



Council Communication

Office of the City Manager

Date April 6, 2009

Agenda Item No. 60
Roll Call No. 09-
Communication No. 09-215
Submitted by: Richard A. Clark, City Manager

AGENDA HEADING:

Approval for the City of Des Moines to co-host the 2010 North American Supercorridor Coalition (NASCO) Conference with Polk County.

SYNOPSIS:

The City of Des Moines, in conjunction with Polk County, would like to co-host the annual NASCO Conference scheduled for June 15-17, 2010. The conference is anticipated to attract over 400 national and international delegates including local, state, national and international governments, transportation officials, logistics and distribution firms, economic development agencies, real estate developers, shippers and freight forwarders, security, tracking and technology solution providers, maritime ports, and inland ports.

FISCAL IMPACT:

Amount & Funding Source: \$20,000. The Airport has agreed to fund the cost of the Gold Sponsorship for the 2009 Conference in Quebec City, Quebec on June 5, 2009. The Gold Sponsorship is for a luncheon to be held at the 2009 Conference. It is at this luncheon that Des Moines and the State of Iowa will officially invite everyone to the 2010 Conference in Des Moines. Additionally, it is anticipated that the 2010 Conference will need approximately \$180,000 in public/private sponsorships. A planning committee consisting of representatives of the State Department of Transportation, Department of Economic Development, City of Des Moines, Polk County, the MPO, and the Convention and Visitors Bureau, will be responsible for soliciting sponsorships for the conference. The MPO has agreed to be the conduit for accounting and disbursement of funds. It should be noted that should fundraising fall short of the required amount needed to support the conference, the City of Des Moines and Polk County may be required to fund the shortfall.

In addition to the sponsorships described above, the City and Polk County may incur costs for any additional required security to support the conference. Although security requirements and the associated costs have not yet been defined, it is anticipated that some additional security requirements will need to be in place due to the anticipated delegates that may be attending from both Canada and Mexico.

ADDITIONAL INFORMATION:

NASCO is a nonprofit organization dedicated to increasing economic development activity while supporting multi-modal infrastructure improvements, technology / security innovations and environmental initiatives along the North American Corridor, and to stimulate the dialogue between the public and private sectors about critical, corridor-wide trade and transportation challenges.

NASCO holds this annual event to bring together its membership and international leaders and decision makers in the fields of transportation, logistics and economic development to listen, learn and discuss critical issues addressing our North American corridor. This is their largest event and it rotates among the United States, Canada and Mexico each year. Below are past & future event locations and hosts:

2005 – San Pedro Garza Garcia, Nuevo Leon, Mexico

2006 – Winnipeg, Manitoba, Canada

2007 – Fort Worth, Texas, United States

2008 – Leon, Guanajuato, Mexico

2009 – Quebec, Quebec, Canada

In past years, panels and conferences have addressed the following subjects, among others:

- *Gateways to Business Development: Connecting and Supporting New Ventures*
- *Strategic Development of Ports and Corridors*
- *Advancing Multimodal Transportation Networks*
- *Growing the Corridor: Connecting Agriculture Producers and Rural Communities*
- *Securing the North American Supply Chain*
- *The Future of Multimodal Corridors in North America*
- *Smarter, Greener: A New Era*
- *North American Competitiveness in the Global Network*
- *National Intelligence and Protecting the Nation*
- *Spurring Economic Development*

PREVIOUS COUNCIL ACTION(S): NONE

BOARD/COMMISSION ACTION(S): NONE

ANTICIPATED ACTIONS AND FUTURE COMMITMENTS:

City Council approval for the City to co-host the 2010 NASCO Conference and for the Mayor to co-sign the letter of intent with Polk County.

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