

**RESOLUTION NO. 20130926-078**

**WHEREAS**, Austin's festivals, road races, and other special events contribute to the unique character and vitality of the City; and

**WHEREAS**, more than 155 special events now take place in the City throughout the year that require full or partial street closures; and

**WHEREAS**, special events in Austin range from very small neighborhood-level events to large-scale, multi-million dollar productions; and

**WHEREAS**, producing these events requires considerable financial and personnel resources from public and private entities; and

**WHEREAS**, these events also produce sales tax, hotel occupancy tax, and other revenue for the City, as well as economic impact for many local businesses; and

**WHEREAS**, the revised street closure ordinance of 2009 states that the director on or before December 31<sup>st</sup> of each year will file a report with Council and the Urban Transportation Commission on the City's total financial expenditures and expenses related to 1<sup>st</sup> Amendment and right-of-way events for the preceding City fiscal year, but no in-depth analysis appears to have been completed; and

**WHEREAS**, it is in the public's interest to have a fair and accurate accounting of the financial costs and benefits that accrue to the City when special events take place; and

**WHEREAS**, a thorough financial analysis would guide decision-making as the City Council considers changes to the special events process and fees; and

**WHEREAS**, other policy changes have been suggested, such as requiring events that apply for more than \$60,000 in fee waivers to be funded through the Economic Development Program and reviewed as economic development incentive activities; **NOW, THEREFORE**,

**BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF AUSTIN:**

The City Manager is hereby directed to produce an analysis of the direct and indirect costs of special events over the last five years. The analysis shall provide figures for the total City revenue generated by these events as well as the total estimated costs including fee waivers, administrative staff time, public safety personnel and resources, and any other City costs. Staff should provide, when available, total economic impact for the larger events.

**BE IT FURTHER RESOLVED:**

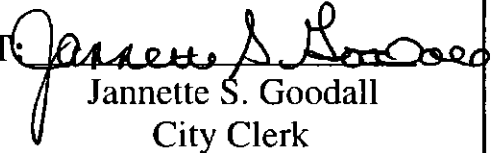
The City Manager is hereby directed to provide recommendations related to a goal of ensuring that the City's costs are fully offset by the funds received from special events, which for certain larger events might include sales tax, hotel occupancy tax, and other revenue for the City.

**BE IT FURTHER RESOLVED:**

The City Manager is hereby directed to provide the analysis and recommendations to Council by November 1, 2013.

**ADOPTED:** September 26, 2013

**ATTEST:**

  
Jannette S. Goodall  
City Clerk