



City of San Antonio

Agenda Memorandum

File Number:18-6010

Agenda Item Number: 18.

Agenda Date: 11/29/2018

In Control: City Council A Session

DEPARTMENT: Center City Development and Operations Department

DEPARTMENT HEAD: John Jacks

COUNCIL DISTRICTS IMPACTED: Citywide

SUBJECT:

Fiesta Commission Agreement

SUMMARY:

This ordinance authorizes a 10 year agreement with the Fiesta San Antonio 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.

BACKGROUND INFORMATION:

The City of San Antonio currently has a ten-year contract with the Fiesta San Antonio Commission to coordinate and oversee Fiesta events. The current contract approved by Council under Ordinance 2008-02-21-0125 with the Commission expires after Fiesta 2018. The Fiesta SA Commission plans, promotes, coordinates, and preserves Fiesta San Antonio, an annual celebration of the diverse heritage, culture, and spirit of San Antonio, consisting of parades and events over a two week period each April. Originating in 1891 as a single event, Fiesta has grown to over 100 events across San Antonio and has expanded to include events in Boerne, Schertz, Windcrest, Balcones Heights, and Alamo Heights. The Commission plays an integral role ensuring the success of official Fiesta events, including three major parades. The Commission works closely with the Police, Fire, Metro Health, Solid Waste Management, Transportation & Capital Improvements, and Center City Development & Operations Departments.

UTSA's Institute for Economic Development's Center for Community and Business Research determined Fiesta 2016 contributed \$340 million in area sales, supported over 3,400 fulltime local jobs, and generated \$3.6

million in local sales tax.

In 2009, the Commission and the City agreed to relocate the Fiesta carnival from downtown near City Hall to the Alamodome parking lot. The Commission contracts with a carnival operator, who conducts the event each day of Fiesta. Per the proposed agreement, the City and the Commission have agreed the carnival will operate on the Alamodome parking lot through 2028.

The proposed, 10 year agreement will be effective 2019-2028 and will include the following provisions:

- Commission shall utilize request for proposal process to select carnival operator,
- Carnival shall provide free admission,
- Commission and Fiesta organizations shall provide traffic barricades for events,
- Commission shall be responsible for erecting/removing bleachers and chairs on parade routes,
- Fiesta parades shall include alcohol free seating areas,
- City shall provide recycling and garbage containers for placement on parade routes, and City and Commission shall work to ensure containers are placed at highly visible locations,
- Fiesta events on City property shall include recycling and garbage containers,
- City shall be responsible for clean-up following street parades,
- Fiesta Commission shall maintain a written policy for solicitation and evaluation of competitive bids,
- Payments from carnival operator shall be shared as follows: \$0 - \$750,000 shall be distributed 100% to Fiesta Commission, and over \$750,000 shall be distributed 50% each to Fiesta Commission and City.

ISSUE:

Approval of this ordinance is consistent with the City's practice of utilizing the Commission to plan, coordinate, and preserve the annual Fiesta celebration.

ALTERNATIVES:

The City may elect not to engage the Commission and instead utilize City staff or seek an alternate entity to undertake the Commission's role.

FISCAL IMPACT:

This ordinance authorizes a 10 year agreement with the Fiesta San Antonio 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 removal of

barricades/detour/traffic signs for all Fiesta events, and erecting and taking down bleachers and risers for parade use.

The City will receive reimbursement from revenues collected by the commission for carnival and food, beverage and novelty concessionaires as follows:

\$0 - \$750,000:	100% to Commission, 0% to City
Over \$750,000:	50% to Commission, 50% to City

Any funds received by City from Commission will be deposited into the General Fund.

RECOMMENDATION:

Staff recommends approval of the proposed 10 year agreement with the Fiesta San Antonio Commission to plan, coordinate, and support San Antonio's annual Fiesta celebration.