


## COUNCIL COMMUNICATION

 CITY OF DES MOINES OFFICE OF THE CITY MANAGER	Number:	<b>22-377</b>	Meeting:	<b>August 22, 2022</b>
	Agenda Item:	<b>34A</b>	Roll Call:	<b>22-1338</b>
	Submitted by:	<b>Benjamin R. Page, Park and Recreation Director</b>		

### AGENDA HEADING:

Approving an exception to the procurement ordinance competitive bidding requirement for good cause and approving the procurement of a portable, single-sided 17-foot by 10-foot Light Emitting Diode (LED) movie screen and trailer from Insane Impact, LLC, and authorizing negotiation and execution of supplemental agreement with Insane Impact, LLC.

### SYNOPSIS:

Recommend approval for purchase of a portable, single-sided 17-foot by 10-foot LED screen and trailer from Insane Impact, LLC. based in Waukee, Iowa, in the amount of \$151,500 utilizing the method of financing referenced below.

### FISCAL IMPACT:

Amount: \$151,500

Funding Source: Fiscal Year (FY) 2023 Operating Budget, Park and Recreation Department, Special Events, PK201265, page 161 - \$82,000, 2022 Prairie Meadows Community Betterment Grant in the amount of \$52,500, secured by Friends of Des Moines Parks, and Friends of Des Moines Parks private donations in the amount of \$17,000.

### ADDITIONAL INFORMATION:

- Upon evaluation of the current Free Flicks Program, Parks and Recreation Department staff found the following inefficiencies:
  - The implementation of the Free Flicks Program with the current inflatable video screen requires four (4) or five (5) staff members to set up and manage.
  - The current movie equipment is aging and expensive to repair and replace.
  - The lack of timing flexibility with the current equipment leads to late start times for movies, leading to many attendees leaving the program early.
- While attending a National Recreation and Park Association (NRPA) national conference, staff discovered a viable solution to the obstacles referenced above - a portable LED screen.
- The LED portable video screen can be used in a multitude of ways beyond just serving the Free Flicks Program to enhance existing Parks and Recreation Department events and programming and to introduce new opportunities:

- Advanced LED technology makes it possible to view the video screen during daylight, positively impacting several existing programs and events while introducing new opportunities for community engagement. Outdoor movies on a high-quality screen (17-foot x 10-foot) can begin well before dusk, making Free Flicks Program in the Park more family friendly.
- All socioeconomic backgrounds, ages, races, and neighborhoods in the community will benefit from this investment. The Parks and Recreation Department expanded its Equitable Services programming this summer into four (4) Des Moines neighborhood parks, offering all-day, free summer camp programming. Access to this new technology will enhance programming at these summer camp sites, including fitness and wellness programs, STEM programming, e-sports, and movies.
- The proposed LED screen requires two (2) staff members to set-up and manage the event, saving the Parks and Recreation Department valuable staff time.
- The Parks and Recreation Department has also identified several secondary opportunities where a new video system could enhance or add value to the parks and recreation system, including use of the video screen at recreation tournaments, large group fitness classes, community nights and outdoor streaming of sporting events. The pandemic has demonstrated the critical need for outdoor activities that allow gatherings but also provide space for physical distancing.
- Support for this advancement has been broad and enthusiastic.
  - Friends of Des Moines Parks submitted and was awarded a 2022 Prairie Meadows Community Betterment Grant for additional LED screen funding. Included in the grant were support letters from:
    - 25 Des Moines neighborhood association leaders, dated February 9, 2022
    - Mayor Cownie, dated February 10, 2022
- After significant research into other companies that supply similar screens, only one (1) manufacturer, Insane Impact, LLC, based in Waukee, Iowa was found that could meet the needs of the department.
  - Advantages to purchasing from a local, Central Iowa location include no shipping costs and efficient, ongoing service.

Portable LED Video Screen and Trailer



**PREVIOUS COUNCIL ACTION(S): NONE**

**BOARD/COMMISSION ACTION(S): NONE**

**ANTICIPATED ACTIONS AND FUTURE COMMITMENTS: NONE**

For more information on this and other agenda items, please call the City Clerk's Office at 515-283-4209 or visit the Clerk's Office on the first floor of City Hall, 400 Robert D Ray Drive. Council agendas are available to the public at the City Clerk's Office on Thursday afternoon preceding Monday's Council meeting. Citizens can also request to receive meeting notices and agendas by email by calling the Clerk's Office or sending their request via email to [cityclerk@dmgov.org](mailto:cityclerk@dmgov.org).