



# City of San Antonio

## Agenda Memorandum

**File Number:**21-2489

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**Agenda Item Number:** 13.

**Agenda Date:** 4/15/2021

**In Control:** City Council A Session

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**DEPARTMENT:** Center City Operations & Development Department

**DEPARTMENT HEAD:** John Jacks

**COUNCIL DISTRICTS IMPACTED:** 1

### **SUBJECT:**

Assignment of San Antonio River Walk Association Agreement

### **SUMMARY:**

This ordinance authorizes the assignment of a license agreement with San Antonio River Walk Association (SARWA) to Visit San Antonio (VSA) to conduct events along the River Walk. The agreement will continue until March 31, 2024. This agreement will allow VSA to promote the River Walk and all of San Antonio to tourists and residents.

### **BACKGROUND INFORMATION:**

On February 13, 1969, the City and the San Antonio River Walk Association (formerly, Paseo del Rio 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 21, 2019. As part of the agreement, the San Antonio River Walk Association conducted a minimum of 21 events each year. These events included arts and crafts fairs, parades, and festivals that promoted the River Walk.

SARWA also contracted with a third party to ensure River Walk holiday lights functioned properly and were in good repair. In addition, SARWA provided the City no less than one and a half, full color pages in its Rio magazine to promote City's downtown venues and activities.

Due to the pandemic and the economic effects, the San Antonio River Walk Association merged with Visit San Antonio to ensure the continued promotion of the River Walk and to conduct events along the River Walk. VSA will continue to conduct these activities in accordance with City guidelines for healthy and safe events.

**ISSUE:**

Assignment of the license agreement to VSA 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 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. A copy in substantially final form of the proposed assignment is attached to the ordinance for execution after City Council approval.

**ALTERNATIVES:**

City Council could choose not to assign the agreement to VSA and, in turn, not allow VSA to conduct River Walk events (including the Holiday River Parade) and fund holiday light preparation. City would have to find another entity to continue the critical activities that SARWA performed.

**FISCAL IMPACT:**

This ordinance authorizes the assignment of a license agreement with Visit San Antonio. This ordinance will have no fiscal impact on the City's operating funds.

**RECOMMENDATION:**

Staff recommends approval of this ordinance authorizing the assignment of a license agreement from SARWA to VSA.