

ACTION FORM BRYAN CITY COUNCIL

DATE OF COUNCIL MEETING: March 10, 2015		DATE SUBMITTED: Hugh R. Walker	
DEPARTMENT OF ORIGIN: CMO's		SUBMITTED BY: February 27, 2015	
MEETING TYPE:	CLASSIFICATION:	ORDINANCE:	STRATEGIC INITIATIVE:
<input type="checkbox"/> BCD	<input type="checkbox"/> PUBLIC HEARING	<input type="checkbox"/> 1ST READING	<input checked="" type="checkbox"/> PUBLIC SAFETY
<input type="checkbox"/> SPECIAL	<input checked="" type="checkbox"/> CONSENT	<input type="checkbox"/> 2ND READING	<input checked="" type="checkbox"/> SERVICE
<input checked="" type="checkbox"/> REGULAR	<input type="checkbox"/> STATUTORY		<input type="checkbox"/> ECONOMIC DEVELOP.
<input type="checkbox"/> WORKSHOP	<input type="checkbox"/> REGULAR		<input type="checkbox"/> INFRASTRUCTURE
			<input type="checkbox"/> QUALITY OF LIFE
AGENDA ITEM DESCRIPTION: Consideration of a proposed resolution to express support for Texas A&M University's proposal to host a 2016 Presidential or Vice Presidential Debate, and for the City of Bryan to provide support services, especially as related to public safety.			
SUMMARY STATEMENT: In October 2014, the City of Bryan was invited to join a "committee" to prepare a proposal (or application) for Texas A&M University to host a 2016 Presidential or Vice Presidential Debate. The chair of the committee is Dr. Jose Bermudez, Associate Provost for Strategic Planning at Texas A&M University. The location of the debate would be on the Texas A&M University campus at a facility selected by A&M officials. Additionally, Texas A&M is coordinating logistics and funding for a possible debate.			
<p>Since October 2014, the City of Bryan has been represented at several planning meetings and assigned to a subcommittee (City Services and Security); the City of College Station is represented on the same subcommittee. The BCS Convention and Visitors Bureau also is represented on the committee and serves on subcommittees.</p> <p>While Texas A&M University personnel are coordinating the effort, many other entities are expected to be involved, if Texas A&M is selected as a site. For example, local school districts and districts where other Texas A&M system campuses are located may be asked to include students in district or larger events (e.g., mock debates).</p> <p>The City of Bryan has assisted Texas A&M University with past events requiring significant public safety resources. Annually, local, state, and federal public service agencies that serve Brazos County partner to provide law enforcement and security services for six to eight college football games that now average an attendance in excess of 100,000 fans. These agencies have combined their work forces and resources to provide services for events such as:</p> <ul style="list-style-type: none"> • George H.W. Bush Presidential Library and Museum Dedication (Nov. 6, 1997) • 41@80 Parachute Jump (Parachute jump by President Bush on his 80th birthday) (Jun. 13, 2004) • County-wide hurricane evacuee relief (Hurricanes Katrina and Rita - Sep. 2005, Hurricanes Gustav and Ike - Sep. 2008) • President George W. Bush visit (Dec. 12, 2008) • President Barak Obama visit (Oct. 16, 2009) <p>At this time, the obvious resource need from the City of Bryan will be for public safety assistance – police and fire personnel. However, other City of Bryan departments, local agencies, and individuals may be needed to assist with the debate. For example, traffic may need to be re-routed requiring Public Works crews to become involved, Marketing and Communications staff may need to share community information, a debate event held in Downtown might necessitate having the Downtown Bryan Association involved, and the list could go on.</p> <p>For a 2016 Presidential or Vice-Presidential Debate, well over 2,000 credentialed journalists could converge on the community. Additionally, numerous other individuals should be expected to visit the community. While the debate is only during one day, journalists and other individuals can be expected to be in the community for approximately one week. The actual magnitude and impact of hosting a presidential or vice-presidential debate could be</p>			

monumental as debates are tracked, attended, and watched worldwide. According to Nielsen reviews, television audiences for the 2012 Presidential and Vice-Presidential debates ranged from about 60 million to over 67 million viewers.

