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Date February 22, 2010

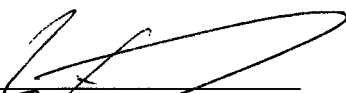
**RESOLUTION APPROVING BUDGET FOR THE DOWNTOWN
 SELF-SUPPORTED MUNICIPAL IMPROVEMENT DISTRICT
 FOR THE FISCAL YEAR ENDING JUNE 30, 2011**

WHEREAS, the Downtown Self-Supported Municipal Improvement District ("Downtown SSMID") was created by Ordinance No. 13,579 passed February 23, 1998, was continued by Ordinance 13,913 passed January 22, 2001, was continued and expanded by Ordinance 14,311 passed January 26, 2004, was expanded by Ordinance No. 14,540 passed February 6, 2006 and was continued by Ordinance No. 14,834 passed February 23, 2009 pursuant to the provisions of Iowa Code Chapter 386 for the purposes of undertaking of actions and the design and construction of all improvements authorized by Chapter 386, and the performance of administration, redevelopment and revitalization of the Downtown SSMID District as authorized by Chapter 386 for the benefit of property within the Downtown SSMID; and

WHEREAS, in accordance with the terms of the Petition for continuation of the Downtown SSMID, the Downtown SSMID has submitted a SSMID budget showing proposed expenditures of SSMID operating funds, applicable tax increment financing funds and other related funds for the fiscal year extending from July 1, 2010 to June 30, 2011; and

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Des Moines, Iowa, that the Downtown SSMID budget for the fiscal year extending from July 1, 2010 to June 30, 2011 on file in the Office of the City Clerk is hereby approved.

APPROVED AS TO FORM: Moved by _____ to adopt.



 Lawrence R. McDowell
 Deputy City Attorney

(Council Communication No. 10-078)

COUNCIL ACTION	YEAS	NAYS	PASS	ABSENT
COWNIE				
COLEMAN				
GRIESS				
HENSLEY				
MAHAFFEY				
MEYER				
MOORE				
TOTAL				

MOTION CARRIED APPROVED

 Mayor

CERTIFICATE

I, DIANE RAUH, City Clerk of said City hereby certify that at a meeting of the City Council of said City of Des Moines, held on the above date, among other proceedings the above was adopted.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my seal the day and year first above written.

