



**CITY COUNCIL  
COMMUNICATION:**

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

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

**00-444**

**SYNOPSIS -**

**AGENDA:**  
SEPTEMBER 25, 2000

Temporarily rename East River Drive to Scarecrow Way during the month of October 2000 to coincide with Halloween activities being held at the Des Moines Botanical Center.

**SUBJECT:**

**FISCAL IMPACT -**

TEMPORARY  
RENAMING OF  
EAST RIVER DRIVE  
TO SCARECROW  
WAY

None.

**RECOMMENDATION -**

**Approval.**

**TYPE:**

**BACKGROUND -**

**RESOLUTION**  
ORDINANCE  
RECEIVE/FILE

During the month of October, the Des Moines Botanical Center has scheduled a host of "fun not fright" filled Halloween related activities using scarecrows as the focal element. Corporations, community groups, and schools will be making scarecrows to be displayed along East River Drive. It is expected that the scarecrow displays will create a significant amount of public interest. The temporary renaming of the street reinforces the overall concept and should assist in drawing the public to the Des Moines Botanical Center in October. Because WHO Television is sponsoring the Halloween activities, the high level of visibility should result in record crowds.

**SUBMITTED BY:**

DONALD M. TRIPP  
PARK &  
RECREATION  
DIRECTOR