



**CITY COUNCIL  
COMMUNICATION:**

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

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

**98-451**

**SYNOPSIS —**

**AGENDA:  
OCTOBER 5, 1998**

To approve a contract between the City of Des Moines, the Blank Park Zoo Foundation, and the MCM Group International (MCM) for the purpose of conducting a Zoo Expansion Economic Feasibility Study.

**SUBJECT:  
BLANK PARK ZOO  
EXPANSION  
ECONOMIC  
FEASIBILITY  
STUDY**

**FISCAL IMPACT -**

**TYPE:  
RESOLUTION  
ORDINANCE  
RECEIVE/FILE**

The City and the Zoo Foundation will share the cost of the study equally. The contract amount is \$33,400. The funding source for the City's portion, \$16,700, is from Park and Recreation Department Fiscal Year 1998/99 Capital Improvements Program (CIP) funds.

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

**RECOMMENDATION -**

**Approval.**

**BACKGROUND -**

The Zoo Foundation, which has an agreement with the City to raise funds for Zoo capitol improvements, has raised \$5.2 million for the proposed construction of the Web of Life Interpretive Center. Prior to authorizing construction, the City has determined that a professional economic impact study be performed. The study will project attendance, pricing, operating revenue, and costs for the proposed Zoo expansion.

The recommended consultant is MCM. The Zoo Administrator contacted four qualified firms-ZooPlan, Wichita, KS; A.T. Kearner, New York, NY; Economic Research Associates (ERA), Los Angeles, CA; and MCM, Los Angeles, CA. ERA and MCM responded with proposals, both the same price, at \$25,000 plus reimbursable expenses. MCM is recommended because their methodology is more comprehensive, focuses on the local market, includes all revenue sources, and examines

operating expenses.

The resulting report will be presented to the City Council and Blank Park Zoo Foundation for the purpose of developing a financial operating plan for Zoo expansion which will identify projected operating revenue, City of Des Moines subsidy, and additional Zoo Foundation annual operating support.

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