

Meeting Agendas/Info

**CITY COUNCIL
COMMUNICATION:**

REVISED

ITEM _____

01-093

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

AGENDA:

SYNOPSIS -

FEBRUARY 26, 2001

Approve advertising agreement with Ad In the Hole LLC (Ron Sorenson, General Manger, P.O. Box 41143, Des Moines, IA 50310) for the sale of advertising in the cups and on the tee-markers at Des Moines municipal golf courses.

SUBJECT:

GOLF COURSE
ADVERTISING

FISCAL IMPACT -

\$27,000 in revenues from advertising sales.

TYPE:

**RESOLUTION
ORDINANCE
RECEIVE/FILE**

RECOMMENDATION -

Approval.

SUBMITTED BY:

BACKGROUND -

DONALD M. TRIPP
PARK AND
RECREATION
DIRECTOR

On August 28, 2000, by Roll Call No. 00-3590, the City Council tabled the Citizen's Golf Advisory Committee's recommendation to place advertising in the cups at Des Moines municipal golf courses. The Council requested additional information concerning this form of advertising in the Des Moines metro area.

On September 11, 2000, by Roll Call No. 00-3728, the City Council voted to deny the sale of advertising in the cups.

On December 12, 2000, Ron Sorenson, General Manager of Ad in The Hole, LLC requested the City Council reconsider the sale of advertising in the cups at Des Moines municipal golf courses. On December 4, 2000, by Roll Call No. 00-4529, the City Council approved a one season trial period for the sale of advertising in the cups.

During this process, the City finished a ten-year advertising agreement with Brenchcraft, a company that provided free tee markers in exchange for the sale and collection of advertising in the tee markers at each course. In this arrangement, the City received no revenue.

The Park and Recreation Department, with the recommendation of the Citizen Golf Advisory Committee, researched and issued bids for the purchase of new tee markers. This change will allow the City, through contract, to sell advertising on the tee markers and capture the revenues on an annual basis less a percentage to the contractor.

Since it is in the best interest to have one company representing the City for the sale of advertising at the municipal golf courses, a new bid was issued through the City's Purchasing Division. The Purchasing Division issued bids on January 24, 2001. Bid Number V01-117 "Golf Course Advertising" was mailed to eight companies with one bid response. The Advertising Agreement between the City and Ad In the Hole, LLC is on file in the City Clerks Office.

The Advertising Agreement is for one year with an option to renew. A report to the Citizen Advisory Committee, Park and Recreation Board, and City Council will be prepared in October to provide information on the revenue collected through this ad campaign and customer reaction to the new advertising in the cups.