



AGENDA MEMORANDUM

First Reading Ordinance for the City Council Meeting August 27, 2019
Second Reading Ordinance for the City Council Meeting September 6, 2019

DATE: August 27, 2019
TO: Peter Zaroni, City Manager
FROM: Jermel Stevenson, Director of Parks and Recreation
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Que Bueno Taco Festival Lease Agreement

CAPTION:

Ordinance authorizing an agreement with Corpus Christi PATCH, Inc. to allow use of portions of Taylor, Mesquite, Starr and Chaparral Streets for the Que Bueno Taco Festival and related activities scheduled for September 14, 2019.

SUMMARY:

City ordinance requires all lease agreements to be reviewed and approved by City Council when on City property and fencing the area to charge entry. This lease agreement is for approval of the date, location and consideration for the 2019 Que Bueno Taco Festival event and related activities to be held on September 14, 2019.

BACKGROUND AND FINDINGS:

This year's second annual ¡Que Bueno! Taco Festival is an annual event to celebrate Hispanic heritage. The festival is organized by Corpus Christi Patch, Inc. also known as CC Patch. Their mission is to develop, foster, and promote the arts as valuable experiences central to the vitality of the community by restoring and developing The Ritz Theatre into a state-of-the-art entertainment and education venue of the highest quality. Also, as part of their mission, their Artist Nurturing Program provides funding, education, development, subsidized healthcare and growth programs for the best local talent, with the intention of keeping them local to Corpus Christi, therefore growing our talent base.

The event is designed to build experiences into the fabric of the festival to highlight and support our rich creative community. The festival will include food, taco contests, music, children's music programming, poetry, and a chihuahua beauty contest. Throughout the festival and in the La Tienda Art Market, the event will feature local and Hispanic artists.

City ordinance requires a lease agreement if using City property and fencing area to charge entry for special events, in addition to the Special Event Permit. The lease agreement with CC Patch includes a onetime Parks and Recreation Large Special Event Permit fee of \$400, Health

Permit/Vendor Fees, Development Services Permit Fees. Should any City services be utilized for the Event, then the Parks & Recreation Director will invoice CC Patch for costs of all such City services, including but not limited to, services provided for the Event by City Utilities Department, City Solid Waste Operations Department, City Parks and Recreation Department, City Police Department, and City Fire Department within thirty (30) calendar days after the Event.

ALTERNATIVES:

The alternative is not to approve the agreement and request the group to reconsider the location and date of the proposed event. This would impact the availability of scheduled vendors and performers that have already committed to participate. A date change may also deter from the purpose of the event which is to celebrate Hispanic heritage month.

FISCAL IMPACT:

Approval of this lease agreement results in receipt of a \$400 Special Event Permit fee and increased visibility and economic growth to the downtown area. The Special Event Permit fees are a part of Fund 4710 Visitor's Facility Fund.

FUNDING DETAIL:

Fund: 4710 Visitor's Facility Fund
Organization/Activity: 13710 Cultural Facility Maintenance
Mission Element: 888 Revenue
Project # **(CIP Only)**: Not Applicable
Account: 302350 Special Event Permits

RECOMMENDATION:

Staff recommends approving an agreement with Corpus Christi PATCH, Inc. to allow use of portions of Taylor, Mesquite, Starr and Chaparral Streets for the Que Bueno Taco Festival.

LIST OF SUPPORTING DOCUMENTS:

Ordinance
Lease Agreement with Exhibits