



ITEM # 29

MEMORANDUM

TO: Marc Ott, City Manager
FROM: Greg Canally, Deputy Chief Financial Officer
DATE: January 29, 2009
SUBJECT: South by Southwest Festival 2009

Item # 29 on the January 29, 2009 Council Agenda, to approve waiver of certain fees and requirements under City Code Chapter 14-8 and authorize payment of certain costs associated with SXSW, Inc.'s annual South by Southwest Festival, a City co-sponsored event, to be held March 13-22, 2009, will have the following fiscal impact and will promote economic development:

Fees Waived (Street Events):

\$20,930 Rental Fees for Auditorium Shores (Parks and Recreation Department)
\$1,040 Rental Fees for Carver Museum (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)
\$28,656 Total Fees Waived

Payments Authorized:

\$125,708.16 Austin Police Department
\$10,000 Barricade Costs (Watershed Protection and Development Review)
\$135,708.16 Total Payments Authorized Waived

In summary, the total fee waivers being waived and payments authorized for this event is \$164,364.16. 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, as amended by Resolution No. 20070308-033.

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.