

ORDINANCE

APPROVING A LICENSE AGREEMENT WITH SAN ANTONIO RIVER WALK ASSOCIATION FOR A FIVE-YEAR PERIOD FROM APRIL 1, 2019 TO MARCH 31, 2024 FOR THE PURPOSE OF PROMOTING THE RIVER WALK AND ALL OF SAN ANTONIO.

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WHEREAS, on February 13, 1969, the City and the Paseo del Rio Association (now San Antonio River Walk 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 20, 2014; and

WHEREAS, as part of the proposed agreement, the SARWA will conduct a minimum of 21 events in the public area of the downtown River Walk; and

WHEREAS, these events include arts and crafts fairs, parades, and festivals that promote the River Walk; and

WHEREAS, in addition to conducting events along the River Walk, SARWA is authorized to design, develop, produce and merchandise unique logos, artwork and merchandise reflecting the River Walk and its historic image; and

WHEREAS, a portion of proceeds from sales of River Walk merchandise that exceed \$110,000 over the term of the lease shall be deposited into an Merchandise Account, administered by SARWA and used to fund City approved River Walk improvement projects SARWA will contract with a third party to ensure River Walk holiday lights function properly and are in good repair; and

WHEREAS, SARWA will also provide the City no less than one and a half, full color pages in its monthly magazine to promote City's downtown venues and activities; **NOW THEREFORE:**

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

SECTION 1. The City Manager, or his designee, or the Director of Downtown Operations Department or his designee, is hereby authorized to execute a license agreement with San Antonio River Walk Association (SARWA) to conduct events along the River Walk from April 1, 2019 to March 31, 2024 to promote the San Antonio River Walk.

SECTION 2. This ordinance will have no fiscal impact on the City's operations.

SECTION 3. The financial allocations in this Ordinance are subject to approval by the Director of Finance, City of San Antonio. The Director of Finance, may, subject to concurrence by the City Manager or the City Manager's designee, correct allocations to specific SAP Fund Numbers, SAP Project Definitions, SAP WBS Elements, SAP Internal Orders, SAP Fund Centers, SAP Cost Centers, SAP Functional Areas, SAP Funds Reservation Document Numbers, and SAP GL Accounts as necessary to carry out the purpose of this Ordinance.

SECTION 4. This Ordinance is effective immediately upon the receipt of eight affirmative votes; otherwise, it is effective ten days after passage.

PASSED AND APPROVED this _____th day of March, 2019.

M A Y O R
Ron Nirenberg

ATTEST:

APPROVED AS TO FORM:

Leticia M. Vacek, City Clerk

Andrew Segovia, City Attorney