



City of San Antonio

Agenda Memorandum

File Number:14-372

Agenda Item Number: 9.

Agenda Date: 3/13/2014

In Control: City Council A Session

DEPARTMENT: Center City Development Office

DEPARTMENT HEAD: Lori Houston

COUNCIL DISTRICTS IMPACTED: All

SUBJECT:

2014 Fiesta Street Closures

SUMMARY:

This ordinance authorizes the closure of certain streets in connection with Fiesta 2014, approves the conditions, dates, times and locations for specified Fiesta events, approves the dates and times for the Fiesta Carnival and related requirements and conditions, and approves the Fiesta Parade routes.

BACKGROUND INFORMATION:

The annual Fiesta celebration begins Thursday, April 10, 2014 and runs through Sunday, April 27, 2014. The Fiesta events which require street closures are outlined in Attachment A. The map for the Fiesta Parade routes is also attached.

On February 21, 2008, the City Council authorized a 10-year contract with the Fiesta Commission of San Antonio and designated the non-profit organization as the planning and coordinating entity for Fiesta. This agreement expires after Fiesta 2018. The Fiesta Commission has a multi-year contract with Wade Shows, Inc. (Wade) for operating the Fiesta Carnival.

Each year, the carnival concessionaire is required to coordinate security at the carnival area, maintain operating standards and policies, and ensure that revenue and cleanup requirements are maintained. This year the carnival hours are indicated in Attachment A.

In 2010, the City along with the Fiesta Commission established a pilot Tobacco & Alcohol Free Zone (TAF Zone) where alcohol and tobacco were prohibited along the parade route. In 2011 the zones were extended to two locations with 1,821 seats. The TAF Zones have been successful and are recommended again this year. The TAF Zone located at 100 W. Commerce has 394 seats sold by Urban Management Associates of South Texas, a local non-profit for government employees. The second TAF Zone is located on N. Alamo from Travis to Houston where 1,427 seats are sold by Trinity Baptist Church and the parade organizations (Battle of Flowers Association and Flambeau Association).

On January 19, 2012, the City Council authorized prohibiting smoking within the public right of way, and in any seats within the public right of way or on city property, along the Texas Cavaliers' River Parade, the Fiesta Battle of Flowers Parade, and the Fiesta Flambeau Parade routes, with the exception of leased patio space along the River Parade route. The City has coordinated with the Fiesta Commission on public outreach efforts. In addition, Solid Waste Management Department staff is working with the Fiesta Commission to improve trash collection and recycling efforts along the parade routes.

In the 2008 contract with the Fiesta Commission, the alcohol policy for public Fiesta events specifies that all beverages would be served in a plastic or paper container. In addition, Municipal Code Section 32-30 specifies these same beverage restrictions for Market Square events. This year, granting an exception to the Municipal Code and the Fiesta Commission contract, all Fiesta events shall be granted an exception and vendors allowed the possession and sale of aluminum bottles at their events. This will be a pilot program for this year's Fiesta events.

ISSUE:

Each year, the City Council considers this item which outlines street closures and requirements for Fiesta and the carnival.

ALTERNATIVES:

Council has the option to not approve the proposed ordinance. Staff would need to find alternative street closures because the Fiesta activities cannot occur without closing various streets downtown.

FISCAL IMPACT:

For 2014, the revenue structure provides that the Fiesta Commission receives the first \$500,000.00 of the revenue from their agreement with the carnival operator. The City would get the next \$150,000.00, and anything above \$650,000.00 on an annual basis would be shared equally between the City and the Fiesta Commission. The carnival operator provides a \$550,000.00 annual guarantee; therefore, the City will receive no less than \$50,000.00 from this year's event and this amount will be deposited to the City's General Fund.

Because this is a City-sponsored event, the City funds all costs required for traffic control personnel and security along the parade routes including the Battle of Flowers, Fiesta Flambeau Parade, and River parades, as well as the carnival. These expenses are included in the FY 2014 General Fund Budget. The City also provides inspectors who monitor the events, however, the concessionaires are required to pay the inspection fees as set in the annual budget. Revenues are received from Fiesta sponsors by separate contractual arrangements for rental of city facilities for various events.

RECOMMENDATION:

Staff recommends approval of the street closures, Fiesta parade routes and carnival operating hours in order to allow the Fiesta activities to occur.