

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

AN ORDINANCE

AUTHORIZING AN AMENDMENT TO THE PASEO DEL RIO ASSOCIATION LICENSE AGREEMENT FOR PUBLIC EVENTS ON THE RIVER WALK TO ALLOW FOR THE SALE OF OFFICIALLY LICENSED RIVER WALK MERCHANDISE, THE EXCESS PROCEEDS OF WHICH WILL BE USED FOR RIVER WALK CAPITAL IMPROVEMENTS.

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WHEREAS, on February 13, 1969, the City and the Paseo del Rio Association (PDRA) entered into an agreement 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 agreement, the PDRA conducts 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 the downtown; and

WHEREAS, the following terms and conditions are outlined in the amendment: PDRA is authorized to design, develop, produce and merchandise unique logos, artwork and merchandise reflecting the River Walk and its historic image; and

WHEREAS, PDRA has entered into a licensing agreement with All American Licensing (AAL) to coordinate the manufacture, distribution and sales of River Walk merchandise; and

WHEREAS, after PDRA receives \$110,000.00 in royalty payments from AAL, 75% of the royalty payments to PDRA will be deposited into a Merchandise Account, which PDRA will administer and use to fund River Walk improvement projects; **NOW THEREFORE:**

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

SECTION 1. The City Manager or her designee, or the Director of the Center City Development and Operations Department or his designee, is authorized to execute an amendment to the Paseo del Rio Association License Agreement for public events on the River Walk to allow for the sale of officially licensed River Walk merchandise, the excess proceeds of which will be used for River

Walk capital improvements. A copy of the amendment, in substantially final form, is attached hereto and incorporated herein for all purposes as **Attachment I**.

SECTION 2. 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 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 ____ day of _____.

M A Y O R
Ivy R. Taylor

ATTEST:

APPROVED AS TO FORM:

Leticia M. Vacek, City Clerk

Martha G. Sepeda, Acting City Attorney