



**CITY COUNCIL  
COMMUNICATION:**

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

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

**00-038**

**SYNOPSIS -**

**AGENDA:**  
FEBRUARY 7, 2000

On the February 7, 2000, Council agenda is a resolution to approve the Spirit of Des Moines Business Recognition Program. This item was originally on the December 20, 1999, City Council Agenda, but was deferred to add an objective selection process.

**SUBJECT:**  
  
SPIRIT OF DES  
MOINES BUSINESS  
RECOGNITION  
PROGRAM

At the November 1, 1999, Council meeting, Council Member Coleman proposed the Spirit of Des Moines program, a Council-sponsored recognition and economic development strategy targeting local, existing businesses. The purpose of the 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 April 3, 2000 meeting. Working as a partner with the City, the Corporation for Economic Development (CED) will deliver recommendations for recognition to each Council member. These recommendations will be based on a set of selection criteria established by the CED. The Council will take turns selecting the business based on the following schedule:

**SUBMITTED BY:**  
  
RICHARD CLARK  
DEPUTY CITY  
MANAGER

- Ward 1 Tom Vlassis April 2000
- Ward 2 Mike McPherson May 2000
- Ward 3 Christine Hensley June 2000
- Ward 4 Archie Brooks July 2000
- Mayor Preston Daniels August 2000
- At-Large George Flagg September 2000
- At-Large Chris Coleman October 2000
- Ward 1 Tom Vlassis November 2000
- Ward 2 Mike McPherson December 2000
- Ward 3 Christine Hensley January 2001
- Ward 4 Archie Brooks February 2001

The business recognition will include a proclamation at the first 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 -**

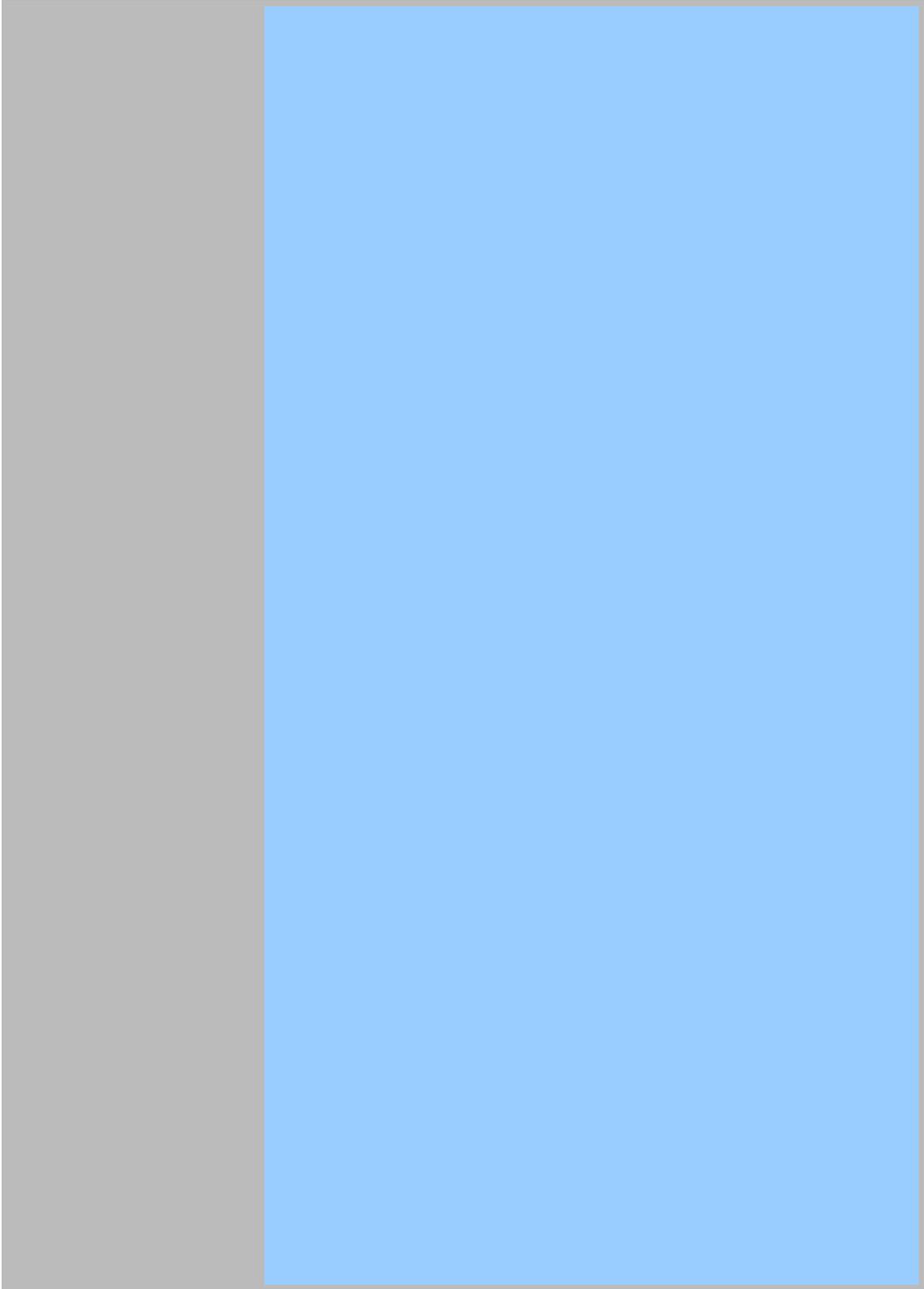
Costs of the program would be within the current budget of Economic Development and/or the City Clerk, or Mayor and Council.

#### **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.



---

[ [Council Members](#) | [Leave a Message](#) | [Meeting Agendas/Info](#) | [Recent Ordinances](#) ]  
[ [Board/Commission List](#) | [Meeting Schedule](#) | [Request to Speak](#) | [Election/Voter Reg](#) ]