

**CITY COUNCIL  
COMMUNICATION:**

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

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

**99-550**

**SYNOPSIS -**

**AGENDA:**

DECEMBER 20, 1999

On the December 20, 1999, Council agenda is a resolution to approve the Spirit of Des Moines Business Recognition Program.

**SUBJECT:**

SPIRIT OF DES  
MOINES BUSINESS  
RECOGNITION  
PROGRAM

The purpose of the Spirit of Des Moines program is to recognize businesses in Des Moines that are good neighbors, that are generous to their neighborhoods and community, that are growing and staying in Des Moines, and that provide good and secure jobs.

**TYPE:**

**RESOLUTION**  
ORDINANCE  
RECEIVE/FILE

One business will be selected for recognition each month starting with the February 7, 2000, meeting. Council members will take turns selecting the business based on the following schedule:

**SUBMITTED BY:**

RICHARD CLARK  
DEPUTY CITY  
MANAGER

- Ward 1 Tom Vlassis February 2000
- Ward 2 Mike McPherson March 2000
- Ward 3 Christine Hensley April 2000
- Ward 4 Archie Brooks May 2000
- Mayor Preston Daniels June 2000
- At-Large George Flagg July 2000
- At-Large Chris Coleman August 2000
- Ward 1 Tom Vlassis September 2000
- Ward 2 Mike McPherson October 2000
- Ward 3 Christine Hensley November 2000
- Ward 4 Archie Brooks December 2000

The business recognition will include a proclamation at the first City Council meeting of the month, a desk-top City flag, a picture taken with the Mayor and Council, and a 2-3 minute promotion piece about the company. The City will have the capability of producing this piece within the next six months. Until this time, the Public Information Office will coordinate the production activity.

**FISCAL IMPACT -**

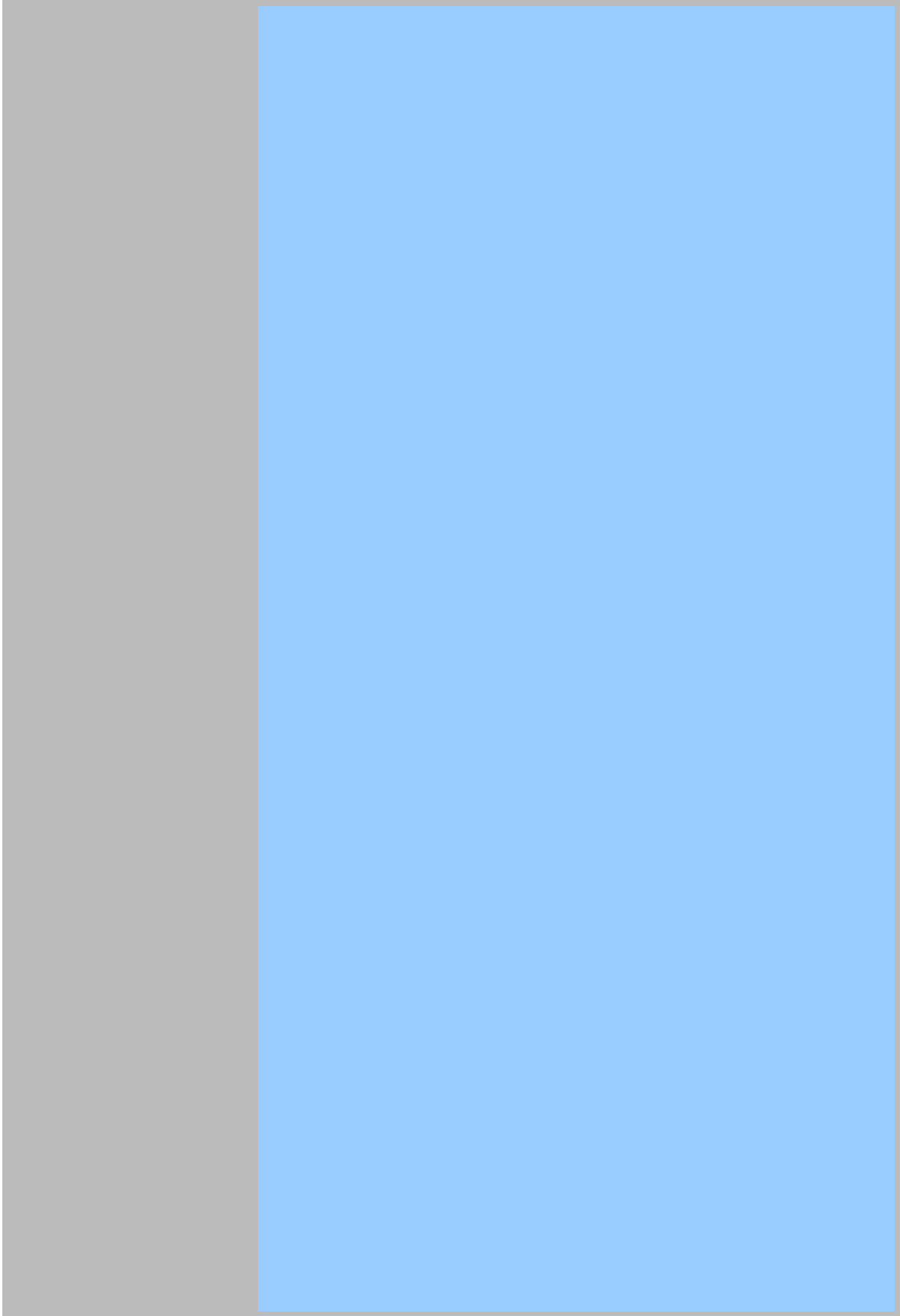
Costs of the program would be within the current budget of Economic Development and/or the City Clerk, or Mayor and Council.

**RECOMMENDATION -**

**Approval.**

**BACKGROUND -**

At the November 1, 1999, City Council meeting, Council Member Coleman proposed a Council-sponsored recognition and economic development strategy targeting local, existing businesses. The City Council did receive, file and approve the "Spirit of Des Moines" concept and referred the proposal to the City Manager for recommended implementation.





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