



**Council**  
**Communication**  
Office of the City Manager

Date

June 4, 2007

Agenda Item No. 42

Roll Call No. 07-

Communication No. 07-339

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

**AGENDA HEADING:**

Approval of Facility Use Agreement with HyVee, Inc. for use of Gray's Lake Park.

**SYNOPSIS:**

Recommend approval of the Facility Use Agreement with HyVee, Inc. for use of Gray's Lake Park including permanent and temporary improvements to host the HyVee ITU World Cup Triathlon.

**FISCAL IMPACT:**

Amount: \$50,000 (Revenue)

\$25,000 of the total amount is the facility use fee to the City of Des Moines for use of Gray's Lake Park and repairs to turf or infrastructure due to the HyVee ITU World Cup Triathlon event. The remaining \$25,000 is to be deposited into the Greater Des Moines Community Foundation's Gray's Lake and Meredith Trail Fund for repairs to turf or infrastructure due to the HyVee ITU World Cup Triathlon event.

Funding Source: Funds will be placed in the appropriate operating and capital budgets based on need.

**ADDITIONAL INFORMATION:**

On April 24, 2007, the Des Moines Park and Recreation Board received and filed a report outlining the Facility Use Agreement between the City of Des Moines and HyVee, Inc. for use of Gray's Lake Park to host the HyVee ITU World Cup Triathlon.

On March 31, 2006, HyVee announced that their company would host an elite world cup triathlon in the City of Des Moines. Ric Jurgens, President and Chief Executive Officer of HyVee, Inc., said Des Moines will be only the fourth U.S. city to host a World Cup elite triathlon since the competition began. "Only Honolulu, New York and St. Petersburg, Florida have hosted ITU World Cup events in America," he noted. "None are planned in the U.S. during 2006 and, so far, ours is the only one scheduled in our nation in 2007. So our role as hosts is somewhat remarkable, given the relative size of our City."

The Des Moines event will be the richest ever on the elite triathlon circuit. The first-place winners in the men's and women's divisions will each take home paychecks of \$200,000 from a total pro purse of more than \$700,000. This purse is anticipated to attract the best triathlon athletes from around the world. The ITU World Cup will be taped delayed broadcast on NBC nationally.

A triathlon encompasses three distinct sports: swimming, cycling and running. The swim and bike transition portion of the event will be held in Gray's Lake Park. Events and activities will include a kid's triathlon and the USAT Junior and Youth Elite Triathlon on Saturday, June 16 and the Age Group Triathlon (amateurs) and the ITU Hy-Vee World Cup on Sunday, June 17, 2007.

Due to the size and magnitude of this event, supplies, materials and equipment will begin arriving at Gray's Lake Park beginning June 10<sup>th</sup>. These dates and locations include closing the beach parking lot between June 12 – 19, beach swimming area June 16 – 19, John R. Grubb Lane June 12 – 18, Northeast Parking area June 11 – 18, Kruidenier Trail June 16 (5:00 a.m. to 12:00 noon) and the Southeast parking lot June 16 and 17. With the exception of the youth event on June 16<sup>th</sup>, the Kruidenier Trail and Meredith Trail shall remain open to the public in addition to other areas of the park not being used for this event.

City staff including Police, Fire, Traffic and Transportation and the Park and Recreation department is meeting on a weekly basis working through the logistics to host these events and developing communications to the public to provide the best experience to both the athletes and spectators.

Terms and conditions set forth within the Facility Use Agreement include the ability of HyVee to install/upgrade electrical power and telecommunications into the north rest room facility upon the City's Engineering and Park and Recreation Departments' approvals and subject to all applicable codes, ordinances and permits for said work. Additionally, HyVee shall install several temporary improvements such as a pedestrian ramp from Fleur Drive to the internal park road for spectators arriving to view the event via busses, installing a dock and ramp areas to aid in athlete transitions from swimming to biking and biking to running.

For use of Gray's Lake Park in hosting this major event, the City of Des Moines will receive \$25,000 from HyVee to be used to provide for repairs to damage of the turf or infrastructure within Gray's Lake Park related to the triathlon. Any remaining funds will be used at the City's sole discretion to maintain, improve and operate Gray's Lake Park. HyVee further agrees to contribute an additional \$25,000 to the Greater Des Moines Community Foundation's Gray's Lake and Meredith Trail Fund with the stipulation that such funds be used for the same purposes.

**PREVIOUS COUNCIL ACTION(S): NONE**

**BOARD/COMMISSION ACTION(S):**

Date: April 24, 2007

Action: The Parks and Recreation Board received and filed report on HyVee ITU World Cup Triathlon event and impact to Gray's Lake Park usage.

**ANTICIPATED ACTIONS AND FUTURE COMMITMENTS: NONE**