



AGENDA MEMORANDUM

First Reading Item for the City Council Meeting of March 19, 2019
Second Reading Item for the City Council meeting of March 26, 2019

DATE: February 18, 2019

TO: Keith Selman, Interim City Manager

FROM Becky Perrin, Interim Director, Parks and Recreation Department
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361-826-3464

2019 Fiesta de la Flor Lease Agreement

CAPTION:

Ordinance authorizing agreement with the Corpus Christi Convention and Visitors Bureau (CCCVB) for 2019 Fiesta de la Flor event and related activities to be held on April 12, 2019 and April 13, 2019, 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 and providing for payment of 50% of costs for City services provided for the event.

PURPOSE:

To approve date, location, and consideration for the 2019 Fiesta de la Flor event and related activities April 12 - 13, 2019.

BACKGROUND AND FINDINGS:

Fiesta de la Flor, scheduled for April 12 – 13, 2019, celebrates the 5th 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. In addition to music, this year's festival will feature a Kids Zone, food trucks, a Mercado that includes more than 80 artisan vendors and a fireworks finale show. Festival organizers anticipate attendance of 70,000 over both festival days.

The Fiesta de la Flor attracts visitors worldwide. The festival has generated an indirect economic impact of \$15 million.

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: 2018-2019	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