



AGENDA MEMORANDUM

First Reading Item for the City Council Meeting of March 29, 2016
Second Reading Item for the City Council Meeting of April 12, 2016

DATE: February 15, 2016
TO: Ronald L. Olson, City Manager
FROM: Stacie Talbert Anaya, Interim Director
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Beach to Bay Relay Marathon request for City Supported Event Status

CAPTION:

Resolution granting City supported event status in accordance with City Code of Ordinances Section 53-206 to the 2016 Beach to Bay Relay Marathon.

PURPOSE:

Grant designation of City Supported Event to the Beach to Bay Relay Marathon and provide 50% relief of city fees and services associated with coordinating the event.

BACKGROUND AND FINDINGS:

In a letter dated January 2, 2016, the Corpus Christi Roadrunners requested the annual Beach to Bay Relay be granted the status of a City Supported Event, specifically for some relief of fees for city services. A copy of the letter is attached for your review.

In February 2015, City Council approved an update to the parade and special event permit ordinance. Section 53-206 of the update addressed City Supported Events stating cost and fees assessed may be reduced for qualifying events. The ordinance requires City Council to grant or deny the designation of a City Supported Event

The criteria for classification as a City Supported Event include:

- Draw a crowd of approximately 10,000 people
- Draw visitors from outside the region resulting in hotel occupancy tax gains
- Be coordinated by a non-profit organization where the majority of funds raised during the event are retained/spent locally
- Have free attendance to the public
- Have community wide appeal and access
- Be of cultural, educational, health or historical significance.

The Beach to Bay Relay Marathon is a six-person relay running event coordinated by the Corpus Christi Roadrunners a 501c3 organization of volunteers. This will be the event's 41st year and regularly boasts over 2000 teams and 10,000 spectators who line the route to cheer for their favorite team. It begins at Bob Hall Pier, down the sands of North Padre Island, over the JFK Causeway, through the Naval Air Station Corpus Christi, down scenic Ocean Drive, ending at McCaughan Park for one giant pizza party open. You can read more about the event at www.beachtobayrelay.com.

In 2014, the Corpus Christi Visitor's Bureau (CVB) completed a study on the effect the Beach to Bay Relay Marathon has on our local economy. The results were tallied and the finding concluded that the race brought \$7 million into the local economy. The only downside of the study was that it was completed using data consistent with a one day stay in Corpus Christi and typically most of the participants stay for the event two days. A copy of the report is attached for your review.

The Beach to Bay Marathon Relay meets the criteria established in the ordinance. City staff members have reviewed the request and suggest a 50% reduction for city fees and services. Costs in FY2014 included Police Costs - \$7990.86; Park Permit - \$400; Traffic Control plan \$400 (will \$200 with new fee schedule).

ALTERNATIVES:

Do not approve request for City Supported Event status

OTHER CONSIDERATIONS:

none

CONFORMITY TO CITY POLICY:

City Council must approve designation of a City Supported Event

EMERGENCY / NON-EMERGENCY:

Non-emergency

DEPARTMENTAL CLEARANCES:

Legal, Police

FINANCIAL IMPACT:

☐ Operating ☐ Revenue ☐ Capital X Not applicable

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

Fund(s): General Fund

Comments: none

RECOMMENDATION:

Staff recommends approval of this request

LIST OF SUPPORTING DOCUMENTS:

Resolution

Attachment A: Corpus Christi Roadrunners Letter

Attachment B: Convention and Visitors Bureau Economic Impact Comment