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DOWNTOWN INITIATIVES	
COMMUNITY DEVELOPMENT OFFICE	

ITEM NO. 42  
DATE: FEB 4 1988

MEETING OF THE CITY COUNCIL  
MOTION BY: Wing SECONDED BY: Thompson

ORD. NO. 66527 ZONING CASE \_\_\_\_\_

RESOL. \_\_\_\_\_ PETITION \_\_\_\_\_

	ROLL CALL	AYES	NAYS
MARIA BERRIOZABAL PLACE 1		<u>absent</u>	
JOE WEBB PLACE 2		<u>absent</u>	
HELEN DUTMER PLACE 3		<u>/</u>	
FRANK D. WING PLACE 4		<u>/</u>	
WALTER MARTINEZ PLACE 5		<u>/</u>	
BOB THOMPSON PLACE 6		<u>/</u>	
YOLANDA VERA PLACE 7		<u>/</u>	
NELSON WOLFF PLACE 8		<u>/</u>	
WEIR LABATT PLACE 9		<u>/</u>	
JAMES C. HASSLOCHER PLACE 10		<u>absent</u>	
HENRY G. CISNEROS PLACE 11 (MAYOR)		<u>absent</u>	

88 06

PB:cm  
02/04/88

AN ORDINANCE **66527**

ADOPTING POLICIES AND PROCEDURES FOR EVENTS  
CO-SPONSORED BY THE CITY OF SAN ANTONIO;  
REQUIRING AN APPLICATION TO BE FILED IN  
CONNECTION THEREWITH; AND REQUIRING A FEE OF  
\$25.00 FOR EACH APPLICATION FOR  
CO-SPONSORSHIP.

\* \* \* \* \*

WHEREAS, the City of San Antonio recognizes that special events are an integral part of the tourism industry in San Antonio and contribute to the ambiance of the City, attract visitors and involve residents in the local community; and

WHEREAS, the intent of this policy is to establish a procedure to allow persons and organizations to request co-sponsorship of an event with the City of San Antonio, and by which a thorough evaluation of the financial impact of a co-sponsorship as well as direct benefits to the City can be assessed; NOW THEREFORE:

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF SAN ANTONIO:

SECTION 1. The term "co-sponsorship" shall mean any situation where the City of San Antonio is named as a presenter or participant in the execution of an event and where the City is asked to provide facilities or services without full compensation and for the direct benefit of an outside organization.

SECTION 2. Any person or organization requesting co-sponsorship of an event by the City of San Antonio shall file an application on a form prescribed by the City Manager or his designated representative, such application in substantially the same form as that attached hereto as Exhibit A, with the City Clerk at least 45 days prior to the date of the event. Each application shall be accompanied by a non-refundable fee of \$25.00. The application shall be immediately forwarded to the City Manager or his designated representative for evaluation. Copies of the application shall be forwarded by the City Manager or his designated representative to affected City departments for review, cost estimation and recommended action. Each department shall designate a representative to be responsible for returning departmental responses to the City Manager or his designated representative within 10 working days of receipt of the application by the department. The City

Manager or his designated representative may call departmental representatives together for committee review of any requests. Departmental recommendations and costs estimates shall be forwarded to the City Manager or his designated representative for final review and recommendation to the City Council. The City Council shall approve or disapprove the application within 45 days of its receipt by the City Clerk. The City Clerk shall notify the applicant of any action taken by the City Council. Such notice shall be forwarded by regular mail to the address indicated on the application. Each organization co-sponsoring an event with the City shall submit a financial report showing detailed expenses and revenues collected in connection with the co-sponsored event to the City Clerk within 30 days following the event.

SECTION 3. This ordinance shall not apply to any event authorized by separate ordinance, state or federal law, including, but not limited to, parades, street closures and events covered by contract.

PASSED AND APPROVED this 4<sup>th</sup> day of February 1988.

*Yolanda Vega*  
M A Y O R

ATTEST: *Anne S. Rodriguez*  
City Clerk

APPROVED AS TO FORM: *Tom Finlay*  
City Attorney

88 06

REQUEST FOR CO-SPONSORSHIP

The following application must be filled out in its entirety by a duly authorized individual of your organization. This application must be filed with the Office of the City Clerk at least forty-five (45) days prior to the event for which you are requesting co-sponsorship.

The City of San Antonio shall give priority to those events which serve a public purpose and which contribute to tourism, which involve the local community, and which enhance the image of our city.

Following receipt of this application, the City Clerk will forward a copy to the City Manager's Office for subsequent review and evaluation by City staff. Final consideration of your request will be the responsibility of the City Council.

