

THIS IS A PROPOSED DRAFT AND WILL BE REPLACED BY THE FINAL, SIGNED ORDINANCE OR RESOLUTION ADOPTED BY THE CITY COUNCIL.

ORDINANCE

APPROVING THE ASSIGNMENT OF A LICENSE AGREEMENT WITH SAN ANTONIO RIVER WALK ASSOCIATION TO VISIT SAN ANTONIO FOR THE PURPOSE OF PROMOTING THE RIVER WALK AND ALL OF SAN ANTONIO.

* * * * *

WHEREAS, On February 13, 1969, the City and the San Antonio River Walk Association (formerly, Paseo del Rio Association) entered into an agreement with the City to utilize public space on the River Walk for special events designed to promote the River Walk as a tourist and resident destination, including coordination and production of the Holiday River Parade; and

WHEREAS, the agreement has been renewed regularly with the most recent five-year agreement approved by City Council on March 21, 2019; and

WHEREAS, as part of the agreement, the San Antonio River Walk Association conducted a minimum of 21 events each year, events included arts and crafts fairs, parades, and festivals that promoted the River Walk; and

WHEREAS, San Antonio River Walk Association also contracted with a third party to ensure River Walk holiday lights functioned properly and were in good repair; and

WHEREAS, San Antonio River Walk Association provided the City no less than one and a half, full color pages in its Rio magazine to promote City's downtown venues and activities; and

WHEREAS, due to the pandemic and the economic effects, the San Antonio River Walk Association merged with Visit San Antonio to ensure the continued promotion of the River Walk and to conduct events along the River Walk; and

WHEREAS, Visit San Antonio will continue to conduct these activities in accordance with City guidelines for healthy and safe events; and

WHEREAS, the agreement sustains a partnership where the private sector produces special events which market the River Walk, generate additional economic activity, and bring locals and visitors to the River Walk and downtown area; and

WHEREAS, the agreement will continue until March 31, 2024 and will allow Visit San Antonio to promote the River Walk and all of San Antonio to tourists and residents; and

WHEREAS, assignment of the license agreement to Visit San Antonio requires City Council approval and is consistent with City of San Antonio policy of permitting public space along the River Walk to be utilized for special events; **NOW THEREFORE**:

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF SAN ANTONIO:

SECTION 1. The City Manager or designee, or the Director of the Center City Development and Operations Department or designee, is authorized the assignment of a license agreement with San Antonio River Walk Association (SARWA) to Visit San Antonio (VSA) to conduct events along the River Walk through March 31, 2024. Copy of the assignment, in substantially final form, is attached hereto and incorporated herein for all purposes as **Attachment I**.

SECTION 2. No fiscal ordinance language required.

SECTION 3. This ordinance is effective immediately upon the receipt of eight affirmative votes; otherwise, it is effective ten days after passage.

PASSED AND APPROVED this 15th day of April, 2021.

M A Y O R
Ron Nirenberg

ATTEST:

APPROVED AS TO FORM:

Tina J. Flores, City Clerk

Andrew Segovia, City Attorney

ATTACHMENT I

DRAFT