



AGENDA MEMORANDUM

First Reading for the City Council Meeting of January 27, 2015
Second Reading for the City Council Meeting of February 24, 2015

DATE: December 29, 2014
TO: Ronald L. Olson, City Manager
FROM: Stacie Talbert Anaya, Acting Director
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Fiesta de la Flor lease agreement

CAPTION:

Ordinance authorizing the City Manager or designee to execute a lease agreement with the Corpus Christi Convention and Visitors Bureau ("CCCVB") for 2015 Fiesta de la Flor event and related activities to be held on April 17, 2015 and April 18, 2015, 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 2015 Fiesta de la Flor event and related activities April 17-18, 2015.

BACKGROUND AND FINDINGS:

The Corpus Christi Convention & Visitors Bureau (CC CVB) is in the process of organizing a signature event in Corpus Christi that will attract both locals and visitors. Fiesta de la Flor will be a two-day festival starting April 17 and April 18, 2015, honoring Corpus Christi star Selena Quintanilla-Perez. The CC CVB has been working closely with the Quintanilla family to bring this event to the community.

The City of Corpus Christi and the CC CVB have a long-standing relationship in working together to showcase Corpus Christi and promote city assets. This event is expected to draw 50,000 visitors and an estimated \$1 million economic impact. The festival location will be at Bayfront Park near the American Bank Center.

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

Not applicable

Fiscal Year: 2014-2015	Project to Date Expenditures (CIP only)	Current Year	Future Years	TOTALS
Line Item Budget		0		0
Encumbered / Expended Amount				
This item		0		0
BALANCE		0		0

Fund(s): General

Comments:

RECOMMENDATION:

Staff recommends approval of agreement.

LIST OF SUPPORTING DOCUMENTS:

Ordinance

Lease agreement with exhibits