



**CITY COUNCIL  
COMMUNICATION:**

**ITEM \_\_\_\_\_**

**98-257**

**OFFICE OF THE CITY MANAGER  
CITY OF DES MOINES, IOWA**

**AGENDA:**  
JUNE 15, 1998

**SYNOPSIS —**

To approve Blank Park Zoo participation in the 1998 Oscar Mayer Talent Search conducted at the Blank Park Zoo on July 31, August 1, and August 2, 1998.

**SUBJECT:**  
BLANK PARK ZOO  
SPECIAL EVENT  
WITH OSCAR  
MAYER FOODS

**FISCAL IMPACT –**

We anticipate this special event will generate additional revenue and attendance for the Blank Park Zoo.

**TYPE:**  
**RESOLUTION**  
ORDINANCE  
RECEIVE/FILE

**RECOMMENDATION –**

**Approve and sign contract for the 1998 Oscar Mayer Talent Search at the Blank Park Zoo.**

**SUBMITTED BY:**  
DONALD TRIPP  
PARK AND  
RECREATION  
DEPARTMENT

**BACKGROUND –**

The Oscar Mayer Company has chosen Blank Park Zoo as one of its designated talent search spots. The Oscar Mayer Wienermobile and Oscar Mayer spokespersons called “ Hotdoggers” tour the country each summer looking for the next “ Oscar Mayer” kid. Children 3-12 years sing their own creative renditions of the Oscar Mayer “ Wiener Jingle” or “ Bologna Song.”

Twenty finalists from around the U.S. are flown to Orlando, Florida, to compete for a chance to be in an Oscar Mayer commercial and win a scholarship.

In the four years of this promotion, 160,000 children have auditioned.

Oscar Mayer will do the following:

- Donate \$500 to Blank Park Zoo’ s Conservation Fund.

- Display the Wienermobile and up to three hotdoggers for the event.
- Supply all equipment and materials necessary to conduct the event.
- Provide local market media advertising.
- Provide a direct consumer information number with event details.
- Provide gift packs to all participants in the event.
- Run public relations announcements and advertising to ensure maximum exposure to the event.
- If a national event winner is auditioned at the Zoo, subsequent public relations exposure for the City of Des Moines may include the Prize Patrol, Wienermobile visit, and press release.

Blank Park Zoo wishes to participate in this very unique special event.