

 <p style="text-align: center;"><b>Council Communication</b> Office of the City Manager</p>	<b>Date:</b> May 23, 2011
	<b>Agenda Item No.</b> 40 <b>Roll Call No.</b> <u>11-903</u> <b>Communication No.</b> <u>11-313</u> <b>Submitted by:</b> Donald M. Tripp, <b>Director of Park and Recreation</b>

**AGENDA HEADING:**

Approve the 2011 Prairie Meadows Community Outreach Program Agreement between the City of Des Moines and the Des Moines Arts Festival.

**SYNOPSIS:**

Recommend approval of the Prairie Meadows Community Outreach Program Agreement between the City of Des Moines and the Des Moines Arts Festival, to allow the Park and Recreation Department to display and provide an art project in a free booth at the 2011 festival.

**FISCAL IMPACT:**

Amount: \$1,200 for estimated cost of art project materials, signage, and staffing

Funding Source: FY11, Parks Operations Budget, Special Events, GE001 PKS101300, Page 200.

**ADDITIONAL INFORMATION:**

The highly-rated Des Moines Arts Festival (DMAF) attracts an estimated 200,000 visitors a year and features some of the best visual artists in the nation, along with interactive art-related activities, live music and performing arts. The 2011 festival will be held at Western Gateway Park’s John and Mary Pappajohn Sculpture Park on June 24-26, 2011.

As a part of the DMAF, Prairie Meadows Racetrack and Casino sponsors a Community Outreach Program for which they invite area non-profit organizations to participate. The Park and Recreation Department has participated in the DMAF for over ten years and has again been accepted for participation in 2011. Prairie Meadows provides a 10 X 10 foot booth, promotional banner, tables and chairs free of charge for the 25 accepted organizations in return for the non-profits providing an on-site, free interactive arts-related activity for festival attendees. In keeping with the department’s nature programming initiatives, “artists” visiting the booth this year will be provided materials and assistance in creating their own *Gyotaku*, or fish print, an ancient form of Japanese art.

In addition to providing this interactive activity for the public’s enjoyment, organizations are allowed to promote themselves and their programs through distribution of promotional materials. Parks and Recreation plans to promote the City’s summer recreational activities through distribution of its semi-annual City Source brochure, Central Iowa Trail Maps and information about the John and Mary Pappajohn Sculpture Park.

In 2011, the DMAF is requiring that organizations participating in the Prairie Meadows Community Outreach Program tents sign this agreement outlining parameters for the specific project to be provided, staffing, promoting, etc., in addition to certification of insurance and liability indemnification.

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

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

**ANTICIPATED ACTIONS AND FUTURE COMMITMENTS: NONE**

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