

RESOLUTION NO.

WHEREAS, the return of the Trail of Lights event (“Event”) in 2012 after a three year absence was met with a resounding welcome by the greater Austin area and highly attended with over 400,000 visitors annually; and

WHEREAS, the Event is produced by the Trail of Lights Foundation (“Foundation”) as a family-friendly lighted holiday-themed trail with entertainment provided by local school children and talent; and

WHEREAS, the Foundation continues to host special recognition nights with various local community groups and local non-profits, and provides free admittance and accommodations to low-income and special needs individuals through the Foundation’s initiative and programming; and

WHEREAS, several full-time employees and nearly 100 seasonal employees are hired by the Foundation for the Event, as well as numerous local artists and food vendors; and

WHEREAS, the Foundation will plan, produce, market and manage the multi-night Event including a 5K run, as well as raise the funds to cover all Event costs including paying the City for all of its direct expenses; and

WHEREAS, the Foundation has continued to meet with surrounding neighborhoods and various stakeholders to discuss Event aspects including the schedule, transportation and consolidation of set up and take down activities to maximize public access to Zilker Park; and

WHEREAS, the Foundation has collaborated with City staff to ensure all requirements are met and proper permits are acquired; and

WHEREAS, the Foundation has incorporated stakeholder feedback by developing and implementing yearly improvements to minimize Event impacts including the implementation of pre-paid parking to mitigate traffic congestion; and

WHEREAS, the Foundation needs to have flexibility in collection of entry fees as described in this Resolution to ensure the Event's financial sustainability, while providing free entrance for the Event's opening night and those who ride shuttles to the Event; and

WHEREAS, an extended cosponsor agreement with the City will enable the Foundation to more effectively fundraise and arrange sponsorships to ensure a sustainable financial future, maintain low costs for Event attendees, and avoid any costs to be incurred by the City; **NOW, THEREFORE**,

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF AUSTIN:

The City Manager is authorized to negotiate and execute a five year co-sponsorship agreement with The Trail of Lights Foundation including any and all documents related to the terms, length and scope of the contract but excluding annual fee waivers to produce the Trail of Lights event.

BE IT FURTHER RESOLVED:

Resolution No. 20140807-112 is hereby amended to repeal the provisions related to admission fees to the Event, and the City Council authorizes the Foundation to charge admission for no more than one half of the total public Event

nights; provided, that gate entrance to the Event's public opening night and for shuttle riders remains free of charge.

ADOPTED: _____, 2015

ATTEST: _____

Jannette S. Goodall
City Clerk