



Council Communication

Office of the City Manager

Date May 5, 2008

Agenda Item No. 63
Roll Call No. ~~08-~~
Communication No. ~~08-299~~
Submitted by: Richard A. Clark, City Manager

AGENDA HEADING:

Agreement between the City Of Des Moines and Bravo Greater Des Moines, Inc.

SYNOPSIS:

Recommend approval of a 28E Agreement with Bravo Greater Des Moines, Inc. (Bravo) for the purpose of assisting and increasing awareness, advocacy, and funding of the cultural community and organizations in the greater Des Moines area. Bravo has become the funding entity for the various cultural organizations throughout the greater Des Moines area. In the case of Des Moines, the Science Center, Art Center, Civic Center, and Botanical Center are no longer supported directly by the City but rather through the funds directed to Bravo. Blank Park Zoo will continue to receive city funds directly as well as Bravo funding.

FISCAL IMPACT:

Amount: Approximately \$740,000 annually, determined as a share of actual revenues.

Funding Source: Hotel/Motel Tax Revenues. Payments budgeted in General Fund, Community Partnership Programs - GE001 FIN010400 – FY2008-09 Operating Budget, page 140.

ADDITIONAL INFORMATION:

Bravo Greater Des Moines, Inc. (an Iowa not-for-profit corporation) is a regional entity designed to foster growth in cultural awareness and coordinated funding of cultural entities by partnering communities. In July 2005, Bravo implemented a strategy to meet those objectives with the cities of West Des Moines, Clive, Urbandale, Johnston, Altoona, and Ankeny and Polk County via 28E Agreements. The proposed 2008 28E agreement continues and enhances a successful model of regional funding of cultural attractions. Des Moines' participation is critical to the continued success of this important regional partnership.

If the agreement is approved, Des Moines would continue to commit 2/7 of its Hotel/Motel Tax receipts to cultural attractions. Bravo would be paid 2/7 of Des Moines' receipts, less an amount equal to the average amount contributed by other participating cities, and the contractually determined amount of \$290,000 that the City would commit directly to support the Blank Park Zoo. Bravo would commit to minimum annual payments of \$440,000 to Blank Park Zoo and \$195,000 to the Botanical Center. Des Moines's commitments under this agreement are based on and limited to Hotel/Motel Tax receipts.

The agreement states that it is the intention and expectation of Bravo and the City of Des Moines that no organization that receives funding from Bravo during the term of this Agreement will approach the City

of Des Moines for additional operational funding during the term of this Agreement. This does not preclude, however, any cultural organization from approaching the City for assistance in a capital campaign. The agreement includes a requirement that not-for-profit cultural organizations that want to be eligible for Bravo funding make a presentation regarding their capital campaign to Bravo prior to approaching any participating community for a contribution.

A new feature of the proposed agreement is the requirement that Bravo set aside a minimum of \$150,000 annually to provide funding for cultural improvement capital campaigns. This feature was made more desirable with the approval of the Vision Iowa Board to accept Bravo participation as local match for their capital grants.

As a party to the agreement, Des Moines would have the right to designate one person to serve on the Bravo Board of Directors. The term of the agreement will initially be three years with the possibility of a three-year extension. The agreement may be terminated, however, if the City is no longer able to collect a Hotel/Motel tax, or if an alternative, reliable funding source is secured by Bravo.

The cities of West Des Moines, Clive, Urbandale, Johnston, Altoona, and Ankeny and Polk County will consider similar agreements with Bravo. These local governments are expected to contribute over \$1,200,000 to Bravo annually. The combination of their contributions along with that of Des Moines' and proceeds from "Winefest" will result in total annual Bravo funding of over \$2,000,000. Bravo will determine funding amounts for each cultural organization in the region based on a competitive process. We expect that Des Moines based cultural organizations will continue to receive funding as they have over the past three years. Last year, approximately 90% of Bravo funding was sent to Des Moines based cultural organizations.

PREVIOUS COUNCIL ACTION(S):

Date: July 6, 2005

Roll Call Number: 05-1602

Action: Approving Intergovernmental 28E Agreement with Bravo Greater Des Moines, Inc. (Council Communication No. 05-368). Moved by Brooks to approve. Motion Carried 5-2.

BOARD/COMMISSION ACTION(S): NONE

ANTICIPATED ACTIONS AND FUTURE COMMITMENTS: NONE

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