

A G E N D A



Recommendation for Council Action

Austin City Council	Item ID	62573	Agenda Number	32.
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Meeting Date:	9/22/2016	Department:	Parks and Recreation
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Subject

Authorize the amendment of Resolution No. 20151015-035 to repeal portions related to the Trail of Lights event entrance fees and to authorize the City Manager to negotiate and execute an amendment to the agreement with the Trail of Lights Foundation related to fees and maintenance of funding.

Amount and Source of Funding

Fiscal Note

Purchasing Language:	
Prior Council Action:	August 22, 2013; March 21, 2013; March 1, 2012; October 15, 2015
For More Information:	Jason Maurer, 512-974-2427; Vera Labriola, 512-974-6716
Council Committee, Boards and Commission Action:	
MBE / WBE:	
Related Items:	

Additional Backup Information

Since 2012, the Trail of Lights Foundation coordinated, produced, marketed, managed and funded all aspects of the annual event. The funding for the event includes payment to the City for all direct expenses, including Police, Fire, EMS, and similar costs, reducing the annual impact on the general fund and taxpayer to produce the event.

The Trail of Lights Foundation has demonstrated their continued success as a partner with the City in producing the annual event, while also maintaining at least half of all event nights and opening night free to the public. Free access is also provided to all those using shuttle transit provided by the event organizers.

The Trail of Lights Foundation also has demonstrated their partnership with the City by expressing their intent to establish the appropriate business plan to ensure the event continues without impact to the City budget by establishing a contingency fund to help ensure the Trail of Lights can continue in the event of economic downturn or severe weather.

Staff is asking for Council to repeal provisions of Resolution #20151015-035 related to yearly Council approval of admission fees to the event, and for the City Council to authorize 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.