



# City of San Antonio

## Agenda Memorandum

**File Number:** 16-3278

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**Agenda Item Number:** 21.

**Agenda Date:** 6/9/2016

**In Control:** City Council A Session

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**DEPARTMENT:** Center City Development & Operations

**DEPARTMENT HEAD:** John Jacks

**COUNCIL DISTRICTS IMPACTED:** 1

### **SUBJECT:**

Amendment # 3 to Paseo del Rio Association License Agreement

### **SUMMARY:**

This ordinance authorizes an amendment for a percentage of license royalty payments to be deposited into a Merchandise Account to be used by the Paseo del Rio Association to fund River Walk improvement projects.

### **BACKGROUND INFORMATION:**

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. The agreement has been renewed regularly with the most recent five-year agreement approved by City Council on March 20, 2014. As part of the agreement, the PDRA will conduct a minimum of 21 events in the public area of the downtown River Walk. These events include arts and crafts fairs, parades, and festivals that promote the River Walk and the downtown.

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. In lieu of creating and selling River Walk merchandise, PDRA entered into a licensing agreement with All American Licensing (AAL) to coordinate the manufacturing, distribution and sales of River Walk merchandise. After PDRA receives \$110,000 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.

**ISSUE:**

Execution of this amendment to the PDRA license agreement requires City Council approval. Approval of this ordinance is consistent with City of San Antonio policy of permitting public space along the River Walk to be utilized for special events. The proposed amendment sustains a partnership where the private sector produces special events which promote the River Walk, generate additional economic activity, and bring locals and visitors to the River Walk and downtown area.

**ALTERNATIVES:**

City Council may elect not to authorize the amendment which would limit PDRA's ability to fund its Merchandise Account, thus reducing PDRA's opportunity to fund River Walk improvement projects.

**FISCAL IMPACT:**

This ordinance authorizes PDRA to fund a Merchandise Account it will administer. This ordinance will have no fiscal impact on the City's operating funds.

**RECOMMENDATION:**

Staff recommends approval of this ordinance authorizing an amendment allowing PDRA to fund an account used to support River Walk improvements.