

**CITY COUNCIL
COMMUNICATION:**

ITEM _____

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

00-401

SYNOPSIS -

AGENDA:

AUGUST 28, 2000

To approve Ad In The Hole Advertisement Agreement (AITH) with Ron Sorenson, General Manager, P.O. Box 41143, Des Moines, IA 50311.

SUBJECT:

AD IN THE HOLE
AGREEMENT

FISCAL IMPACT -

\$2,000 to \$4,750 based on 25% return to the Golf Enterprise Fund from the sale of advertisements.

TYPE:

RECOMMENDATION -

RESOLUTION
ORDINANCE
RECEIVE/FILE

Approval.

BACKGROUND -

SUBMITTED BY:

DONALD M. TRIPP
PARK AND
RECREATION
DIRECTOR

At the May meeting of the Citizen Golf Advisory Committee, Ron Sorenson, presented a new advertising opportunity to the City of Des Moines' golf courses. The AITH is a sole source advertising franchise purchased by Sorenson, who submitted the sole bid to the Purchasing Division on August 1, 2000.

AITH shall provide to the City special cups to install at the three municipal golf courses and shall be allowed to sell advertising in those cups at a rate of \$500 per hole, with the ability to prorate the fee schedule due to the timing of this request. In return, the City shall receive 25% of gross revenues for each ad sold. The Park and Recreation Department also reserves the right to refuse any "inappropriate" advertising in relation to this agreement.

The Citizen Golf Advisory Committee is recommending that the agreement, which is on file with the City Clerk, be approved. The agreement will be for the 2000 golf season only and will be evaluated by staff at the end of the year for a recommendation

back to the Citizen Golf Advisory Committee. A flier of the AITH program has been attached to the roll call for City Council review.

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