 City Clerk

**Downtown Des Moines Self Supported Municipal Improvement District
Consolidated Operation Downtown Budget FY11**

Revenues:	Detail:	FY11
SSMID Revenues Unrestricted	<i>Excludes Downtown Maintenance (DTM) contribution</i>	826,366
SSMID Revenues Restricted	<i>Downtown Maintenance contribution</i>	293,276
Subtotal SSMID Revenues	<i>Includes Downtown Maintenance contribution</i>	1,119,642
RDA Contribution - DTM	<i>\$250K provided annually by RDA for DTM</i>	250,000
PILOT Revenues	<i>City parking contract for clean and safe services in garages</i>	32,710
Voluntary Support	<i>Mercy and Iowa Health contributions</i>	75,000
Walnut Street Mall Contribution	<i>City contract for clean and safe services on Walnut</i>	50,000
City Contribution - DTM	<i>\$250K provided annually by City for DTM (cash or in-kind)</i>	250,000
Miscellaneous Support	<i>Corporate contributions for specific beautification projects</i>	65,381
Other Support	<i>Corporate contributions for DTM specifically</i>	15,000
Interest Income	<i>Interest gained on DTM net assets</i>	3,000
Total Revenues		1,860,733
Expenses:		
Management Fees		254,616
Administrative Expenses:		
Supplies	<i>Office supplies</i>	500
Printing	<i>Contact cards, presentation materials</i>	500
Postage/Shipping		500
Dues/Subscriptions		69
Travel/Meetings/Conferences	<i>IDA conference</i>	3,497
Local Hospitality		478
Total Administrative Expenses		5,544
Facilities Cost:		
Rent	<i>Draper & Kramer and Hubbell for storage</i>	2,596
Utilities	<i>Utilities for Walnut office</i>	3,009
Insurance		1,947
Total Facilities Cost		7,551
Other Expenses:		
Contracted Labor	<i>Off duty police officers</i>	35,073
Professional Fees	<i>Audit and tax</i>	5,915
Legal Fees		1,500
Bank Fees		104
Total Other Expenses		42,488
Other Program Expenses:		
Clean and Safe	<i>Block by Block contract for safe and clean services</i>	303,322
Events Support	<i>Community Development Liaison compensation and grants for at-risk/new downtown events</i>	35,000
Beautification	<i>Site furnishings, plant material and maintenance, special projects</i>	282,742
Downtown Maintenance Expense	<i>Expenses specifically for the four areas within the Downtown Maintenance Contract (MLK, East Locust St., Principal Riverwalk, Western Gateway)</i>	811,276
Equipment Repair/Maintenance	<i>Bike repairs</i>	155
Equipment Rental	<i>Dumpster fees</i>	2,619
Market Research	<i>Professional research assessing public perception of downtown</i>	0
Traffic Management Support	<i>Traffic reduction and construction communication</i>	25,000
Misc Project Support	<i>Funding to assist with specific downtown projects - skywalk signage study (one time), Downtown shuttle, Brenton Skating Plaza shortfall, potential future project funding</i>	100,000
Total Other Program Expenses		1,560,114
Total Expenses		1,870,312
Increase/(Decrease) in Net Assets		(9,579)
Reconciliation of Net Assets		
Beginning Net Assets Restricted	<i>Excess contributions collected over the expected expenses for the four areas within the Downtown Maintenance Contract (MLK, East Locust St., Principal Riverwalk, Western Gateway)</i>	401,568
Beginning Net Assets Unrestricted		334,349
Total Beginning Net Assets		735,917
Increase/(Decrease) in Restricted Net Assets		(0)
Increase/(Decrease) in Unrestricted Net Assets		(9,579)
Total Increase/(Decrease) in Net Assets		(9,579)
Ending Net Assets Restricted		401,568
Ending Net Assets Unrestricted		324,769
Total Ending Net Assets		726,337

**Downtown Des Moines Self-Supported Municipal Improvement District
FY11 Budget Detail
10/31/2009**

SSMID Fiscal Year 2011 Budget Detail

The following is a description of budget items for the SSMID "Operation Downtown" operated by Downtown Des Moines Self-Supported Municipal Improvement District ("DDMS").

SSMID Revenues

The SSMID revenues were based on estimates provided by the City. The FY2011 revenues are estimated to be \$1,119,642. The remittance of SSMID funds from the City to DDMS occurs as follows based upon the agreement: 25% is paid in October and 8.33% is paid November-June with the final payment in July that includes any true-up for estimated and actual SSMID funds. For the purposes of the FY2011 budget, any true-up payment will be assumed to have occurred on June 30 so that total SSMID revenue ties to the estimate provided. \$250,000 of SSMID revenue received from the City will be transferred to department for the Downtown Maintenance Agreement (DTM) for separate tracking of all Downtown Maintenance revenue and expenditures related to this contract. This department was established to facilitate financial reporting to the three parties to the contract (RDA, the City, and DDMS) and demonstrate compliance and fiduciary responsibilities. SSMID revenue going toward DTM is \$20,833 monthly (\$250,000/12 months).

Downtown Maintenance Contributions

The RDA will pay its contribution of \$250,000 in cash in January 2011. The City will contribute in the form of in-kind services. The City's in-kind services will be the expenses outlined in the Downtown Maintenance Agreement. The in-kind contributions by the City will be recorded as both revenue and expense in the period donated in accordance with FASB Statement 116, Accounting for Contributions Received and Contributions Made, because these services are material, represent services that DDMS would otherwise have to purchase, and are for services that require specialized skills.

