

**CITY COUNCIL  
COMMUNICATION:**

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

**02-220**

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

**AGENDA:**

APRIL 22, 2002

**SYNOPSIS -**

Approval of an agreement between the City of Des Moines and MidAmerican Energy to use its utility poles for bracket banners within City parks and outdoor facilities.

**SUBJECT:**

AGREEMENT WITH  
MIDAMERICAN  
ENERGY FOR  
BANNER  
PLACEMENT IN  
PARKS AND  
OUTDOOR  
FACILITIES

**FISCAL IMPACT -**

\$12,772 in supplies and \$1,000 in labor for placement of banners and brackets which will come from a Patron of the Parks sponsorship.

**RECOMMENDATION -**

**Approval.**

**TYPE:**

**BACKGROUND -**

**RESOLUTION**  
ORDINANCE  
RECEIVE/FILE

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

**SUBMITTED BY:**

DONALD M. TRIPP  
PARK AND  
RECREATION  
DIRECTOR

On March 18, 2002, by Roll Call No. 02-76,. City Council approved a promotion using banners in parks and signs in outdoor facilities.

Banner locations within the MidAmerican Energy agreement have been approved by their staff and include poles within MacRae Park, Birdland Park, Union Park, Grandview Park, and Greenwood Park. Blank Park was originally proposed, but a site visit did not prove feasible with pole locations to meet established guidelines.

A Patron of the Parks agreement with a local business is anticipated for early May. Listing the Patron of the Parks on this banner is a condition of the current negotiations.

Banners will also be located at Ewing Park and Gray's Lake Park on poles owned by the City of Des Moines Parks and Recreation Department.

Staff is appreciative of the assistance of MidAmerican Energy throughout this process.

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