

**CITY COUNCIL
COMMUNICATION:**

03-424

AGENDA:

AUGUST 25, 2003

SUBJECT:

MEMBERSHIP
(RENEWAL) WITH
CHOOSE DES MOINES
COMMUNITIES AND
PARKING SYSTEM
AMENITIES PROGRAM

TYPE:

RESOLUTION
ORDINANCE
RECEIVE/FILE

SUBMITTED BY:

ERIC A. ANDERSON
CITY MANAGER

ITEM _____

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

SYNOPSIS —

On the August 25, 2003 agenda is a roll call to direct an agreement be drafted to provide for a five-year extension (to 2008) of the City's membership in the "Choose Des Moines Communities" program operated by the Greater Des Moines Partnership (Teresa A. Wahlert, President and CEO, 700 Locust Street) and the City's participation in the Enhanced Parking System Customer Services program operated by the Downtown Community Alliance.

FISCAL IMPACT —

The City will make an annual payment of \$75,000 (reduced from the previous \$100,000/year), subject to an annual appropriation and Council approval for the five-year period of 2004-2008.

In addition, the City's contribution to the parking system amenities program known as the Enhanced Parking System Customer Services Program operated by the Downtown Community Alliance, a division of the Greater Des Moines Partnership, will be reduced by \$12,500 to \$37,500/year, and also be subject to an annual Council approval of an annual appropriation. Funding is provided from the parking system revenues.

RECOMMENDATION —

Direct the City Manager and Legal Department to draft the appropriate agreement(s) to provide for extension of membership in accordance with revised terms for annual membership and parking system amenities program.

BACKGROUND —

Choose Des Moines

In 1999, the City entered into a five-year contract with the Greater Des Moines Partnership for the "Choose Des Moines Communities" program with an annual payment of \$100,000. The Choose Des Moines Communities program is the economic development "arm" of the Greater Des Moines Partnership.

This partnership is supported by private investors and local governments. The program focuses on four main areas: research, marketing and recruitment of new businesses, expansion and retention of local

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businesses, and workforce attraction efforts.

Parking Amenities Program

In 2000, the City entered into an agreement with the Downtown Community Alliance in which the Alliance contracts with the City's parking garage operator, Ampco System Parking, for car-related services to improve services for parking system patrons.

The Alliance will continue the program with the private sector increasing its contribution to maintain current service levels.

