

**CITY COUNCIL  
COMMUNICATION:**

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

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

**00-224**

**SYNOPSIS -**

**AGENDA:**

MAY 15, 2000

Propose Council action to approve a contract between the City and Have Trunk Will Travel for the purpose of providing a temporary elephant exhibit at the Blank Park Zoo for the months of June and July 2000.

**SUBJECT:**

BLANK PARK ZOO  
AGREEMENT FOR  
TEMPORARY  
ELEPHANT EXHIBIT

**FISCAL IMPACT -**

The fiscal impact is revenue positive, based on a projected 5 percent attendance increase for June and July. The projected attendance increase of 11,373 will produce gross revenues of \$85,953, which are generated from gate admissions and retail sales for gifts, food, rentals, catering, and train and camel rides. The contract fee is \$44,000 for the eight-week program. Projected net operating income is \$41,289. Capital Improvement Program (CIP) appropriations of \$10,000 were used to prepare the temporary exhibit site at the Zoo.

**TYPE:**

**RESOLUTION**  
ORDINANCE  
RECEIVE/FILE

**RECOMMENDATION -**

**SUBMITTED BY:**

DONALD M. TRIPP  
PARK AND  
RECREATION  
DIRECTOR

**Approval.**

**BACKGROUND -**

In order to increase audiences this season during the construction of the Web of Life Discovery Center, a new exhibit is needed. Staff reviewed visiting celebrity animal opportunities and selected a visiting elephant exhibit. The program includes periodic educational demonstrations on the natural history and conservation of these magnificent animals.

Have Trunk Will Travel is providing two trained and experienced elephant handlers to manage the elephant and conduct narrated educational demonstrations to the Zoo

audience.

The Blank Park Zoo requirements for the suppliers of an elephant for exhibition include that the company be owner-operated; have membership in and accreditation by the American Zoo Association; actively participating in elephant breeding programs; and be members of the Elephant Managers Associations.

Have Trunk Will Travel is unique in meeting these requirements. The selection of this sole source supplier is in compliance with City Ordinance Section 2-86, Contracts Exempt from Bidding, for contracts for services of individuals possessing a high degree of specialized professional skills.

The Blank Park Zoo Foundation has agreed to provide promotional funding up to \$40,000, and has secured sponsorship from KDSM-TV and Fairway Foods. Pepsi is providing funding for on-site promotion and donated products. Promotional activities include elephant-theme special events at the Zoo and advertising via radio, television, and newspaper.

The elephant exhibit will be presented to the public at the Blank Park Zoo from June 4 through July 30, 2000. It will be a very popular attraction this summer that will increase attendance and revenues.