

OFFICE OF THE CITY MANAGER
DES MOINES, IOWA

ITEM 119

CITY COUNCIL COMMUNICATION 97-146
MARCH 24, 1997 AGENDA

SUBJECT:	TYPE:	SUBMITTED BY:
AUTHORIZATION TO SIGN PROMOTIONS, SPONSORSHIPS, AND PROGRAM CONTRACTS	◆ RESOLUTION ORDINANCE RECEIVE/FILE	DONALD M. TRIPP PARK AND RECREATION DIRECTOR

SYNOPSIS —

The Park and Recreation Department requests approval to authorize the City Manager or his designee to sign promotions, sponsorships and contracts related to Park and Recreation Department programs.

FISCAL IMPACT —

In most instances, the City will receive more in the value of a trade-out from estimated advertising and promotional costs.

RECOMMENDATION —

Staff recommends that the City Manager or his designee be authorized to sign promotions, sponsorships and contracts related to Park and Recreation Department programs.

BACKGROUND —

The Park and Recreation Department has developed a procedure for the clarification of responsibilities related to sponsorships and trade agreements relating to local advertising.

An example for sponsorship might be negotiating with a local company to sponsor a series of concerts in the parks. The cash contribution would cover Department expenses, staff, portable stage, entertainment, and marketing. In exchange, the sponsor's logo would be on all printed material, and the company banner would be displayed on the stage at every performance. A trade-out example would be \$10,000 worth of golf badges, individual rounds of golf, and waived green fees for tournaments. In exchange, the Department would receive \$25,000+ of advertising and marketing through radio commercials, promotions, live remotes, give-a-ways, and radio-sponsored golf tournaments.

The Park and Recreation Department programs numerous activities and events that require a contractual agreement. Examples are: performance contracts with entertainers for concerts at the State Capitol, Simon Estes Amphitheater, and neighborhood parks. Other examples include: confirmations (agreements) for lodging and admissions to sporting events, museums and other sites as part of the Adventure and Senior Travel Programs.

Due to potential sponsorship, advertising and programming contract opportunities, and a need to negotiate and secure local financial support in a timely fashion, the Park and Recreation Department feels it is in the best interest of the City to authorize the City Manager or his designee to sign the agreements presented in this communication.