

**CITY COUNCIL  
COMMUNICATION:**

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

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

**00-460**

**SYNOPSIS -**

**AGENDA:**

An extension of the intent to lease land for an additional five (5) years to the Chinese Cultural Center of America (CCCA) for the construction of a permanent facility is proposed per the conditions stated in Roll Call #95-3982, October 16, 1995 which originally stated this intent.

OCTOBER 2, 2000

**SUBJECT:**

**FISCAL IMPACT -**

CHINESE  
CULTURAL CENTER  
OF AMERICA- LAND  
LEASE EXTENSION

This request has no fiscal impact to the City.

**RECOMMENDATION -**

**TYPE:**

**Approval.**

**RESOLUTION**  
ORDINANCE  
RECEIVE/FILE

**BACKGROUND -**

**SUBMITTED BY:**

The CCCA is making progress toward meeting the conditions as stated in the original Roll Call #95-3982, October 16, 1995. The Board of Directors for the CCCA asks the City Council to grant an extension to continue building the necessary funds for a project which offers great opportunity to the City of Des Moines and surrounding area for cultural and business exchange.

JIM GRANT,  
DIRECTOR  
COMMUNITY  
DEVELOPMENT  
DEPARTMENT

The efforts by the Board of Directors is actively moving the CCCA in the direction to achieve a permanent, self-sustaining facility and meeting the conditions required by the City Council. These actions are identified in the letter attached to the Roll Call and summarized as follows:

1. The Board membership has expanded and includes a diverse mix of members with implementation experience to make projects such as this a reality;
2. "A Campaign Assessment and Development Operation Review"

was prepared by the consulting firm of Robert Hartsook & Associates of Wichita, Kansas to determine financial viability to proceed;

3. An extensive business plan has been prepared, with the assistance of Shafer & Associates, per the request of prospective corporate contributors and identifies ten innovative revenue-generating products and services to help the CCCA achieve a self-sustainable operation;
4. A full-time executive director with an impressive success rate in fund-raising results has been hired with funds provided jointly by the Iowa Department of Cultural Affairs and Principal Financial Foundation;
5. The CCCA has hosted a variety of events and trade missions to date which include several trips to China, hosting high ranking officials visiting Des Moines from China at the CCCA's request, the China National Orchestra and participating in the Dragon Boats Races.

This progress is considered to offer significant strides in achieving the conditions set out by the City Council and ensuring the goal of a self-sustaining, permanent facility for the CCCA.