


COUNCIL COMMUNICATION

 CITY OF DES MOINES OFFICE OF THE CITY MANAGER	Number:	24-502	Meeting:	December 9, 2024
	Agenda Item:	34	Roll Call:	24-1650
	Submitted by:	Benjamin R. Page, Park and Recreation Director		

AGENDA HEADING:

Approval of joint sponsorship agreement with Central Iowa Health System, d/b/a UnityPoint Health – Des Moines (UPHDM) regarding Brenton Skating Plaza Zamboni.

SYNOPSIS:

Recommend approval of agreement with Central Iowa Health system, d/b/a UPHDM, to sponsor Brenton Skating Plaza for the Zamboni featuring Blank Children’s Hospital. In return, UPHDM will provide marketing for Brenton Skating Plaza.

FISCAL IMPACT:

Amount: \$2,500

Funding Source: Fiscal Year (FY) 2025 Operating Budget, Park and Recreation Department, Brenton Skating Plaza, PK201266, Page 179

ADDITIONAL INFORMATION:

- The City of Des Moines has been operating Brenton Skating Plaza since 2021. Since this time, UPHDM has been the sponsor for the Zamboni at Brenton Skating Plaza.
- The Brenton Skating Plaza Zamboni features a distinct wrap design that showcases the Blank Children's Hospital logo and image of the hospital.
- This agreement is intended to be for multiple years, so may extend from this skating season forward until either party provides notice that they do not desire to automatically renew for the upcoming season. In seasons when a new wrap/artwork is not needed, such as this season, UPHDM will provide the City with a \$2,500 contribution. In years when a new wrap/artwork is needed for the Zamboni, UPHDM will contribute \$5,000 to the City.
- UPHDM helps promote Brenton Skating Plaza by sending out monthly e-mail blasts to 5,000+ subscribers from November-March. UPHDM also features Brenton Skating Plaza in posts and tweets utilizing UPHDM’s social media channels, places Des Moines Parks and Recreation logo and website link on the UPHDM LiveWell page and on the UPHDM website and promotes Brenton Skating Plaza to its employees via internal newsletter and e-mail messaging.

- Des Moines Parks and Recreation provides 100 free admission passes to UPHDM to be given to patients and their families staying at Blank Children's Hospital and provides a buy-one-get-one benefit to UPHDM employees when they show their employee ID at the time of purchase.

PREVIOUS COUNCIL ACTION(S): NONE

BOARD/COMMISSION ACTION(S): NONE

ANTICIPATED ACTIONS AND FUTURE COMMITMENTS: NONE

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