

**CITY COUNCIL
COMMUNICATION:**

03-492

AGENDA:

OCTOBER 6, 2003

SUBJECT:

RENEWAL OF AD
IN THE HOLE
ADVERTISING
AGREEMENT

TYPE:

RESOLUTION
ORDINANCE
RECEIVE/FILE

SUBMITTED BY:

DONALD M. TRIPP
PARK AND
RECREATION
DIRECTOR

ITEM _____

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

SYNOPSIS —

Approval of the Renewal Agreement with Ad In The Hole (Ron Sorenson, General Manager, P.O. Box 41143, Des Moines, Iowa 50310) for tee markers and cup advertising at Des Moines' Municipal Golf Courses.

FISCAL IMPACT —

\$30,000 in net advertising income expected.

RECOMMENDATION —

Approval.

BACKGROUND —

On November 19, 2001, by Roll Call No. 01-3476, the City Council approved the Golf Course Advertising Agreement with Ad In The Hole, L.L.C. This agreement expires December 1, 2003.

The Park and Recreation Department is interested in continuing this agreement for a period of three years. Two additional metro area courses have signed on with Ad In The Hole, L.L.C., and the General Manager (Ron Sorenson) believes that sales will increase through combined advertising packages.

The City of Des Moines receives 75 percent of all tee marker ads and 25 percent of all Ad In the Hole cup advertising. As a part of the Agreement, Ad In the Hole cannot sell cup advertising until a tee marker has been sold. The total income from the tee markers and Ad In the Hole cup advertising has generated over \$21,000 in the past three years.

