



ITEM # 47

MEMORANDUM

Late Backup

TO: Marc Ott, City Manager
FROM: Greg Canally, Budget Officer
DATE: March 6, 2008
SUBJECT: South by Southwest Festival 2008

Item # 47 on the March 6, 2008 Council Agenda, to approve payment of certain costs and waiver of certain requirements under Chapter 14 of the Code for SXSW, Inc's annual South by Southwest Festival, a co-sponsored event, to be held March 7-16, 2008, will have the following fiscal impact

Fees Waived (Street Events)

\$ 20,330 Rental Fees for Auditorium Shores (Parks and Recreation Department)
\$ 1,080 Rental Fee for Brush Square (Parks and Recreation Department)
\$ 6,000 Permit Fee (\$1,500 per day x 4 days)
\$ 250 Application Fee
\$ 304 Safety Inspection Fee (\$76 per day x 4 days)
\$ 132 Sound Amplification Fee (\$33 per day x 4 days)
\$ 28,096 Total Fees Waived

Payments Authorized

\$102,000 Austin Police Department
\$ 10,000 Barricade Costs (Watershed Protection and Development Review)
\$112,000 Total Payments Authorized Waived

Other budgeted, non-fee waiver costs (EGRSO, Cultural Arts Program)

\$ 10,000 Music and Media Conference
\$ 10,000 Film Conference and Festival
\$ 10,000 Interactive Festival
\$ 30,000 Total Other Costs

In summary, the total fee waivers being waived, payments authorized, and other City costs for this event is \$170,096. Additionally, the Security Deposit Requirement of \$2,000 and the Signature Requirement are also waived. Also, the Insurance Requirement and the toilets are to be provided by the promoters. Any fee requirements above this total are the responsibility of the applicant.

This is one of the city co-sponsored special events per Resolution No. 021003-40.

Although budgeted revenue for fees is based upon historical data and not necessarily upon specific events, the waiver of these fees reduces potential revenues that could be realized.