



# City of San Antonio

## Agenda Memorandum

**File Number: 19-2533**

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**Agenda Item Number:** 19.

**Agenda Date:** 3/21/2019

**In Control:** City Council A Session

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**DEPARTMENT:** Center City Development & Operations

**DEPARTMENT HEAD:** John Jacks

**COUNCIL DISTRICTS IMPACTED:** City-wide

### **SUBJECT:**

2019 Fiesta Street Closures

### **SUMMARY:**

This ordinance authorizes the closure of certain streets in connection with Fiesta 2019, 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 18, 2019 and runs through Sunday, April 28, 2019. The map for the Fiesta Parade routes is attached.

On December 13, 2018, 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 2028. 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 cleanup requirements are maintained.

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 1,803 seats. The TAF Zones have been successful and are recommended again this year.

The TAF Zone located at 100 W. Commerce has 375 seats. The second TAF Zone is located on N. Alamo from Travis to Houston and includes 1,428 seats.

On January 19, 2012, the City Council authorized prohibiting smoking on city property and within the public right of way 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 2018 contract with the Fiesta Commission, the alcohol policy for public Fiesta events specifies that all beverages would be served in a plastic, paper container, or aluminum can/bottle. In addition, Municipal Code Section 32-30 specifies these same beverage restrictions for Market Square events. In an effort to increase recycling and reduce waste, and at the request of the Fiesta Commission, the agreement grants an exception to the Municipal Code and vendors will be allowed the possession and sale of aluminum cans/bottles at their events.

Per the City's agreement with the Fiesta Commission, the Fiesta Commission is responsible for installation and removal of bleachers at multiple sites along the parade routes.

As per the agreement with the Fiesta Commission, 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 2019 General Fund Budget. In FY2018, the City spent \$3.2 million on these items. However, the revenue the City receives from Fiesta is \$6.5 million. The City receives \$1.3 million in Fiesta related revenues and per a 2016 economic impact report an additional \$3.6 million in sales tax and \$1.6 million in Hotel Occupancy Tax.

## **ISSUE:**

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

## **ALTERNATIVES:**

City 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:**

The City's 10-year contract with the Fiesta Commission to plan, coordinate, and support San Antonio's annual Fiesta celebration from 2019-2028, including use of City property for the River Parade, Battle of Flowers Parade, and Fiesta Flambeau Parade. As part of this contract the City will be responsible for providing clean-up services, garbage and recycling services for the Fiesta Street Parades. Funds for these services are included in the FY 2019 Adopted Budget. The commission will be responsible for all other clean-up services for Fiesta Events (excluding the Fiesta Street Parades), delivery and remove of barricades/detour/traffic signs for all Fiesta events, and erecting and taking down bleachers and risers for parade use.

**RECOMMENDATION:**

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