



Council
Communication
Office of the City Manager

Date	November 6, 2006
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Agenda Item No.	49
Roll Call No.	<u>06-</u>
Communication No.	<u>06-710</u>
Submitted by: Donald M. Tripp, Park and Recreation Director	

AGENDA HEADING:

Approving the Riverfront Development Authority's Management Services Agreement with Rink Management Services (RMS) for the Brenton Skating Plaza.

SYNOPSIS:

Recommend approval of the request from Riverfront Development Authority (RDA) for the Brenton Skating Plaza Management Services Agreement with Rink Management Services. The City of Des Moines has entered into an agreement with the Riverfront Development Authority (RDA), for the management, operations and maintenance of the Brenton Skating Plaza. The agreement states, "The RDA shall be allowed to select and manage a professional operator of the Skating Plaza, such operator and contract to be subject to the approval of the City Council of such agreement." RDA has advised the City that it intends to contract with Rink Management Services (RMS) as the Skating Plaza operator.

FISCAL IMPACT:

Amount: According to the conditions and terms of the City's agreement with RDA, the City's costs are not to exceed \$25,000 annually for the three-year term of the agreement.

Funding Source: FY 2006-07 Amended Budget, General Fund (GE001) Parks and Recreation, Brenton Skating Plaza (PKS101800)

ADDITIONAL INFORMATION:

A comprehensive marketing approach has been supplied by Rink Management Services (RMS) to the Park and Recreation Department. Over the past month, RMS staff has been making corporate presentations to local companies to secure corporate outings. Additionally, RMS will be using radio, direct mail, print, fliers, website and youth organization outreach marketing approaches to promote the assets/benefits of the Brenton Skating Plaza. In addition to RMS' marketing approach, The Principal Financial Group has hired Innova Marketing to support RMS' marketing efforts. The facility is scheduled to open in mid-November, based on weather conditions to make ice. The Grand Opening is scheduled for 5:30 p.m. on Tuesday, December 12, 2006, featuring a figure skating exhibition followed by free skating for the remainder of the evening.

Due to the uncertainty about who would manage the Brenton Skating Plaza (City or private entity), the City's financial participation of \$25,000 was not identified during the FY2006-07 budget process. As a result, funding was not included in the FY 2006-07 Operating Budget. To fund this agreement, a new appropriation will be required as part of the amended budget process.

PREVIOUS COUNCIL ACTION(S):

Date: September 25, 2006

Roll Call Number: 06-1929

Action: [Concession](#) Agreement for the Skating Plaza. ([Council Communication No. 06-606](#)) Moved by Coleman to adopt. Motion Carried 6-0.

BOARD/COMMISSION ACTION(S): NONE

ANTICIPATED ACTIONS AND FUTURE COMMITMENTS:

Another item on the November 6, 2006 agenda requests approval for the charges, fees, and hours of operation at the Brenton Skating Plaza. The RDA anticipates opening the Brenton Skating Plaza in mid to late November and therefore requests waiver of the second and third readings.