

POLK COUNTY

Business Promotion and Employee Performance Expenditures Policy for Iowa Events Center

General Policy

It is the policy of Polk County to pay reasonable business promotion expenditures as outlined below for the public purpose of solicitation and retention of business for the Iowa Events Center. All such business promotion expenditures shall be consistent with objectives outlined in the Events Center marketing plan. It is also the policy of Polk County to pay reasonable facility employee performance expenditures for the public purpose of recognizing exemplary job performance.

Business Promotion Specific Provisions

1. Business Meals

Business meal expenses for Iowa Events Center management, sales/marketing coordinators, event coordinators and external contracts will be reimbursed. Allowable expenses include reasonable meals, tips and gratuities. Alcoholic beverages are not reimbursable. Reasonable meal, food and beverage expenses for local and in-house meetings as outlined in the current Polk County Travel and Expense Reimbursement Policy will also be reimbursed.

2. Conventions, Trade Shows, etc.

Iowa Events Center management may designate individuals to attend regional or national conventions and trade shows to market the facilities. Travel expenses for individuals representing the Iowa Events Center will be reimbursed in accordance with the current Polk County Travel and Expense Reimbursement Policy. Business meals and promotional items for such conventions and trade shows will be reimbursed in conformity with provisions of the Business Promotion Expenditures Policy.

3. Promotional Items

Various promotional items of a reasonable nature may be purchased for distribution to Events Center clients or potential clients. Such promotional items may include items such as mugs, glasses, pens, clothing, etc. and should be used for promotion of the Iowa Events Center via insignias, monograms, etc.

4. Entertainment

Iowa Events Center management may authorize the hosting of social, cultural or sporting event activities for clients or potential clients. Such activities should be reasonable in nature and designed to promote the usage of the Events Center.

5. Client Goodwill Expenditures

Events Center management or event coordinators may authorize reasonable client goodwill expenditures to express appreciation for the client's business or to foster on-going goodwill with the client. Such goodwill expenditures could include floral or merchandise items or other items of a similar nature. Alcoholic items are not allowable as client goodwill expenditures.

6. Tickets to Iowa Events Center

Reasonable number of tickets to events at the Iowa Events Center may be distributed to clients or potential clients to promote goodwill or to demonstrate the features and operations of the facilities.

7. Monthly Expense Report

Business promotion expenses shall be summarized at the end of each month on a Business Promotional Expense Report. The report shall list date and description of the expense and provide a summary of who was in attendance at business meals or entertainment activities. The monthly expense reports shall be approved by the General Manager of the Events Center.

Employee Performance Specific Provisions

1. Based on the relationship between Polk County and Global Spectrum, Polk County recognizes the public purpose and importance of employee recognition for exemplary job performance and supports the General Manager in this practice. Employee recognition expenditures may include:

Periodic departmental meals, outings, etc. to recognize outstanding job performance by a specific department or individual.

Gift cards for selective employees in recognition of extra efforts for certain events. Gift cards for retiring employees.

The costs of these expenditures will be allocated between the facilities using the current expense distribution formula.

2. Employee goodwill expenditures not related to employee job performance will not be paid by the County. Examples of such expenditures include food, gifts or flowers for employee personal events such as births or illness, holiday parties or gifts.
3. Documentation for employee performance expenditures should include purpose of the expenditures. For example, a memo or form should describe the exemplary efforts being recognized or the purpose or topics of a departmental outing.
4. Events Center management is responsible for all required tax reporting of employee performance expenditures.

Contact: Auditor's Office
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