to have such a nice park to be able to offer a central location for an event of this type.



As the event continues to grow, the car show side has also grown to the point where we now call the event, "That Was Then, This Is Now" Keels and Wheels.

This area is fortunate to have some fine show cars and motorcycles and they are a huge component of the "wheels" part of the event.



The event also has started an interesting competition of youth groups and businesses and companies to win the coveted Cardboard Boat Regatta. Last year's races required a runoff in the adult division between Menasha Packaging Company and the Mississippi Brew. The high school and church youth groups have built boats to take part in this event and go back and forth with the youth championship. Join the fun and build a boat to represent your business, company, or youth group or class and be a part of the fun. There is no cost for any portion of the event to participate thanks to our event sponsors.



In closing, I hope everyone can come out and enjoy what this event has to offer. If I wrote down every name of those who have helped to make this event what it is, I would need many more pages. Let me just say this, the City of Muscatine has been wonderful to work with. After the 2008 flood, the Parks Department and Fire Department worked daily the week before the event, as the water receded each day, to clean and make the park presentable for the many who attend the event, many from out of town. We were not able to run the race boats that year due to the high water conditions, but the show was a success! When we run the race boats we need divers and ambulance and police services on standby. The City, along with the Muscatine Search and Rescue, and the Muscatine Sheriff's Department, helps each year with what is needed. Bob, Brad, and Brett Whitlow also provide their cranes from Bob's Crane Service to help with the race boats. This is very entertaining to all in attendance watching them place the race boats into the water. Tom and Ann Meeker have generously offered participant cruises on the Pearl Button Excursion Boat, John Fox and Sign Pro make event signs, and the list goes on and on. I wish I could thank everyone. I know who all of you are and how you donate services, time, or funds, to make this event possible. I have learned so much about the desire of community betterment by so many. It is pretty neat that through our community involvement and believing in an idea, we have made Muscatine the place to be in May for people from all over the United States. Also, let your employers know that you appreciate their support of this event to provide an event for you to bring your families to and enjoy what the park is suppose to be used for. Without their support, this event would not take place! Thank you and See you in May!

For more information visit www.muscatineboatshow.com for a Schedule of Events, News Updates, and to be a part of the 2011 event. Also check for event 2011 refrigerator calendars at your local retailers to remember where to be, May 13-14, 2011.