



## **AGENDA MEMORANDUM**

First Reading Item for the City Council Meeting of October 18, 2016  
Second Reading Item for the City Council Meeting of October 25, 2016

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**DATE:** September 21, 2016

**TO:** Margie Rose, City Manager

**FROM:** Stacie Talbert-Anaya, Interim Director, Parks and Recreation Department  
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<b>2017 Fiesta de la Flor Lease Agreement</b>
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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 2017 Fiesta de la Flor event and related activities to be held on March 24, 2017 and March 25, 2017, and allow use of streets bounded by Power Street, N. Water Street, Resaca Street and Shoreline Blvd. and including the Bayfront Park located along Shoreline Blvd. between Resaca Street and Power Street.

**PURPOSE:**

To approve date, location, and consideration for the 2017 Fiesta de la Flor event and related activities March 24-25, 2017.

**BACKGROUND AND FINDINGS:**

Fiesta de la Flor, scheduled for March 24 -25, 2017, celebrates the third 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 from the 2016 festival allowed for more artisan vendors, food trucks and increased seating space for attendees. Festival organizers anticipate attendance of 70,000 over both festival days.

In 2016, the Fiesta de la Flor attracted 55,000 attendees, with 59% of those attending came from outside the greater Corpus Christi area. The festival generated an indirect economic impact of \$15 million and created a 19.6% increase in hotel occupancy compared to that same weekend's occupancy in 2015. Overall hotel occupancy for the 2016 Fiesta de la Flor weekend was 87.2%. Attendees came from various states such as: Chicago, Los Angeles, Miami and Texas. The festival also drew international attendees from several countries, including Mexico, Guatemala, Ecuador, Peru 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: 2016-2017</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