

## Meeting Agendas/Info

CITY COUNCIL COMMUNICATION:	ITEM _____
<b>01-210</b>	<b>OFFICE OF THE CITY MANAGER CITY OF DES MOINES, IOWA</b>
<b>AGENDA:</b>  APRIL 23, 2001	<b>SYNOPSIS -</b>  Approval to enter into a Professional Service Agreement with Porter and Associates (Thomas C. Porter, CEO, 4900 University Avenue, West Des Moines, Iowa) to prepare a comprehensive plan to assist in the marketing of Des Moines' three municipal golf courses.
<b>SUBJECT:</b>  PROFESSIONAL SERVICE AGREEMENT FOR MARKETING MUNICIPAL GOLF COURSES	<b>FISCAL IMPACT -</b>  \$9,375 \$4,375 "Trade-out" (four individual adult golf passes with carts) \$3,000 Pro-bono services from Porter and Associates \$2,000 Cash payment from Golf Enterprise Fund
<b>TYPE:</b>  <b><u>RESOLUTION</u></b> ORDINANCE RECEIVE/FILE	<b>RECOMMENDATION -</b>  <b>Approval.</b>  <b>BACKGROUND -</b>
<b>SUBMITTED BY:</b>  DONALD M. TRIPP PARK AND RECREATION DIRECTOR	Des Moines' three municipal golf courses (A.H. Blank, Grand View, and Waveland) have seen a slight increase in participation over the past several years. However, the competition within the Des Moines metropolitan area has increased dramatically with the opening of several new courses.  Waveland will be celebrating its 100th birthday this year as the oldest public course west of the Mississippi, with Grand View celebrating its centennial birthday in 2008. Without the opportunity of training facilities at Des Moines courses, the attraction of new golfers relies on the City's ability to market the affordability and quality of our courses.  Park and Recreation Department staff met with representatives

from Love Scott and Associates and Porter and Associates to evaluate their capabilities in developing a marketing plan to assist the Park and Recreation Department in drawing new clients, particularly women and youth, to Des Moines' courses. Zimmerman, Laurent, and Richardson were also contacted, but declined due to their work schedule.

Porter and Associates are willing to accept "trade-outs" (free golf in lieu of cash) and offered pro-bono services to assist the courses in providing quality-marketing services with minimal out-of-pocket expenses to the Golf Enterprise Fund.

Staff believes that entering into this agreement will assist the City in providing a focused marketing effort that will result in increased play and awareness of the City's three courses.

The scope of work will include formulating and producing a written integrated marketing communications and sales promotion plan. This will include the following elements:

- A situation and market analysis consisting of secondary market and media research.
- Target markets, geographic, demographic, and lifestyles.
- Measurable, quantifiable objectives.
- Marketing and sales promotions strategies and tactics (including copy themes and graphic treatments). All strategies would be developed to minimize financial expenditures, be cost neutral, or in some cases to actually generate new revenue sources.
- Implementation timeline.
- Budget recap.

Porter and Associates is well versed in developing marketing campaigns as evidenced by their successful efforts with the U.S. Senior Open Golf Championship at Des Moines Golf and County Club in 1999 and the John Deere Classic in 2000.

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