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|  <p style="text-align: center;">Council Communication Office of the City Manager</p> | Date | May 4, 2009 |
| | Agenda Item No. 35 Roll Call No. <u>09-</u> Communication No. <u>09-274</u> Submitted by: Donald M. Tripp, Director of Parks and Recreation | |

AGENDA HEADING:

Approve funding request from the Des Moines Area Sports Commission for the 2009 Junior Olympic Games.

SYNOPSIS:

Recommend approval of the funding request from the Des Moines Areas Sports Commission for the 2009 Junior Olympic Games. The size and scope the 2009 AAU Junior Olympic Games brings unique challenges and rewards to the communities who host it. By supporting the Games in the amount of \$25,000 in fiscal year 2009, and \$25,000 in the fiscal year 2010 the City of Des Moines will assist in bringing an immediate impact to the Central Iowa economy as well as helping ensure the event returns to our communities in the future

FISCAL IMPACT:

Amount: \$50,000 (\$25,000 in fiscal year 2009 and \$25,000 in fiscal year 2010)

Funding Source: Economic Development Enterprise account – CMO980717, FY09 Operating Budget, page 90.

ADDITIONAL INFORMATION:

The Greater Des Moines Area will host the AAU Junior Olympic Games between July 27 and August 8, 2009. The Games will bring in an estimated 35,000 visitors to Central Iowa over fourteen days including approximately 13,000 athletes and 2,300 coaches from throughout the United States.

The AAU Junior Olympics Games has increased attendance every year. The inaugural Games were held in 1967 as part of a growing local sports tourism business. Des Moines hosted the Games in 1995 and 2004. In 1995 over 10,000 youth participated and used in excess of 12,000 hotel rooms, in 2004 over 12,000 participated and used in excess of 14,000 rooms. In 2007, Knoxville, Tennessee hosted 15,631 participants in 21 sports with an estimated total of 40,000 visitors. This event will showcase Greater Des Moines as a site for future national sporting events, as well as a community committed to promoting healthy and active lifestyles.

The following venues and sports will be hosted within the City of Des Moines including two City owned locations (James W. Cownie Baseball Park and Birdland Aquatic Center).

| <u>Venue</u> | <u>Sporting Event(s)</u> |
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|-------------------------------|--|
| James W. Cownie Baseball Park | Baseball |
| Birdland Aquatic Center | Swimming |
| Drake Stadium | Track and Field |
| Iowa Events Center | Baton, Cheerleading, Jump Rope, Karate, Power Lifting Table Tennis, Taekwondo, Trampoline, Tumbling, Weightlifting and Wrestling |

The City of Des Moines will also receive direct income from this event for rental of City owned facilities and use of off-duty Police officers. The Des Moines Area Sports Commission, a division of the Greater Des Moines Convention and Visitors Bureau, is requesting financial support from local governments in addition to their private fund-raising efforts for the 2009 Junior Olympic Games. Staff is recommending financial support towards this Sports Tourism effort. To date, the following municipalities have taken official action to support the 2009 Games:

- City of Altoona \$10,000
- City of Clive \$10,000
- City of Johnston \$ 7,500
- City of Urbandale \$15,000
- City of West Des Moines \$30,000

PREVIOUS COUNCIL ACTION(S):

Date: October 6, 2003

Roll Call Number: 03-2316

Action: 28E Agreement with Greater Des Moines Sports Authority for use of City personnel for the 2004 AAU Junior Olympic Games. (Council Communication No. 03-493). Moved by Hensley to adopt. Motion Carried 5-2.

BOARD/COMMISSION ACTION(S):

Date: April 28, 2009

Action: The Park and Recreation Board received and filed the communication

ANTICIPATED ACTIONS AND FUTURE COMMITMENTS: NONE

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