



AGENDA MEMORANDUM

First Reading Item for the City Council Meeting of January 23, 2018
Second Reading Item for the City Council Meeting of January 30, 2018

DATE: January 11, 2018

TO: Margie Rose, City Manager

FROM: E. Jay Ellington, Director, Parks and Recreation Department
jayell@cctexas.com
361-826-3464

2018 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 2018 Fiesta de la Flor event and related activities to be held on April 13, 2018 and April 14, 2018, 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 2018 Fiesta de la Flor event and related activities April 13 - 14, 2018.

BACKGROUND AND FINDINGS:

Fiesta de la Flor, scheduled for April 13 – 14, 2018, celebrates the annual 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. Festival organizers anticipate attendance of 70,000 over both festival days.

In 2017, the Fiesta de la Flor attracted about 55,000 attendees, with 61% of those attending came from outside the greater Corpus Christi area. The festival generated an indirect economic impact of \$15 million. Overall hotel occupancy for the 2017 Fiesta de la Flor weekend was 83.9%.

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

Fiscal Year: 2017-2018	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):

Comments: none

RECOMMENDATION:

Staff recommends approval of this agreement

LIST OF SUPPORTING DOCUMENTS:

Ordinance

Lease agreement with Exhibits