City of Carroll

112 E. 5th Street Carroll, Iowa 51401-2799 (712) 792-1000 FAX: (712) 792-0139

MEMO TO: Mike Pogge-Weaver, City Manager MSP-W

FROM: Jack Wardell, Director of Parks and Recreation JW

DATE: March 6, 2019

SUBJECT: Carroll Municipal Golf Course Scorecard Ads

In the past the City would allow a company to sell the ads on the golf course scorecards and we would get the scorecards at no cost. The scorecards were not printed locally so no revenue was generated within the city.

City Staff has discussed the City receiving the revenue and ordering the cards locally. Starting with the 2019 golf season, we have decided to locally print the score cards. I asked for quotes from three local businesses and the low bid was Stone Printing at a cost of $1,512.00. This would be for 16,800 cards and would cover three golf season's worth of score cards.

This is an average of $504.00 per season and we would recommend selling individual ads for $200.00 per season or $550.00 for a three year commitment, if paid in full. The scorecard will average 10 ad spots.

RECOMMENDATION: For the Mayor and City Council consideration and approval of the attached resolution establishing golf course scorecard ads at $200.00 per season or $550.00 for three seasons, if paid in full.

1869 Carroll 2019 150 YEARS

RESOLUTION NO. _____

RESOLUTION APPROVING GOLF COURSE SCORECARD ADS

WHEREAS, the City of Carroll desires to sell ads for the Carroll Municipal Golf Course Scorecards; and

WHEREAS, purchasing an ad on the scorecard for one golf season is $200 or $550 for three seasons (if paid in full); and

NOW, THEREFORE, BE IT RESOLVED that the Carroll City Council desires to set the rate for a one season ad on the Carroll Municipal Golf Course Scorecard at $200 and $550 for three seasons (if paid in full).

PASSED AND APPROVED by the City Council of the City of Carroll, Iowa, this 11th day of March, 2019.

CITY COUNCIL OF THE
CITY OF CARROLL, IOWA

BY:_____
Eric P. Jensen, Mayor

ATTEST:

By:_____
Laura A. Schaefer, City Clerk