



Roll Call Number

Agenda Item Number

44C



Date January 13, 2020

APPROVAL OF PAYMENT OF \$50,000 TO CATCH DES MOINES FOR A SPONSORSHIP OF THE 2020 70.3 NORTH AMERICAN IRONMAN CHAMPIONSHIP AND IRONMAN EVENTS IN 2021 AND 2022

WHEREAS, the 70.3 North American Ironman Championship to be hosted in Des Moines will contribute greatly to the economic vitality and quality of life in Central Iowa; and

WHEREAS, athletes from all over the country will travel to Des Moines to compete in the Ironman 70.3 North American Championship and the event is expected to bring thousands of visitors into the City of Des Moines, with the 2020 event estimated to have an economic impact of \$10,000,000; and

WHEREAS, the supporting entity, Ironman Foundation, has provided over \$50,000,000 in charitable giveback since 2003 and has supported 8,300 organizations to date; and

WHEREAS, the Greater Des Moines Convention and Visitors Bureau, Inc. a/k/a Catch Des Moines offers sponsorships in order to hold this premier event; and

WHEREAS, the City of Des Moines and area businesses and charities would benefit from the 2020 70.3 North American Ironman Championship and the Ironman events to be held in subsequent years; and

WHEREAS, sponsorship of the 70.3 North American Ironman Championship and future Ironman events will further the public purposes to provide a positive economic impact on the City by enhancing the quality of life within the City and to promote economic growth.

NOW THEREFORE BE IT RESOLVED by the City Council of the City of Des Moines, Iowa that the Council determines that the residents of the City of Des Moines will receive economic and well-being benefits from the 2020 70.3 North American Ironman Championship and from the Ironman events to be held in subsequent years and the City's sponsorship of such events will support such events.

BE IT FURTHER RESOLVED that the payment of \$50,000 for a sponsorship to the 2020 70.3 North American Ironman Championship is hereby approved and the City Manager is hereby authorized and directed to make such payment to Catch Des Moines and to verify that all sponsorship funds are appropriately utilized for event purposes.



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BE IT FURTHER RESOLVED that provided the City Manager verifies that the funds from prior sponsorships have been appropriately utilized and determines that the Ironman events remain viable, the City Manager is authorized and directed to make a \$50,000 sponsorship payment to Catch Des Moines in 2021 for a 2021 Ironman event and to make a \$50,000 sponsorship payment to Catch Des Moines in 2022 for a 2022 Ironman event and to verify that all sponsorship funds are appropriately utilized for event purposes.

(Council Communication No. 20-016)

Moved by _____ to adopt.

Approved as to Form:

Lawrence R. McDowell
Deputy City Attorney

COUNCIL ACTION	YEAS	NAYS	PASS	ABSENT
COWNIE				
BOESEN				
GATTO				
GRAY				
MANDELBAUM				
VOXX				
WESTERGAARD				
TOTAL				

CERTIFICATE

I, P. Kay Cmelik, 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.

MOTION CARRIED APPROVED

Mayor

City Clerk