According to the Commission on Presidential Debates (CPD) 2016 Application & Site Selection Guidelines, the timeline for the 2016 proposal submission process is:

- March 31, 2015: proposals deadline
- April – June 2015: pre-selection site surveys; visit by debate site official to Washington, D.C. office
- July – September 2015: technical evaluations
- Fall 2015: selection and announcement of 2016 debate sites and dates

The proposed resolution suggests the City of Bryan will provide support services, especially as related to police and fire personnel, if Texas A&M University is named as a 2016 Presidential or Vice-Presidential Debate site. The event might be somewhat comparable to past events, such as the George H.W. Bush Presidential Library and Museum Dedication (Nov. 6, 1997), but is anticipated to attract even more journalists and is sometimes termed a “mega-event.” Until more complete details are known, estimating costs for the City of Bryan to assist and provide event support is difficult.

STAFF ANALYSIS AND RECOMMENDATION: City staff recommends approving the proposed resolution to express support for Texas A&M University’s proposal to host a 2016 Presidential or Vice Presidential Debate, and for the City of Bryan to provide support services, especially as related to public safety. The event has the potential to attract thousands of visitors to the community, which results in increased hotel/motel business, retail business, and other direct and indirect benefits.

The costs for the City of Bryan to support and assist with a debate event are unknown until more details can be provided, which likely will not occur until Texas A&M University is selected as a host site. While the direct and indirect benefits can be – and likely will be – significant, knowing City of Bryan costs associated with such an event might be helpful in making a determination of the cost-benefit of such an event.

OPTIONS (In Suggested Order of Staff Preference):

1. Approve the proposed resolution.
2. Modify and approve the proposed resolution, which may require consideration at a future City Council meeting. Delaying consideration could result in the resolution not being provided to Texas A&M University in time for the proposal (or application) submittal.
3. Do not approve the proposed resolution and provide direction to staff.

ATTACHMENTS:

1. Proposed resolution
2. Commission on Presidential Debates (CPD) 2016 Application & Site Selection Guidelines (pdf file)

FUNDING SOURCE: Approving the resolution does not require a funding source. However, if Texas A&M University is successful in their bid for a 2016 Presidential or Vice-Presidential Debate, the City of Bryan will incur costs, including those associated with public safety and possibly other departments. Additionally, Texas A&M has not asked for financial assistance from the City of Bryan for the event but has suggested State funds might be requested.

APPROVALS: Hugh R. Walker, 02/27/2015

APPROVED FOR SUBMITTAL: CITY MANAGER Kean Register, 02-27-2015

APPROVED FOR SUBMITTAL: CITY ATTORNEY

RESOLUTION NO. _____

A RESOLUTION OF THE CITY OF BRYAN, TEXAS EXPRESSING SUPPORT OF A PROPOSAL TO BE SUBMITTED BY TEXAS A&M UNIVERSITY TO HOST A 2016 PRESIDENTIAL OR VICE PRESIDENTIAL DEBATE; EXPRESSING THE CITY OF BRYAN'S WILLINGNESS TO PROVIDE SUPPORT SERVICES TO THE UNIVERSITY FOR SUCH AN EVENT, ESPECIALLY AS RELATED TO POLICE AND FIRE PERSONNEL; AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, the City of Bryan, Texas (CITY) is a home-rule municipality as defined by the Texas Local Government Code; and,

WHEREAS, Texas A&M University (TAMU), the first public institution of higher education in Texas, opened in 1876 under the Morrill Land-Grant Act, is now the 5th largest university in the country with a student body of more than 62,000; and,

WHEREAS, TAMU remains committed to the values of its land-grant heritage by expanding educational access, outreach and service to people of all backgrounds in the community, the region, the state and the country; and,

WHEREAS, the CITY and TAMU along with the City of College Station (COCS) have enjoyed a mutually beneficial relationship for generations; and

WHEREAS, a 2016 Presidential or Vice-Presidential Debate will attract visitors to the CITY, which will have a positive impact on the local hotel industry, restaurants, and other such businesses in the Brazos Valley; and

WHEREAS, the CITY's fire department has a full strength of 123 firefighters, including 110 paramedics licensed in the state of Texas; and,

WHEREAS, the CITY's police department has an authorized strength of 140 sworn peace officers;

NOW THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF BRYAN, TEXAS, THAT the City of Bryan joins in and supports Texas A&M University in its bid to host a Presidential or Vice Presidential Debate in 2016.

This resolution shall become effective immediately upon its passage and approval.

APPROVED AND ADOPTED at a regular meeting of the City Council of the City of Bryan, Texas on this, the 10th day of March, 2015.

ATTEST:

CITY OF BRYAN:

Mary Lynne Stratta, City Secretary

Jason P. Bienski, Mayor

APPROVED AS TO FORM:

Janis K. Hampton, City Attorney