

#85
briefing

Late Backup



MEMORANDUM

TO: Mayor and Council

FROM: Sara L. Hensley, CPRP, Director
Austin Parks and Recreation Department

DATE: May 23, 2013

SUBJECT: Auditorium Shores Special Events Venue Options

As you are aware, the Parks and Recreation Department (PARC) is working with C3 Presents (C3), the organizer of the Austin City Limits Music Festival, and with the Austin Parks Foundation (APF) on a proposed public-private partnership (P3) that if approved by Council in the upcoming weeks, will result in the City's ability to expedite certain structural and aesthetic improvements to Auditorium Shores, consistent with the 1999 master plan.

The PARC Office of Special Events (PARC-OSE) began notifying event organizers in 2009 verbally, through periodic meetings, and each year in writing (via annual event contracts) that future Auditorium Shores park improvements were forthcoming. Event organizers were advised to anticipate a direct impact to future event bookings at this site and to begin searching for alternative sites for their events due to scheduled construction. The consistent message to organizers was that Auditorium Shores would be closed for construction at some point in the near future and therefore, organizers should proactively plan alternative sites to accommodate their events. Staff continued to provide periodic updates to organizers at any point the project scope evolved and information was made available.

A full project briefing was provided to organizers in early May, 2013, following the Parks and Recreation Board meeting concerning the proposed public-private partnership and construction schedule. Organizers were informed that the recommendation for this partnership was scheduled to move forward for City Council consideration. PARC-OSE began actively consulting with event organizers and staff of the Palmer Events Center, Long Center, Travis County Expo Center, Camp Mabry, AISD, and Circuit of Americas. Staff's goal is to help identify and convey all possible venue options to organizers, including connecting them with other event property owners. The final event bookings will require the organizers to execute independent contracts with the event property owners. The PARC will continue to work with event organizers and provide an additional update prior to Council action scheduled for June 6, 2013.

Please find attached the list of Auditorium Shore events and possible venue options under discussion. If you should have any further questions, please contact Jason Maurer, Sales & Events Manager, at (512) 974-2427.

cc: Marc A. Ott, City Manager
Bert Lumbreras, Assistant City Manager
Cora D. Wright, Assistant Director, PARC
Jesse Vargas, Assistant Director, PARC
Jason Maurer, Sales & Events Manager, PARC

Attachments



Austin Parks and Recreation Department
FY 2013-14 Auditorium Shores Events Venue Options
As of May 22, 2013



Assumption(s): Riverside Boulevard Road Closures

2014 Event & Date	Organizer's Preference	Readily Available Option(s)	Confirmed Contracted Venue
Austin American Statesman Cap 10K and Jr. Dillo (Mar 29-30, 2014; 2 day event)		1. Austin American Statesman Property/ Parking Lot 2. Long/Palmer Center Opp. 3. Circuit of the Americas	Palmer Events Center. Long Center and ancillary Butler use
Austin Symphony - 4th of July Fireworks (July 4, 2014)	Pending	1. Travis County Expo Center 2. Circuit of the Americas	
Austin's New Year (Dec 31, 2014)	Long/Palmer Center	1. Long/Palmer Center Opp. 2. Travis County Expo Center 3. Circuit of the Americas	
Bun Run (2014 date pending)	Long/Palmer Center	1. Long/Palmer Center Opp. 2. Camp Mabry	
C3 Presents Austin Food and Wine Festival (April 22-30)	Butler Park	1. Long/Palmer Center Opp. 2. Travis County Expo Center 3. Circuit of the Americas	
Capital Area Food Bank - Austin Reggae Festival (Apr 18-20, 2014)	Zilker Park	1. Walter E Long Park 2. Travis County Expo Center 3. Circuit of the Americas	
Fun Fun Fun Festival (Nov 7-9, 2014)	Butler Park, Long Center, and Palmer	1. Walter E Long Park 2. Travis County Expo Center 3. Circuit of the Americas 4. Festival Beach	
Lifetime Capital of Texas Triathlon (May 25-26, 2014)	Butler	1. Walter E Long Park 2. Travis County Expo Center	Palmer Events Center
March of Dimes (2014 date pending, typically early May)	Old Settler's Park Round Rock	1. Old Settler's Park, Round Rock 2. Travis County Expo Center 3. Circuit of the Americas	Old Settler's Park Round Rock - pending finalization
Mighty Texas Dog Walk (May 17, 2014)	Palmer		Palmer Events Center

NAMI Walk (September 27, 2014)	Long/Palmer Center	1. Long/Palmer Center Opp. 2. Camp Mabry	
Retail Me Not – Austin Marathon Relay (Sept 21, 2014)	Long/Palmer Center	1. Long/Palmer Center Opp. 2. Camp Mabry	Palmer Events Center
Rodeo Austin - Cowboy Breakfast (March 7, 2014)	Long/Palmer Center	1. Long/Palmer Center Opp. 2. Camp Mabry	
Soultree Collective - Urban Music Festival (March 28- 29, 2014)	Palmer Events Center	1. Walter F. Long Park 2. Travis County Expo Center 3. Circuit of the Americas 4. Long/Palmer Center Opp. (inside facility)	
SXSW (March 13-15, 2014)		1. Travis County Expo Center 2. Circuit of the Americas	
Tri-Rock Austin Triathlon (September 1, 2014)	Butler Park	1. Walter F. Long Park 2. Travis County Expo Center	Palmer Events Center
Young Men's Business League – Schlotsky's Bun Run (2014 date pending)	Long/Palmer Center	1. Long/Palmer Center Opp. 2. Camp Mabry	

Note: This is a list of proposed event relocation options and therefore does not constitute a contractual obligation. Final bookings of each event requires an executed contract between the event organizer and facility and/or site owner.