



Council Communication

Office of the City Manager

Date:	May 9, 2011
Agenda Item No.	59
Roll Call No.	<u>11-840</u>
Communication No.	<u>11-291</u>
Submitted by:	Allen McKinley, Deputy City Manager

AGENDA HEADING:

Agreement between the City of Des Moines and Bravo Greater Des Moines, Inc (Bravo).

SYNOPSIS:

Recommend approval of a 28E Agreement with 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 various cultural organizations throughout the Greater Des Moines area, including over 50 entities in Des Moines.

FISCAL IMPACT:

Amount: Approximately \$725,000 annually, determined as a share of actual hotel/motel receipts.

Funding Source: Hotel/motel tax revenues. Payments are budgeted in FY2011-12 Operating Budget, General Fund, Community Partnership Programs, GE001, FIN010400, page 106.

ADDITIONAL INFORMATION:

This agreement continues the existing relationship that started July 1, 2005 with an initial three-year agreement. A subsequent three-year agreement was approved in 2008 that expires June 30, 2011. This agreement continues funding in the same manner since the initial agreement of 2/7ths of Des Moines' hotel/motel tax receipts, less an amount equal to the average amount contributed by other participating cities to Principal Park, Iowa Events Center and the contractually determined amount that the City commits directly to support the Blank Park Zoo.

The charter communities in the original agreement in 2005 were: Altoona, Ankeny, Clive, Des Moines, Johnston, Polk County, Urbandale, West Des Moines, and Windsor Heights. Communities joining in 2010 were Carlisle, Indianola, and Norwalk. Polk City is joining in 2011.

The agreement continues to state 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.

There are continued and new features of the proposed agreement highlighted below:

- a. Increased support of the Botanical Center of \$195,000 annually increasing to \$245,000 for a 10-year period upon commencement of the lease.
- b. Support of the Blank Park Zoo of \$150,000 annually for a 20-year period
- c. Maximum cultural improvement campaign fund balance of \$450,000 (campaign fund created as part of a 2008 agreement).
- d. Agreement is non-expiring but can be terminated in the same way as the Convention and Visitor's Bureau (CVB) agreement.

PREVIOUS COUNCIL ACTION(S):

Date: May 19, 2008

Roll Call Number: [08-934](#)

Action: [Intergovernmental](#) 28E Agreement with Bravo Greater Des Moines, Inc., (continued from 5-5-08). ([Council Communication No. 08-299](#)) **Moved by Hensley to adopt. Motion Carried 7-0.**

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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