

OFFICE OF THE CITY MANAGER
DES MOINES, IOWA

CITY COUNCIL COMMUNICATION 96-544
DECEMBER 16, 1996 AGENDA

SUBJECT:	TYPE:	SUBMITTED BY:
RAGBRAI BID	◆ RESOLUTION ORDINANCE RECEIVE/FILE	DONALD M. TRIPP PARK AND RECREATION DIRECTOR

SYNOPSIS —

The Park and Recreation Department is interested in submitting a bid to the Des Moines Register to host an overnight stay on RAGBRAI XXV in July 1997. The proposed site to host the event is Blank Park, the Zoo, and the adjacent Fort property.

FISCAL IMPACT —

All expenses associated with this event will be covered through corporate partnerships and revenue generated off the event from participants purchasing food, beverage, showers, souvenirs, etc. No support will be allocated from the General Fund.

RECOMMENDATION —

Approval.

BACKGROUND —

Department staff has been aware of the Register's interest in coming to Des Moines in the ride's 25th year. Various locations have been researched, and the Blank Park area offers the easiest route into and out of the City avoiding some police overtime charges for controlling intersections. It also allows the organizing committee the best opportunity to capture revenue from the event. The downtown business community has been approached about locating it on Court Avenue, but they are not in a position at this time to offer the needed financial support to offset the loss of revenue which is inherent at that location. The South Des Moines Chamber is very receptive to the event being held on the south side. The success of this proposal hinges on revenue the City will receive by holding licenses to dispense food and beverages. A request for these licenses will be brought to the Council at a later date. It will include the right to sell beer. The event will include the use of Blank Park, Blank Park Zoo, Ft. Des Moines lands owned by the U.S. Government, and Knapp Properties.