



Agenda Item:

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COUNCIL COMMUNICATION City Manager's Office

GENERAL INFORMATION

Agenda Date: 11/07/05
Agenda Item Type: Resolution

Communication No.: 05-624
Roll Call No.:

Submitted by: Donald M. Tripp, Park and Recreation Director

SUBJECT—

Utility Pole Banner Agreement with MidAmerican Energy.

SYNOPSIS—

Approval of the utility pole banner agreement between the City of Des Moines and MidAmerican Energy to allow the Park and Recreation Department to place pole banners promoting events and activities at the James W. Cownie Soccer Park along Hartford Avenue between S.E. 14th Street and the soccer park entrance.

FISCAL IMPACT—

Cost for pole brackets and banners for the 2006 U.S. Youth Soccer National Championships shall be paid by the Local Organizing Committee.

RECOMMENDATION—

Approval

BACKGROUND—

The City of Des Moines, in conjunction with the Iowa Soccer Association and Greater Des Moines Convention and Visitors Bureau, will be hosting the 2006 U.S. Youth Soccer National Championships. In an effort to highlight and promote the Championships, the Local Organizing Committee, comprised of representatives from the above agencies and other soccer enthusiasts, would like to place pole banners along Hartford Avenue between S.E. 14th Street and the James W. Cownie Soccer Park entrance. Signs would be placed on every third pole.

The utility pole banner agreement would allow the City, through the Park and Recreation Department, to promote the 2006 U.S. Youth Soccer National Championships and future events at the Cownie Soccer Park. These events include the Iowa High School Boys State Tournament and the 2007 Region II Championships. The use and installation of the banners along Hartford would be delegated to the Park and Recreation Department to administer.