

**Financial and Administrative Services
CITY OF AUSTIN**

**AGENDA
DATE: 4/20/2006**

#7

**RECOMMENDATION FOR
COUNCIL ACTION**

Subject: Approve an ordinance authorizing waiver and reimbursement of certain fees and waiver of the requirements of Section 25-10-172(A) of the City Code to allow street banner advertising for the 2006 World Congress of Information Technology (WCIT) conference in May 2006.

Amount and Source of Funding: Funding will be provided by the City of Austin as an in-kind contribution.

Fiscal Note:

Requesting Department: ACM-FASD

For More Information:

Prior Council Action:

Boards and Commission Action: Placement of temporary banners in the downtown area approved by the Historic Landmark Commission.

City Ordinance 25-10-172(A) restrictions for street banners states that "an event or activity may not be advertised at more than three locations". The City of Austin is requesting that the City Council approve a one-time exemption to this ordinance to allow a total of 5 street banners and 14 lamppost banners for the World Congress on Information Technology. Council is also being requested to waive permitting fees in the amount of \$630. This includes \$610 for banners and a \$20 dollar application fee. The conference will be held May 1 thru 5 at the Austin Convention Center. The banners will hang from April 24 thru May 8th, approximately 2 weeks.

The addition of 5 street banners and 14 lamppost banners will

emphasize the importance that the City of Austin is placing on this event to our international delegation. In addition, these banners will inform the citizens of Austin about the event and the influx of international delegates into our city increasing revenue to city business owners.

The City of Austin is a pinnacle sponsor of the WCIT and has provided \$500,000 in direct funding to WCIT. The City has also committed to provide \$500,000 in in-kind costs for the event.

ORDINANCE NO.

1 AN ORDINANCE WAIVING CERTAIN FEES AND REQUIREMENTS UNDER
2 CHAPTER 25-10 OF THE CITY CODE FOR STREET BANNER ADVERTISING
3 IN CONNECTION WITH THE 2006 WORLD CONGRESS OF INFORMATION
4 TECHNOLOGY TO BE HELD IN MAY, 2006.

5
6 BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF AUSTIN:
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8 PART 1. Council waives City Code Section 25-10-172(A) (*Restrictions*) which prohibits
9 advertising in more than three locations, for the 2006 World Congress of Information
10 Technology to be held in May, 2006.

11 PART 2. Council waives the following fees and charges for the 2006 World Congress of
12 Information Technology. Fees that have been paid shall be reimbursed.

13 Permit fee

14 2 banners

15 Application

\$610

\$20

16
17 PART 3. This ordinance takes effect on _____, 2006.

18
19 PASSED AND APPROVED

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22 §

23 Will Wynn

24 Mayor

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26
27 APPROVED: _____

28 David Allan Smith
29 City Attorney

ATTEST: _____

Shirley A. Gentry
City Clerk