



# City of San Antonio

## Agenda Memorandum

**File Number:**17-2059

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**Agenda Item Number:** 21.

**Agenda Date:** 3/30/2017

**In Control:** City Council A Session

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**DEPARTMENT:** Convention & Sports Facilities

**DEPARTMENT HEAD:** Michael J. Sawaya

**COUNCIL DISTRICTS IMPACTED:** Council District 1 and 2

### **SUBJECT:**

Establishment of a Clean Zone Program for the 2018 Men's NCAA Final Four Tournament

### **SUMMARY:**

This Ordinance enacts a Clean Zone Program for the 2018 Men's NCAA Final Four Tournament from Thursday, March 19, 2018 through Thursday April 5, 2018.

### **BACKGROUND INFORMATION:**

The City of San Antonio, in conjunction with event promoters, hosts certain major events which attract thousands of visitors collectively to the San Antonio area, create enormous exposure and publicity, and generate significant economic impact. In 2009, City Council approved Ordinance 2009-06-11-0501 establishing a Clean Zone Program for events hosted by the City. The program designates geographic boundaries for the Clean Zone in the downtown area, provides for special Clean Zone license permits and establishes criminal penalties to be imposed for violations of this Ordinance.

A Clean Zone requires that immediately preceding a major event, any requests to vend goods or services within the downtown area must be reviewed and approved by the event promoter and the requestor must obtain a Clean Zone license permit from the city. The Clean Zone is intended to control the influx of vendors in the downtown area that attempt to capitalize on the major event, as well as control ambush marketing. Ambush marketing is any activities by entities which are not sponsors of the event to associate themselves with that event. The Clean Zone ultimately reduces the amount of unlicensed merchandise peddled unlawfully in the downtown area, allows the City to present the downtown area appropriately to attendees of the event, and reduces the ability of companies to inundate the downtown area with inappropriate marketing mechanisms.

The Clean Zone was first enacted for the 1998 Men's Final Four Basketball Tournament. The City has since enacted Clean Zones for subsequent NCAA events and other events, including the annual Alamo Bowl and Big 12 Football Championship. The Clean Zone was recommended by the NCAA to provide an unparalleled, non-commercial atmosphere for attendees and to showcase the host city for the public's enjoyment of the Final Four and its related activities.

The geographic boundaries of the Clean Zone consist of an area bounded by E. Martin St., N. St. Mary's St. and McCullough Ave. on the north; N. Frio St. on the west; W. Cesar E. Chavez Blvd. and Florida St. on the south; and S. Hackberry St. on the east.

#### **ISSUE:**

This action enacts a Clean Zone program, including Clean Zone periods and boundaries, and establishes a Clean Zone license permit and penalties for the 2018 Men's NCAA Final Four Tournament.

#### **ALTERNATIVES:**

Without enacting the Clean Zone program, the downtown area may be susceptible to an influx of many temporary vendors. In some instances, these vendors can create issues within the right-of-way and their operations could be a detriment to the public's health, safety and/or welfare, in addition to attempting to sell unlicensed merchandise.

The periods and boundaries of the Clean Zone program were developed based on information garnered from similar events held in the past. The periods and boundaries are able to be adjusted.

#### **FISCAL IMPACT:**

Minimal revenue is expected from this action as the primary purpose is to control commercial activities, protect the public's enjoyment and safety, and present the City in the best possible manner for these major events.

Revenue generated from Clean Zone license permits will be credited to the General Fund.

#### **RECOMMENDATION:**

Staff recommends establishment of a Clean Zone Program as specified.