

ACTION FORM BRYAN CITY COUNCIL

DATE OF COUNCIL MEETING: June 25, 2013		DATE SUBMITTED: May 14, 2013	
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: Authorization for the Mayor to execute an amendment to the annual funding agreement between the City of Bryan and the Downtown Bryan Association (DBA) increasing the amount of funding from \$55,000 to a total of \$95,000 for Fiscal Year 2013.			
SUMMARY STATEMENT: The City of Bryan currently provides \$15,000 of General Fund dollars and \$40,000 of hotel occupancy tax (HOT) dollars for a total of \$55,000 in the current Fiscal Year 2013 to the DBA. The attached proposal from DBA requests additional \$40,000 for a total of \$95,000 in funding from the City of Bryan in current Fiscal Year 2013 to achieve the following objectives:			
<ol style="list-style-type: none"> 1. To work with the City to begin transition to assume all management responsibility for future Texas Reds Festivals. This proposal for current FY2013 requires DBA to work with City staff to conduct this year's Texas Reds on September 27-28, 2013, with a goal to take over the festival entirely in 2014 and beyond. Ultimately, the goal is for DBA to run future Texas Reds festivals with self-supporting funding as a non-profit organization. 2. To assume management and marketing of the Palace Theatre for a two-year trial period beginning June 15, 2013. While DBA would receive all revenues from the Palace, DBA would also be responsible for all current non-capital related operations, maintenance and cleaning costs. The goal is to increase utilization of this attractive and historic venue and to solicit events and programs that will bring more outside visitors to Historic Downtown Bryan. 3. To hire a full-time Executive Director, a full-time Program Manager, a full-time Operations Manager, and four part-time interns to run all events and programs related to Downtown Bryan. 			
<p>This current proposal is for an amendment to increase current FY2013 by \$40,000, which is a prorated amount to cover costs for additional staff for the remainder of FY2013. In June, City staff anticipates receiving a separate proposal from DBA for FY2014, requesting a total of \$165,000 to cover a full fiscal year to support the objectives outlined above.</p>			
<p>As outlined in the current FY2013 contract, DBA will also continue to provide the following services:</p> <ul style="list-style-type: none"> • Maintain an office for DBA in the Core Study Area of the Downtown Bryan Master Plan; • Develop and maintain membership dues revenues in excess of \$11,150.00 by September 30, 2013; • Obtain in-kind and cash contributions, including volunteer hours, in excess of \$40,000.00 by September 30, 2013; • Submit quarterly reports summarizing DBA's activities to revitalize and maintain the commercial and aesthetic viability of the historic business district of Downtown Bryan. • Operate First Fridays in Downtown Bryan on the first Friday of every month between the hours of 5:00 p.m. and 10:00 p.m., subject to terms included in the agreement. 			

The City of Bryan's funding history to DBA for operation costs are:

- Fiscal Year 2004: \$50,000.00
- Fiscal Year 2005: \$50,000.00
- Fiscal Year 2006: \$50,000.00
- Fiscal Year 2007: \$50,000.00
- Fiscal Year 2008: \$50,000.00
- Fiscal Year 2009: \$60,000.00
- Fiscal Year 2010: \$45,000.00
- Fiscal Year 2011: \$45,000.00
- Fiscal Year 2012: \$55,000.00

STAFF ANALYSIS AND RECOMMENDATION: Staff recommends approval of an amendment between the City and DBA. The City of Bryan uses \$150,000 annually from hotel occupancy tax (HOT) funds to run the Texas Reds Steak & Grape Festival, a signature event that attracts patrons and visitors from throughout the State of Texas and beyond. The DBA has agreed to work with the City to take over management of Texas Reds in a manner that will continue to attract outside visitors and enhance participation from Downtown Bryan businesses with the ultimate goal of making the Festival self-supporting financially. DBA's operation and marketing of the Palace Theatre may also increase utilization of the facility and attract more concerts, special events and other programs likely bring more outside visitors to Historic Downtown Bryan.

OPTIONS (In Suggested Order of Staff Preference):

1. Approve proposed amendment to FY2013 DBA Funding Agreement
2. Modify proposed amendment to FY2013 DBA Funding Agreement
3. Deny proposed amendment to FY2013 DBA Funding Agreement

ATTACHMENTS:

1. DBA Proposal (in PDF format) – which includes a cover letter, a revised budget (Attachment A), proposed amendments to the current agreement (Attachment B), and a summary of all current DBA programs and events.
2. Amendment to FY2013 DBA Funding Agreement will be available for viewing at the City Secretary's Office

FUNDING SOURCE:

- Not to exceed \$60,000 from FY2013 Hotel Occupancy Tax (HOT) Funds, with the balance of the increase in funding amount to come from the General Fund.

APPROVALS: Hugh R. Walker, 05/17/2013

APPROVED FOR SUBMITTAL: CITY MANAGER

APPROVED FOR SUBMITTAL: CITY ATTORNEY Janis Hampton, 6/19/13