

 <p style="text-align: center;">Council Communication Office of the City Manager</p>	Date:	May 8, 2017
	Agenda Item No.	44
	Roll Call No.	<u>17-779</u>
	Communication No.	<u>17-421</u>
	Submitted by:	Dan Ritter, Finance Director

AGENDA HEADING:

Approval of \$100,000 payment to Greater Des Moines Partnership (GDMP) annually for three (3) years contingent upon performance measures.

SYNOPSIS:

Approval of payment to GDMP in the amount of \$100,000 for services performed in calendar year 2016 and a commitment for two (2) additional annual payments in the amount of \$100,000 each. With this approval and commitment by the Council, the City Manager will determine each year if GDMP has achieved their pre-determined goals for attracting and expanding Des Moines businesses and produced major events that drew people to the community and enhanced citizens' quality of life.

FISCAL IMPACT:

Amount: \$100,000 a year for three (3) years

Funding Source: S743 CM025033, City Manager Budget – Economic Development Enterprise Fund; page 40.

ADDITIONAL INFORMATION:

Since 1999, the City has been financially involved with the GDMP beginning with the Choose Des Moines Communities. The most recent participation has been in a 5-year effort called Partnership 2012 Investment Campaign. The campaign assists the Greater Des Moines Partnership's programs that benefit Des Moines including Choose Des Moines Communities, Downtown Community Alliance, and Workforce Development.

The GDMP has asked for continued City support over the next three (3) years with contributions remaining at \$100,000 annually.

The City's annual payment will be contingent upon the determination by the City Manager that GDMP has demonstrated success in the following type of measurements:

- Attract or expand six (6) businesses in Des Moines
- Attract \$90 million in private capital investment in Des Moines
- Attract (or retain at-risk) 300 jobs
- Work with the City, property owners, and other stakeholders to develop major public projects such as the proposed convention hotel, Walnut Street, etc.

- Produce at least four (4) major events, two (2) farmers markets, and operate Brenton Skating Plaza, consisting of at least 150 event days and 900,000 attendees

GDMP 2016 Goals Report Card Results

- Attracted or expanded 13 businesses in Des Moines
- Attracted \$161 million in private capital investment in Des Moines
- Attracted (or retained at-risk) 687 jobs
- Walnut Street under construction, Walnut Street video completed, year round public market research funded and underway
- Brenton Skating Plaza had second best winter in history, Downtown Farmers' Market averaged 650,000 attendees last season, World Food Festival attracted 80,000 attendees, Des Moines Arts Festival attracted 235,000 attendees

PREVIOUS COUNCIL ACTION(S):

Date: August 11, 2014

Roll Call Number: [14-1230](#)

Action: [Payment](#) to The Greater Des Moines Partnership in the amount of \$100,000 for calendar year 2013 and payments for calendar years 2014 and 2015. ([Council Communication No. 14-381](#)) Moved by Hensley to adopt. Motion Carried 7-0.

BOARD/COMMISSION ACTION(S): NONE

ANTICIPATED ACTIONS AND FUTURE COMMITMENTS: NONE

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