



Cultural Places, Natural Spaces

AUSTIN CITY LIMITS MUSIC FESTIVAL
PARKS BOARD BRIEFING by
OFFICE OF SPECIAL EVENTS and
AUSTIN PARKS FOUNDATION
AUSTIN PARKS AND RECREATION DEPARTMENT (PARD)

OVERVIEW PRESENTATION TO:
PARKS AND RECREATION BOARD
FEBRUARY 25, 2020

<http://www.austintexas.gov/parkevents>

Presentation Overview

1. Joint presentation by Austin Parks and Recreation Department Office of Special Events (PARD OSE) and Austin Parks Foundation (APF)
2. PARD OSE
 1. Event History
 2. Event Agreement
 3. Event Benefits and Revenue to the City
3. APF
 1. Event Foundation Agreement
 2. Board and Grant Funding
 3. Partnership Benefits
4. Questions



Event History and Event Overview

- Events support the PARD Mission – “creating diverse programs and experiences”
- Public activations serve those who enjoy recreation differently, enhance our image as Austin, celebrate our green spaces and create community.
- Park events serve purpose – civic celebration
- Civic celebrations contribute to our economics, culture and sense of place. 1.2 M attendees /year
- 2002 Austin City Limits Music Festival founded – celebrating 19 years in 2020
 - 2013 Festival occurs 2 weekends in the park (2012 City Council action)
 - 8 stages, approximately 130 bands/year
 - 300,000 attendees, 20% of total park special event visitors
- 2015 Parkland Events Task Force. Year long public process. Adopted 2017 by Austin City Council.
Zilker Metropolitan Park: One of three park locations with codified limits. 6 events – limited to 27 event days

Event Agreement



- ❑ All event agreements require payment of established fees and permit costs. All agreements also require post event inspections, and require the event to replace/repair impacts to parks/damages
- ❑ Maintains attendance at established cap 75,000/day or less
- ❑ Maintains 10 set up days and 5 take down days
- ❑ Maintains event commitment to neighborhood patrols, enforcement and direct response
- ❑ 2011 and 2014 ticket fee remittance scaled adjustments
- ❑ 2015 system wide maintenance fee adjustments

Benefits and Highlights – City of Austin

1. Paid all City Fees/costs – no fee waivers
 - 2019: \$100,000 PARD general fund use fees part of a total of \$2.4 M city festival costs/fees
 - PARD Revenue Totals Since 2008: \$700,000 use fees, \$1 M post reimbursement, and \$9.2 M ticket fees (\$11 M total)
2. Event funds equipment and staff supplies for the event
3. Event helped establish best practices through testing grounds protection technology in cooperation with PARD (starting in 2009)
4. Environmental Initiatives
 1. Rock and recycle. Composting. Compostable cups/ware. 48% waste diversion 2019.
 2. Over 813,000 bottle equivalents filled at hydration stations

Benefits and Highlights – continued...

1. Benefits beyond recreation and City revenue
2. 2019 Economic Impact Study – angeloueconomics
 1. \$291 M in total economic impact – up \$27 M from 2018
 2. Total economic impact 2006 - 2019 - \$2.26 B in total economic impact
3. Other highlights –
 1. Non-profit partners: 18 non profit partners in (2019)
 2. Voter Registration: 785 voters (2018), 910 voters (2019)
 3. 3,900 lbs. donated to Central Texas Food Bank (2018)
 4. 3200 lbs. of materials donated to non-profits for reuse (plywood, etc.)



Questions?

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