



**ITEM #55**

**MEMORANDUM**

**TO:** Marc Ott, City Manager  
**FROM:** Ed Van Eenoo, Budget Officer  
**DATE:** March 24, 2010  
**SUBJECT:** Fiscal Memo for Item #55

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Item #55 on the March 25, 2010 Council Agenda, to approve the waiver of certain additional fees under City Code Chapter 14-8 for the City co-sponsored 2010 South by Southwest Conferences and Festivals event with SXSW, Inc. which was held March 12-21, 2010, will have the following fiscal impact:

Fees Waived:  
\$14,000 Banner Fees  
\$14,000 Total Fees Waived

In summary, the total additional fee waivers for this event is \$14,000. Any additional fee requirements above this total are the responsibility of the applicant.

This is one of the city co-sponsored special events per Resolution No. 021003-40, as amended by Resolution No. 20070308-033.