



MEMORANDUM

TO: Mayor and Council

FROM: Ray Baray, Chief of Staff

DATE: June 19, 2015

SUBJECT: Extension Request – Ordinance No. 20141211-214

On December 11, 2014, City Council adopted Ordinance No. 20141211-214 ("Ordinance"), which waived fees, payments and certain City Code requirements relating to the 2015 South by Southwest Conferences and Festival (SXSW) held March 13-22, 2015. The Ordinance directs the City Manager to report back to Council on the effectiveness of said Ordinance. It authorizes the City Manager to create an administrative framework to facilitate long-term planning of future SXSW events. And finally, it directs the City Manager to place a new ordinance on the June 25, 2015, Council agenda that would extend Ordinance No. 20141211-214 to the 2016 SXSW event.

Staff requests an extension until October 2015 before bringing a new ordinance forward for your consideration. Staff believes this request is necessary for the following reasons:

- SXSW fee waivers are typically considered by Council in January or February of each year before the March event, so that the most accurate cost estimates from various City departments can be ascertained.
- Staff is preparing a report on the effectiveness of the 2015 SXSW Fee Waiver Ordinance, as required by this same Ordinance. The report will include feedback from the public and address safety issues. Staff anticipates submitting the report to Mayor and Council in August 2015.
- Staff is also currently working on the Alternative Special Event Funding Report, as required per Resolution No. 20140501-036, which will present options for establishing a special events fund and a process for Council review of fee waiver requests. Staff also anticipates submitting this report to Mayor and Council in August 2015.

By postponing this future agenda item until mid-October, Council will have an opportunity to review the above reports and then follow up with staff on questions they may have before considering extending the Ordinance. Additionally, the Ordinance will include the most accurate and updated information, available at that time, concerning the City's estimated costs related to the 2016 SXSW event.

Should you have any questions or need additional information, please feel free to contact me at (512) 974-2435.

cc: Marc A. Ott, City Manager

William Manno, Corporate Special Events Program Manager