



## **AGENDA MEMORANDUM**

First Reading Item for the City Council Meeting of January 19, 2016  
Second Reading Item for the City Council Meeting of January 26, 2016

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**DATE:** December 30, 2015  
**TO:** Ronald L. Olson, City Manager  
**FROM:** E. Jay Ellington, Director  
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2016 Fiesta de la Flor lease agreement
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### **CAPTION:**

Ordinance authorizing the City Manager or designee to execute a lease agreement with the Corpus Christi Convention and Visitors Bureau ("CCCVB") for 2016 Fiesta de la Flor event and related activities to be held on May 6, 2016 and May 7, 2016, and allow use of City property including the Bayfront Park located along Shoreline Blvd. between Resaca Street and Power Street.

### **PURPOSE:**

To approve date, location, and consideration for the 2016 Fiesta de la Flor event and related activities May 6 -7, 2016.

### **BACKGROUND AND FINDINGS:**

Fiesta de la Flor - scheduled for May 6 - 7, 2016 - celebrates the second year of the festival dedicated to honoring the life and legacy of Corpus Christi's hometown icon, Selena Quintanilla Perez. Predominately a music festival, Fiesta de la Flor features Tejano, Norteño and Hispanic rock music stars. The expanded footprint for the 2016 festival allows for more artisan vendors, food trucks and increased seating space of attendees. Festival organizers anticipate increased attendance of 70,000 over both festival days.

In 2015, the inaugural Fiesta de la Flor festivals attracted 52,000 attendees. Seventy-six percent of the attendees were from out of town and the festival generated an indirect economic impact of \$13 million. The influx of visitors to Corpus Christi created 90.7% overall occupancy in hotels city-wide. Hoteliers enjoyed increased ADR (average daily rates) of over 30% compared to the same weekend in 2014. Attendees came from all over the globe – including Mexico, Brazil, Ecuador, Canada and more.

### **ALTERNATIVES:**

Do not approve event agreement

### **OTHER CONSIDERATIONS:**

None

### **CONFORMITY TO CITY POLICY:**

City Council's action is required for lease agreements in conjunction with public events

**EMERGENCY / NON-EMERGENCY:**

Non-emergency

**DEPARTMENTAL CLEARANCES:**

Legal, Finance

**FINANCIAL IMPACT:**☐ Operating

Revenue

☐ Capital

X Not applicable

<b>Fiscal Year: 2015-2016</b>	<b>Project to Date Expenditures (CIP only)</b>	<b>Current Year</b>	<b>Future Years</b>	<b>TOTALS</b>
Line Item Budget		0		0
Encumbered / Expended Amount				
This item		0		0
BALANCE		0		0

Fund(s): General

**Comments:** none**RECOMMENDATION:**

Staff recommends approval of this agreement

**LIST OF SUPPORTING DOCUMENTS:**

Ordinance

Lease agreement with Exhibits