

ACTION FORM BRYAN CITY COUNCIL

DATE OF COUNCIL MEETING: May 13, 2014		DATE SUBMITTED: April 24, 2014	
DEPARTMENT OF ORIGIN: CMO		SUBMITTED BY: Joey Dunn	
MEETING TYPE:	CLASSIFICATION:	ORDINANCE:	STRATEGIC INITIATIVE:
<input type="checkbox"/> BCD	<input type="checkbox"/> PUBLIC HEARING	<input type="checkbox"/> 1ST READING	<input type="checkbox"/> PUBLIC SAFETY
<input type="checkbox"/> SPECIAL	<input type="checkbox"/> CONSENT	<input type="checkbox"/> 2ND READING	<input type="checkbox"/> SERVICE
<input checked="" type="checkbox"/> REGULAR	<input checked="" type="checkbox"/> STATUTORY		<input checked="" type="checkbox"/> ECONOMIC DEVELOP.
<input type="checkbox"/> WORKSHOP	<input type="checkbox"/> REGULAR		<input type="checkbox"/> INFRASTRUCTURE
			<input checked="" type="checkbox"/> QUALITY OF LIFE
AGENDA ITEM DESCRIPTION: Consideration of an agreement between the City of Bryan and the Downtown Bryan Association (DBA) for the City of Bryan to provide support services in an estimated amount of \$75,000, and additional funding in an amount not to exceed \$127,000 for pre-event expenses associated with the 2014 Texas Reds Steak & Grape Festival, to be held in Downtown Bryan on September 27-28, 2014.			
SUMMARY STATEMENT: The DBA exists to promote events and other tourism activities in Downtown Bryan on behalf of merchants, building owners and other stakeholders. This agreement enables the DBA to begin management of future Texas Reds festivals with the first year being the 2014 festival.			
Section 2.7 of the current DBA FY2014 Contract for Services (approved by the City Council on February 11, 2014) requires DBA to assume management responsibility for the next Texas Reds Festival, subject to the following terms:			
<ul style="list-style-type: none"> 2.7.1 DBA is responsible for planning and carrying out the production of the next Texas Reds Festival. 2.7.2 DBA is responsible for recruiting volunteers, vendors, sponsors, and community support and participation in the festival. 2.7.3 DBA is responsible for promoting the festival outside of Brazos County with the goal of maximizing attendance by non-local groups and individuals. 2.7.4 DBA will communicate with and coordinate with downtown merchants and stakeholders on issues related to the next Texas Reds Festival. 2.7.5 On or before April 1, 2014, DBA will present to the City Council a fully detailed Texas Reds budget for review and approval. 			
At the April 8, 2014, City Council Workshop, DBA representatives presented a preliminary concept plan and budget for the next festival, to be held September 27-28, 2014. Staff received direction to prepare an additional funding agreement for City Council consideration. The proposed agreement includes the following terms:			
<ul style="list-style-type: none"> • \$127,000 funding to DBA from City <ul style="list-style-type: none"> ○ DBA is established as event organizer, with City as sponsor ○ City to provide fifty percent (50%) funding upon Agreement approval ○ City to provide remaining fifty percent (50%) funding upon Special Event Permit (SEP) approval ○ DBA and City reps to meet weekly until SEP is approved • City to provide specific support services estimated at an additional cost of \$73,500, including fire, police, electricity, event equipment, solid waste, water services, website maintenance, and permit fees (depending on final event planning logistics, this estimated amount could change) • Following SEP approval and up until the event, DBA will hold monthly coordination meetings with appropriate DBA reps and City staff 			

- While SEP will have addressed most logistics, remaining logistics will be addressed and agreed upon in monthly meetings
- Logistics to include hours for set-up and take-down plus days/hours of the event
- DBA to provide a pre- and post-event financial analysis/report, including justifications for use of hotel occupancy tax (HOT) funds
- Festival profits will be earmarked exclusively for future Texas Reds events (not to be used for other purposes)
- DBA will coordinate with and communicate information to Downtown businesses
 - Businesses within the event area will provide written acknowledgment as part of SEP approval process
 - DBA to provide businesses with contact information, logistics, dates, times, closures, and other informational documents

This year (2014) is the first year for DBA to be responsible for the Texas Reds festival. As such, logistics and services will require coordination with City staff. City staff costs associated with meetings, planning, information sharing, and other Texas Reds associated costs, are not included in support services cost estimate. Support services cost estimates are mostly related to direct costs associated with preparing and providing specific amenities and services (e.g., sinks, fans, barricades, garbage containers, electricity connections, grape stomp trailer, ticket booths, police services, fire services, post-event clean-up services, mapping, website maintenance, etc.)

STAFF ANALYSIS AND RECOMMENDATION: Staff recommends approval of the proposed agreement, which is consistent with requirements in Section 2.7 of the FY2014 DBA Contract for Services, approved by the City Council on February 11, 2014.

Staff contends that it is appropriate timing for the DBA to begin management of future Texas Reds festivals. The DBA exists to promote events and other tourism activities in Downtown Bryan on behalf of merchants, building owners and other stakeholders. While the proposed agreement provides additional HOT funding and support services from the City for this year's event, the agreement also begins the transition of future event management from the City of Bryan to DBA. Any and all proceeds received from this year's event will be earmarked and restricted for future Texas Reds festivals, with the ultimate goal of a self-sustaining signature event.

As a nonprofit, it is expected that DBA will garner more community support for the event than the City has been able to accomplish in the previous seven (7) years. Community support includes volunteers and sponsorship involvement, which are critical for the long term success of the festival.

OPTIONS (In Suggested Order of Staff Preference):

1. Approve the proposed agreement
2. Modify the proposed agreement for approval, which may require additional negotiations with DBA and consideration at a future City Council meeting
3. Deny agreement and provide further direction

ATTACHMENTS:

1. Proposed Texas Reds Agreement between the City of Bryan and DBA (pdf file)
2. Preliminary Budget for 2014 Texas Reds as presented by DBA at the April 8, 2014 City Council Workshop (pdf file)

FUNDING SOURCE: FY2014 HOT Fund and General Fund (Note: General Fund funds were budgeted in the amount of \$208,596, of which about \$20,000 was used to cover costs for the FY2013 Texas Reds Festival after the close of the fiscal year)

APPROVALS:

APPROVED FOR SUBMITTAL: CITY MANAGER Kean Register, 05/02/2014

APPROVED FOR SUBMITTAL: CITY ATTORNEY Janis K. Hampton, 05/05/2014

Revised 05/2013