



# Council Communication

Office of the City Manager

Date

June 4, 2007

Agenda Item No.      Extra Item 1  
Roll Call No.          07-  
Communication No. 07-348  
Submitted by: Donald M. Tripp, Park and  
Recreation Director

## AGENDA HEADING:

Approval to negotiate a co-sponsorship agreement with the Greater Des Moines Music Coalition to host the 80/35 Summer Musical Festival.

## SYNOPSIS:

Recommend approval to negotiate an agreement with the Greater Des Moines Music Coalition (DMMC) to co-sponsor a new summer musical festival entitled 80/35. This action authorizes a grant of \$50,000 to the 80/35 summer musical festival for a headline act guarantee. The first \$50,000 in profit from the event will return to the City.

## FISCAL IMPACT:

Amount: The total anticipated expenses to host a one-day multiple band summer music festival are \$170,100. The City will provide \$50,000 toward booking the headline band and the DMMC will provide \$30,000 toward support acts. Upon completion of this event, the City will receive the first \$50,000 in net profits and any remaining profits will be split as follows: 50% placed into a special account to be used toward the 2008 event, 25% to the City and 25% to DMMC.

Funding Source: Revenues will be generated through local sponsorships, admissions, and food/beverage sales. The \$50,000 from the City will come from revenues secured by the City's agreement with Intemark that were not previously budgeted. With Council approval, this agreement with DMCC will be reflected in the FY 2007-08 amended operating budget, Park and Recreation Department, Special Events, GE001 PKS101300, page 239 of the adopted budget.

## ADDITIONAL INFORMATION:

City staff from the Park and Recreation Department and the City Manager's Office have been meeting with representatives from the DMMC and the Des Moines Music Commission to discuss the possibility for a co-sponsored summer music festival titled 80/35. An Executive Committee consisting of Loyd Ogle, DMMC; Scott Kubie, Executive Director DMMC; Amedeo Rossi, DMMC; Tom Zmolek, Des Moines Music Commission; and Doug Romig and Robin Leaper, Des Moines Parks and Recreation has been established to coordinate and manage the event.

The 80/35 Summer Music Festival is envisioned to become one of the best musical festivals in the Midwest. This will be accomplished by starting small and growing into a larger multiple-day, multiple-venue event. The Executive Committee with representatives from the Des Moines Music Commission

(DMMC), Park and Recreation Department and Des Moines Music Coalition will coordinate this unique music festival.

The 2007 80/35 production is proposed to be held in Western Gateway Park in late August. This first year will include a combination of local, regional and/or national artists. There will be two stages with a total of 10 to 13 performers throughout the day. At this time, the event is anticipated to begin at approximately 3 p.m. and run through 11 p.m., closing with the headliner.

Organizationally, the DMMC will be the lead agency. As a 501(c)3 non-profit corporation, they can accept tax deductible donations and have agreed to set up a special revolving account for the 80/35 event including an annual audit to be shared with the City of Des Moines. The first \$50,000 in profits shall be returned to the City. Additional excess funds from this event shall be distributed according to the following formula in year one: 50% retained for 2008 event, 25% to DMMC and 25% to the City of Des Moines. Future revenue sharing shall be determined on an annual basis at the conclusion of the preceding festival. This will allow the Executive Committee to evaluate how much seed money will be needed the next year based on ticket sales, sponsorships, concession, etc. A detailed proposal and budget is available in the City Clerk's Office.

Staff is recommending that the City Manager or his designee be authorized to negotiate a co-sponsorship agreement to host the 2007 80/35 summer music festival event and that the City Manager be authorized to sign said agreement. The City of Des Moines shall backstop this event for the first year in an amount not to exceed \$50,000, with a guarantee that the City is the first agency to be paid back from all revenue sources secured through but not limited to sponsorships, ticket sales, concessions, etc. As the backstop agency for this festival, the City of Des Moines shall be prominently identified in all published materials and on-site. The Committee hopes to secure a presenting sponsor for this event.

The committee working on this event also recommends that if a headliner cannot be secured, due to tour dates or other issues, and approved by the City, this event shall not be held in 2007. The committee will instead begin working on securing this event for the 2008 summer season. The City will have the last right of refusal to not proceed for 2007 if the City is not satisfied that the event has been able to secure a headliner of the profile to assure a profitable event.

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

**BOARD/COMMISSION ACTION(S): NONE**

**ANTICIPATED ACTIONS AND FUTURE COMMITMENTS:**

- Approval of future co-sponsorship agreements to continue the 80/35 summer music festival event.
- Approval of liquor control license for the sell of alcohol related to this event.