PILOT Revenues

DDMS has a contract with the City of Des Moines related to clean and safe services for the City Parking Garages. The contract states that the City will pay DDMS \$32,710 annually in two equal payments of \$16,355 on January 8th and June 30th each year. The contract just renewed for another five years starting July 1, 2009.

Voluntary Support

The voluntary support relates to the payments received from Mercy (\$40K) and Iowa Health Systems (\$35K).

Beautification Support

This relates to corporate money received for specific beautification projects that are in close proximity to the company making the contribution. The dollars and the companies that comprise this balance change each year.

DCA – Walnut Street Mall Contribution

The City entered into a contract with the DCA to provide clean, safe and beautiful services for the Walnut Street mall. The City agreed to pay \$50,000 a year in four equal quarterly payments for the services outlined in the agreement. The agreement was entered into in October of 2002 and is effective until cancelled with 30 days written notice. DDMS is performing the obligations under this contract therefore they are showing the revenue and the expense related to the contract.

Management Fees

The management fee is based on independent contractor agreements between DDMS and DCA and between DDMS and the Greater Des Moines Partnership. DDMS has no employees and has contracted with DCA to provide the necessary services to operate the SSMID objectives of safe, clean, and beautiful.

OTHER EXPENSES

Contracted Labor

DDMS employs off-duty officers for additional safe services. Some of that work includes, but is not limited to:

- Event Coverage in non-event areas (overflow)
- Homeless
- Parking complaints
- Theft with no suspect
- Public intoxication
- Skateboards
- Graffiti
- Smoking ban enforcement
- Vandalism
- Cab stand enforcement
- Court Avenue area in general

PROGRAM EXPENSES

Clean & Safe

DDMS contracts with Block-by-Block for safe and clean services. Block-by-Block currently provides Operation Downtown 12 FTEs.

Beautiful

Includes, but not limited to:

- One-season planter program for smaller planters
- Four-season large planter program
- Winter/holiday lighting/décor
- Anti-cigarette littering campaign
- Downtown tree replacement as needed and identified by City Forestry Division
- Crow harassment
- Site furnishings

Downtown Maintenance (DTM) Expense

Includes, but not limited to:

- Grounds/turf maintenance
- Irrigation maintenance
- Plant material and maintenance
- Clean and safe services
- Winter/holiday lighting/décor
- Snow removal
- Utilities

Events

- One hundred percent compensation for the Community Development Liaison – actual payroll amount varies.
- Approximately \$15,000 has been allocated to keep at-risk events downtown or to attract events downtown by defraying the additional costs associated with permits to be downtown.

Marketing and Survey

- Hire a professional research firm to assess the public's perceptions of downtown and awareness of Operation Downtown.
- Conduct our own property managers/owners to distribute same survey to downtown employees to assess perceptions of downtown and awareness of Operation Downtown.

Transportation Management

- Reduce Traffic by 10%
- Rest Your Car Program (www.drivetimesdesmoines.org)

- Avoid the Rush Campaign (www.drivetimesdesmoines.org)
 - Work with downtown employers to assist employees on street closings, traffic changes, and alternate commute options
 - Work with DART to encourage ridership
 - Assist DART with marketing of their Unlimited Access program
 - Transit 2030 Commission
 - Assist with marketing of downtown shuttle operation
 - Assisting City with re-launch/marketing of the Premium Services Car Care program
 - Maintain informational online database for all downtown parking (City and private) to assist residents and visitors
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- Create maps to assist visitors in accessing events and other destinations in the downtown area

Restricted Net Assets

This portion of net assets is related to the excess contributions that have been collected for the Downtown Maintenance Agreement over the expected expenses related to the maintenance of the four areas outlined in the Downtown Maintenance Agreement. These excess funds are restricted to be used for only the four areas outlined in the Downtown Maintenance Agreement. The funds will be placed in an interest bearing account and retained for future maintenance costs. It is expected that once the Riverwalk project is completed that the cost of maintenance will exceed the contributions received and this additional funding will be needed.