

**CITY COUNCIL COMMUNICATION 98-084
MARCH 2, 1998 AGENDA**

SUBJECT:

TICKETS FOR KIDS

SUBMITTED BY:

**ROBYN ELLERT
ADMINISTRATIVE ASSISTANT
TO THE CITY MANAGER**

SYNOPSIS –

The City, in conjunction with Ticketmaster, is launching a new program called *Tickets for Kids*, to provide family entertainment tickets (free of charge) as rewards and incentives to youth for contributing to their community.

FISCAL IMPACT –

N/A

RECOMMENDATION –

Approval of the *Tickets for Kids* program.

BACKGROUND –

Through the distribution of free tickets to local youth for entertainment events, *Tickets for Kids* will emphasize the importance of earning the tickets as rewards and incentives for making positive, community-oriented choices. Local youth groups and agencies will recommend youth eligible for tickets.

Ticketmaster will secure tickets from generous local venues and event promoters. The events will then be matched to appropriate youth groups that applied in advance. All groups are responsible for their own transportation and chaperones.

Ticketmaster successfully implemented *Tickets for Kids* in 15 cities across the nation. The

City' s program will be launched on April 10, 1998, with a presentation by Mayor Preston Daniels and approximately 100 tickets to Sesame Street Live. Upcoming events planned include Iowa Barnstormers Arena Football, Iowa Cubs Baseball, Iowa State Fair admission and midway passes with possible Grandstand tickets, and Des Moines Dragons Basketball. Ticketmaster will continually secure ticket donations from other clients.