



MEMORANDUM

TO: Mayor and Council

A handwritten signature in black ink, appearing to read "RB", located to the right of the "TO:" line.

FROM: Ray Baray, Chief of Staff

DATE: February 1, 2016

SUBJECT: Update on Resolution No. 20140501-036 – Long-Term Analysis of Special Events

The purpose of this memo is to provide an update on staff's progress in responding to Council Resolution No. 20140501-036, which "direct[s] the City Manager to investigate potential methods for funding costs associated with special events" in addition to "seek[ing] input from stakeholders, consider alternative funding options, and review best practices from peer cities.

Since my last update to you on December 19, 2015, staff has contacted five peer cities from around the country, examining through a comprehensive survey their relationship with special events, including their sources of funding. The findings from these discussions will be incorporated into the final document that will be submitted for Council consideration. Additionally, staff continues to reach out to other peer cities in an effort to provide Council with a thorough report.

Meanwhile, staff has scheduled two stakeholder engagement meetings in February. Both will be held at the Asian American Resource Center, 6:30 p.m. – 8:30 p.m., on February 10th and 24th. Invitations have been sent to the Council-recommended stakeholder list as well as others that staff has deemed important to the overall special events process. These meetings will be open to the public, with staff conducting a thorough media outreach campaign to ensure as much public participation as possible. In addition to press releases, outreach sources will include the use of SpeakUp Austin!, the City's website and social media accounts, and communication through local neighborhood registries. Plans are also being developed to take public input ahead of these meetings. Any feedback received will be included in the final staff report to Council.

Should you have any questions or need additional information, please feel free to contact Bill Manno at (512) 974-2201 or via email at William.Manno@austintexas.gov. Thanks!

cc: Marc A. Ott, City Manager

Bill Manno, Corporate Special Events Manager