



City of San Antonio

Agenda Memorandum

File Number: 19-2328

Agenda Item Number: 18.

Agenda Date: 3/21/2019

In Control: City Council A Session

DEPARTMENT: Center City Operations & Development Department

DEPARTMENT HEAD: John Jacks

COUNCIL DISTRICTS IMPACTED: 1

SUBJECT:

San Antonio River Walk Association License Agreement

SUMMARY:

An ordinance authorizing the execution of 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. This ordinance will have no fiscal impact on the City's operating funds.

BACKGROUND INFORMATION:

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. 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 proposed agreement, the SARWA 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.

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. 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. 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.

ISSUE:

Execution of this SARWA 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 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.

ALTERNATIVES:

City Council could choose not to contract with SARWA and, in turn, not allow SARWA to conduct River Walk events, fund holiday light preparation or create an account to fund River Walk improvement projects.

FISCAL IMPACT:

This ordinance authorizes the execution of 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. This ordinance will have no fiscal impact on the City's operating funds.

RECOMMENDATION:

Staff recommends approval of this ordinance authorizing the execution of a license agreement with SARWA for a five year period.