


# COUNCIL COMMUNICATION

|   |               |                                       |            |                         |
|---|---------------|---------------------------------------|------------|-------------------------|
|  | Number:       | <b>20-016</b>                         | Meeting:   | <b>January 13, 2020</b> |
|   | Agenda Item:  | <b>44</b>                             | Roll Call: | <b>20-016</b>           |
|   | Submitted by: | <b>Scott E. Sanders, City Manager</b> |            |                         |

## AGENDA HEADING:

Approval of grants and sponsorships.

## SYNOPSIS:

Approving the funding for multiple items: \$50,000 sponsorship to the Golf Charitable Foundation of Greater Des Moines for the Principal Charity Classic (PCC), a world-class golf event which brings in an estimated \$23 million to the Greater Des Moines Region; \$50,000 grant Catch Des Moines (Catch) for the 2020 70.3 North American Ironman Championship hosted in Des Moines, and; \$40,000 to Polk County for the joint effort in creating a Welcoming Center.

## FISCAL IMPACT:

### Amount:

- \$50,000 sponsorship annually to the Golf Charitable Foundation of Greater Des Moines.
- \$50,000 annual grant for three (3) years to Catch exclusively for the Ironman event.
- \$40,000 to Polk County for the Welcoming Center, one (1) time.

Funding Source: General Fund

## ADDITIONAL INFORMATION:

### Principal Charity Classic

- The PCC is a world-class golf event, which brings in an estimated \$23 million to the Greater Des Moines Region. The PCC serves as a catalyst in raising money for Iowa non-profit organizations supporting children. In 2019, the PCC raised a record \$5.7 million for charity, bringing the tournament's giving total to more than \$23 million since 2007. The PCC donated funds go to six (6) tournament charity partners in the local community:
  - Blank Children's Hospital
  - Bravo Greater Des Moines
  - Community Foundation of Greater Des Moines
  - MercyOne Des Moines Medical Center
  - United Way of Central Iowa
  - Variety – the Children's Charity of Iowa

- The PCC provides daily activities for juniors, families and young professionals during the tournament.

### Ironman

- Ironman's 70.3 North American Championship will be in the City of Des Moines from 2020-2022. This year's event will offer 75 age group qualifying slots to the 2020 Ironman 70.3 World Championship in New Zealand. The 2020 event in Des Moines sold out in just two (2) weeks, with an estimated economic impact of \$10 million.
- The Ironman Foundation provided \$50 million in charitable giveback since 2003 and has supported 8,300 organizations to date. In 2018, the Ironman Foundation distributed more than \$1.7 million to 1,400 organizations worldwide.
- Catch Des Moines, the Greater Des Moines Convention & Visitors Bureau, is coordinating this event with Ironman.

### Welcoming Center

- Iowa has a long history of welcoming immigrants and refugees from throughout the world. Most recently, refugees from Bhutan, Burma, Iraq, Eritrea, Congo, and many other countries have made Greater Des Moines their home. Between 2009 and 2014, the total population of Greater Des Moines grew by 12%, while the population of the foreign-born grew by 25%.
- Two (2) reasons for the growth of foreign-born populations in Greater Des Moines are the opportunities for a better quality of life and economic growth. As validated through individual interviews, Greater Des Moines is seen as welcoming to newcomers, in part, because of the availability of services to individuals and families. However, there are challenges to accessing services and navigating complex service systems. It was evident from the interviews that there is no single point of access to services for new arrivals to get information on services available. Even when newcomers know about different services available, connecting to them can be difficult, due to barriers such as language, transportation and child care.
- In 2018 the City of Des Moines, Greater Des Moines Partnership, and Polk County commissioned a report to study what support was needed by the foreign-born to succeed and thrive in the region. The study, "Investing in the Foreign-Born in Greater Des Moines: Maximizing Individual and Community Potential", recommended the creation of a welcome center for the foreign-born in Greater Des Moines and produced a list of the basic functions of a welcome center:
  - Serve as the first call or location for information on services available to the foreign-born in Greater Des Moines.
  - Assist the foreign-born in navigating the systems and institutions needed to survive in the short-term and thrive in the long-term in Greater Des Moines.
  - Make referrals to area services and service providers.
  - Conduct a needs assessment and provision of immediate services to the foreign-born.
  - Host basic services such as English as a Second Language (ESL) classes, citizenship classes, legal services, financial education, and others, as needed.

- Provide a community space for ethnic community gatherings, celebrations and festivals.
- Provide office space for services related to assisting the foreign-born.
  
- The City of Des Moines has partnered with Polk County and the Greater Des Moines Partnership to complete this project.

**PREVIOUS COUNCIL ACTION(S):**

Date: August 20, 2018

Roll Call Number: [18-1417](#)

Action: [Payment](#) to the Golf Charitable Foundation of Greater Des Moines for a Sponsorship of the 2018 Principal Charity Classic, \$25,000. Moved by Boesen to adopt. Motion Carried 7-0.

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

**ANTICIPATED ACTIONS AND FUTURE COMMITMENTS: NONE**

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