



City of San Antonio

Agenda Memorandum

File Number:15-2065

Agenda Item Number: 23.

Agenda Date: 4/2/2015

In Control: City Council A Session

DEPARTMENT: Department for Culture and Creative Development

DEPARTMENT HEAD: - Felix Padron

COUNCIL DISTRICTS IMPACTED: 1

SUBJECT:

Market Square License Agreements

SUMMARY:

This ordinance authorizes the approval of License Agreements with El Merkadito, Casa Rivera Arts & Crafts, Alamo Trolley, Cowboy Station and El Mercado Glass Factory to utilize patio space adjacent to:

1. 110 Produce Row
2. 112 Produce Row

The License Agreements will begin April 1, 2015 and continue through March 31, 2020.

BACKGROUND INFORMATION:

The City of San Antonio owns and manages Market Square, a unique and historic public market place that plays a vital role in the life, culture and economy of San Antonio. Market Square, with a retail history dating back to the nineteenth century, provides a unique and authentic Mexican Market experience, offering retail sales, holiday celebrations, and year round entertainment. There are currently 56 businesses in the Farmers Market, 33 in El Mercado and 13 in Market Square Plaza, ranging from cafes to shops specializing in local, regional and Latin American products.

El Merkadito, Alamo Trolley and El Mercado Glass Factory, all located in Market Square along Produce Row, utilize 776 square feet of adjacent City-owned patio space for merchandise display and pay the City a total of \$13,502 per year.

Casa Rivera Arts & Crafts and the Cowboy Station, both located in Market Square along Produce Row, do not have patio license agreements with the City. These stores are now seeking to enter into patio license agreements to display merchandise.

Each of these five tenants listed above will pay \$1.45 per square foot per month, which will increase 2% annually.

ISSUE:

Approval of this ordinance is consistent with City of San Antonio policy to license public property in Market Square for retail purposes under regulations established in Chapter 32, Article II of the City's Municipal Code. These license agreements require City Council approval.

ALTERNATIVES:

City Council could choose not to license additional public property in Market Square, which would cause the City to forego additional revenue and would leave vacant spaces in the Market Square Plaza.

FISCAL IMPACT:

The fiscal impact will be as follows:

FY 2015	\$12,321.00
FY 2016	\$24,881.40
FY 2017	\$25,360.20
FY 2018	\$25,839.00
FY 2019	\$26,317.80
FY 2020	\$13,278.60
Total	\$127,998.00

Revenue from this License Agreements will be deposited in the City's Market Square Improvement Fund.

RECOMMENDATION:

Staff recommends approval of this ordinance authorizing the ratification of the license agreements with El Merkadito, Casa Rivera Arts & Crafts, Alamo Trolley, Cowboy Station and El Mercado Glass Factory.