

## A G E N D A



## Recommendation for Council Action

Austin City Council	Item ID	13371	Agenda Number	15.
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Meeting Date:	3/1/2012	Department:	Parks and Recreation
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## Subject

Authorize negotiation and execution of a co-sponsorship agreement with the RunTex Foundation to produce the Trail of Lights.

## Amount and Source of Funding

## Fiscal Note

There is no unanticipated fiscal impact. A fiscal note is not required.

Purchasing Language:	
Prior Council Action:	
For More Information:	Jason Maurer, 974-2427; April Thedford, 974-6716
Boards and Commission Action:	
MBE / WBE:	
Related Items:	

## Additional Backup Information

February 2012, the Parks and Recreation Department (PARD) received notice from Bright Blue Marketing, the organization the City contracted to produce the annual holiday festival advising that it would no longer produce the holiday event due to financial challenges as a result of the economic downturn, therefore terminating the agreement.

PARD received an unsolicited proposal regarding the production of a 2012 Trail of Lights from the RunTex Foundation (RTF). RTF seeks to partner with the city to bring back the "traditional" Trail of Lights (TOL) Holiday Festival that will offer an 8-night, family-friendly lighted trail and entertainment at no cost to the citizens of Austin. Recognizing the need to generate funding for this event, RTF proposes to conduct a major fund raising campaign to reimburse the City of Austin for all direct costs associated with the production of this event.

The request for Council action would authorize negotiation and execution of a RunTex Foundation-City of Austin co-sponsorship agreement to produce a holiday event as summarized below:

- RTF will fund, plan, design, produce, market and manage the multi-night event including a 5K Run.

- RTF will hire temporary event staff for lighting design and installation, event set up, parking fee collections, and contract out other services including, but not limited to, litter control and internal event security.
- RTF will recruit and manage event volunteers.
- RTF will raise funds to cover all direct costs by the City. This would include staff costs for APD, EMS, PARD, Austin Energy Departments, and Austin Resource Recovery. Other examples of direct costs include electrical installations, barricade costs, event construction and installations.
- RTF intends to secure at least \$500,000 within 3 months of authorization to proceed and will be required to deposit such funds to a City account at least 2 months before scheduled event set-up commences to cover event operations to be performed by the City.
- A follow-up Council action will be required to amend the budget and appropriate the funds (from RTF) to City Departments
- City will provide RTF use of available event equipment, displays and structures at no cost
- City will waive all event related permits, park use and street closure fees.
- The estimated cost of this event is \$716,078 including the value of the City fee waivers. This does not include the cost of required mass transit services to be procured by RTF.
- Both parties agree that in the event that RTF is unable to meet its fundraising goals, the City will retain funds from RTF; and both parties agree these funds will be used to co-produce a smaller holiday event for 2012.