



Agenda Item:

50

COUNCIL COMMUNICATION City Manager's Office

GENERAL INFORMATION

Agenda Date: 10/24/05
Agenda Item Type: Resolution

Communication No.: 05-587
Roll Call No.:

Submitted by: Donald M. Tripp, Park and Recreation Director

SUBJECT—

Intemark Agreement for Municipal Marketing for the Park and Recreation Department.

SYNOPSIS—

Approval of the agreement between the City of Des Moines and Intemark, a municipal marketing firm (2 Meridian Crossings, Suite 120, Minneapolis, Minnesota, 55423, Jill Woxland, CEO), to secure partnerships of cash and “in-kind” contributions to support park and recreation programs and facilities.

FISCAL IMPACT—

Intemark shall receive 15 percent of all cash contributions and “in-kind” values. Reimbursement for materials and travel will be paid from the Park and Recreation marketing budget, but any cost over \$100 must be pre-approved by the City. Additional details are provided below.

RECOMMENDATION—

Approval

BACKGROUND—

On February 23, 2005, Intemark Marketing Group made a formal presentation to staff of the Des Moines Park and Recreation Department. Intemark is a Minneapolis, Minnesota based company that specializes in municipal marketing strategies by leveraging marketing assets to develop effective partnerships and strategic alliances. Other cities and counties, including St. Paul, San Diego, Oakland, Portland and Miami-Dade County, have Intemark municipal marketing programs. In their communications to the City, Intemark expressed an interest in helping the Des Moines Park and Recreation Department meet the following objectives:

- Developing mutually beneficial partnerships to raise the profile of the City.

- Reinforcing the City's commitment to its residents through expanding, enhancing and communicating park and recreation programs.
- Securing new revenue.
- Expanding and enhancing park programs through corporate partnerships.
- Understanding the importance of being cognizant of the City's current relationships when developing new partner programs.
- Setting expectations early on in the development process to ensure that everyone is in agreement with the partnership goal.

Intemark sought out Des Moines Park and Recreation due to its national reputation as an innovator in the field. Intemark will serve as the conduit that matches Park and Recreation Department programs with potential partners. The goal of the relationship will be to enhance the recreation experience for residents and park patrons, therefore, their interests will be considered when developing partnerships.

Within the terms and conditions of the contract, the Park and Recreation Department and Intemark shall identify what assets are available for partnerships (asset inventory). Then Intemark will compile a list of potential partners for the Department to review and approve prior to any communication to the potential partners. This process will include available recognition for the partner based on the program or facility under consideration. Upon mutual agreement, Intemark shall prepare a Request For Proposal (RFP) for categories where a RFP is appropriate. The City's Park and Recreation Director shall approve all potential partners and partnership terms and conditions prior to any offers being made or secured. This will allow the Park and Recreation Department to control City assets and how they are marketed. Additionally, this will allow staff to clearly distinguish contributions secured by Intemark from other contributions secured through other existing efforts of the City. The Des Moines Park and Recreation Department has also requested that a Park and Recreation Board member assist Department staff in the process of reviewing and selecting potential partners.

Upon approval of a RFP, Intemark will seek to secure partners for the various categories outlined by the department and shall receive 15 percent of the revenues from all partnerships solidified. The City will also pay Intemark 15 percent of the value of any in-kind contributions that are secured, subject as pre-approved by staff. Staff will only approve in-kind contributions for pre-planned purchases for which funding is available in the budget. The City will then use the budget for those items to pay Intemark for 15 percent of the value of the in-kind contribution, causing a net savings of 85 percent to the City.

The department shall have no financial obligation to Intemark for their upfront time associated with the development of the RFPs to potential partners, thereby assuming no financial risk with this contractual arrangement. However, the City will pay reimbursable expenses for travel and materials for funds secured by Intemark. Reimbursements shall occur if expenses exceed \$25 per month. Reimbursements in excess of \$100 must be pre-approved by the City.

Examples of programs and facilities related to this contract include but are not limited to the following:

- Development of the Ewing Park master plan.
- Aquatics Capital Improvement Program.
- Marketing support – brochures, promotional pieces, etc.
- Golf Course operations and capital improvements.
- Skate park development.
- Environmental programs – grass roofs, rain gardens, permeable paving, etc.
- Beautification efforts – flower give-a-ways, plantings, re-forestation, graffiti removal, etc.
- Athletic Parks – James W. Cownie Soccer Park, Greater Des Moines Softball Park, etc.
- Programs – Athletics, Evelyn K. Davis Summer Camp, Youth-In-Parks, Youth sports, etc.

On Tuesday, September 27, 2005, the Des Moines Park and Recreation Board received and filed the agreement with Intemark regarding an effort to secure national sponsors for Park and Recreation Department programs and facilities.