



**CITY COUNCIL
COMMUNICATION:**

ITEM _____

02-153

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

AGENDA:

SYNOPSIS -

MARCH 18, 2002

To approve the Des Moines Park and Recreation Department promotion of department events and facilities within City parks and outdoor facilities through use of banners and signs.

SUBJECT:

FISCAL IMPACT -

PROMOTION OF
EVENTS AND
FACILITIES WITHIN
CITY PARKS AND
OUTDOOR
FACILITIES.

\$12,772 in supplies. Source of revenue: Patron of the Parks sponsorship.

TYPE:

RECOMMENDATION -

RESOLUTION
ORDINANCE
RECEIVE/FILE

Approval of a banner/sign promotion for the period of April 2002 - April 2003, designed to meet the performance objectives in the area of marketing for the Park and Recreation Department.

SUBMITTED BY:

BACKGROUND -

DONALD M. TRIPP
PARK AND
RECREATION
DIRECTOR

City Council approved an agreement for Des Moines Park and Recreation advertising and public relations services between Porter and Associates and the Des Moines Park and Recreation Department to develop revenue and marketing activities by Roll Call No. 01-2785 on September 10, 2001.

Porter and Associates and department staff recommend a cross-marketing promotion as a strategy to realize the following performance objectives, identified in the 2002-2003 budget.

- “ Generate \$150,000 in sponsorship revenue (reduce budget subsidy)
- “ Raise awareness and increase attendance by ten percent at Department events and facilities
- “ Increase Web-site traffic
- “ Maximize brand exposure of Des Moines Park and Recreation logo and "Come Share the Fun" core message track

People attending community parks and facilities result in an estimated 7,910,000 cumulative impressions. Primarily, this promotion will provide stronger more visual self-promotion of the Department special events and Web page to the Park visitors on Park property through attractive banners and signs. Secondly, this promotion will increase awareness for the City of Des Moines Park and Recreation Department and the Patron of the Parks marketing partnership as partners in maintaining and supporting public park facilities.

The type of signage is considered "public signage" by the Community Development Department. The following guidelines established by the Community Development Department will be adhered to:

- “ The promotion is presented to the City Council.
- “ Annual application to the City Council for the approval to hang banners from utility poles along public streets within Park properties using the same process as inherent to the City of Des Moines street banner policy.
- “ The banners/signs will be oriented internally within the parks rather than externally toward the public right-of-way and adjacent properties.
- “ The sponsorship acknowledgement in name and identification with designation as "Patron of the Parks" shall be a minor component of the overall signage.

The marketing program recommendations include:

- “ Four banner locations visible to park visitors on park property at Gray's Lake Park, Ewing Park, Union Park, Greenwood Park, Grandview Park, Blank Park, and MacRae Park.
- “ The April/May through August period will promote community special events. The September through April/May will promote the facilities and the Web-site.
- “ 5' x 3' wall signs with changeable message panels will be placed on park property at Ashworth Pool, Birdland Aquatic Center, Nahas Aquatic Center, Northwest Aquatic Center, Teachout Aquatic Center, Botanical Center, Archie Brooks Community Center, Scott Four Mile Community Center, Cownie Soccer Park, Blank Park Zoo, Sec Taylor Stadium, Administration offices, and all three municipal golf courses.

The banners will be printed in full color on both sides of 15 oz. opaque vinyl and will measure 19" x 48". Examples of the banner and sign design are attached to the roll call.