APPLICATION

Name of Organization Requesting Sponsorship \_\_\_\_\_

Address \_\_\_\_\_

Name of Contact Person \_\_\_\_\_

Telephone Number \_\_\_\_\_

Purpose of Organization \_\_\_\_\_

\_\_\_\_\_ Non-Profit

\_\_\_\_\_ Profit

Title of Event \_\_\_\_\_

Date of Event \_\_\_\_\_

Location of Event \_\_\_\_\_

Hours of Event \_\_\_\_\_

Purpose of Event \_\_\_\_\_

Anticipated Revenue \_\_\_\_\_ From What Sources? \_\_\_\_\_

Admission Charge \_\_\_\_\_ (yes) \_\_\_\_\_ (no) If Yes, Amount \_\_\_\_\_

Proceeds to Serve What Purpose? \_\_\_\_\_

Other Co-Sponsoring Entities \_\_\_\_\_

EXHIBIT A

Does This Event Involve Street Closures?  Yes  No

Which Streets? \_\_\_\_\_

For What Duration of Time? \_\_\_\_\_

Does Your Organization Carry Liability Insurance?  Yes  No

Name of Insurance Company and Policy No. \_\_\_\_\_

What are the Limits? \_\_\_\_\_

A copy of your insurance coverage must accompany this application.

Does This Event Involve Music?  Yes  No

Will This Event Involve the Sale or Consumption of Food?  Yes  No

Will This Event Involve the Sale or Consumption of Alcoholic Beverages?  
 Yes  No

Does Your Organization Have Liquor Liability Insurance?  Yes  No

What are the Limits? \_\_\_\_\_

Will Your Liability Policies Name the City of San Antonio as Additionally Insured?  Yes  No

Does Your Organization Already Receive Funding From the City of San Antonio?  
 Yes  No

**\*Services Your Organization Will Require:**

Facility - Which One(s)? \_\_\_\_\_

Staging - How Many and What Type? \_\_\_\_\_

Stage Crew

Chairs

Tables

Fire Inspections

On-Site Cleanup

Security

Street Sweeping

Traffic Control

Trash Receptacles

Other:

Electricians

\_\_\_\_\_

Electrical Inspections

\_\_\_\_\_

Health Inspections

\_\_\_\_\_

Contractual Services:

- \_\_\_\_\_ Barricades
- \_\_\_\_\_ Chemical Toilets
- \_\_\_\_\_ Sound System
- \_\_\_\_\_ Stage Lighting

Other:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\*As necessary, City staff may recommend additional services to include fencing, water, additional power sources, etc., the cost of which may be the responsibility of your organization.

Please summarize what benefits this event will generate for the City of San Antonio:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

If your application is approved, the City may require that a post financial report be submitted to the City Manager's Office within thirty (30) days following your event.

\_\_\_\_\_  
Signature of Applicant

\_\_\_\_\_  
Title

\_\_\_\_\_  
Address

\_\_\_\_\_  
Telephone Number

# CITY OF SAN ANTONIO

05-01-01

Interdepartment Correspondence Sheet

412

AGENDA ITEM NO. \_\_\_\_\_

TO: City Council

FROM: Karen L. Kliewer

COPIES TO: Parks and Recreation Department; Market Square Department

SUBJECT: Policies and Procedures for City Co-Sponsorships

Date February 1, 1988

## SUMMARY AND RECOMMENDATION

The purpose of the ordinance is to establish policies and procedures which will serve as guidelines for the City of San Antonio when considering requests from outside organizations for co-sponsorship. The established procedures are to be followed by outside organizations requesting co-sponsorship from the City. The policy will also establish a procedure for the City of San Antonio through which a thorough evaluation of the financial impact of co-sponsorship as well as direct benefits to the City can be assessed.

It is recommended that the City Council approve the ordinance.

## BACKGROUND

The City of San Antonio recognizes that special events are an integral part of the tourism industry in San Antonio. All events, regardless of their size or duration, contribute to the ambiance of the city, attract visitors, and involve residents from the local community. The proposed co-sponsorship policy will provide an opportunity to coordinate special events for the greatest benefit of the City of San Antonio and the sponsoring groups. Staff will work closely with sponsoring groups to assist them with scheduling in order to avoid conflicts with other events as well as to determine what City resources can be provided and when the City is better able to provide them.

## POLICY RECOMMENDATION

### I. Co-sponsorships

The City of San Antonio shall not enter into a co-sponsorship agreement with any outside organization, when the request is initiated by an outside organization, prior to following the recommended procedure of evaluation and approval. Co-sponsorship shall be defined for the purpose of this policy as any situation where the City of San Antonio is named as a

presenter or participant in the execution of an event and when the City is being asked to provide facilities or services without full compensation for the direct benefit of an outside organization. Examples of such services include free rental of space, security, inspections, clean-up, etc. The sponsoring agency shall clearly state in its request for co-sponsorship what public purpose shall be served by the event. All co-sponsorships will be presented to the City Council for final approval.

Staff will develop a list of standardized policies for limits on insurance, services or facilities which will accompany the application.

## II. Sponsorships

It is recognized that the City of San Antonio shall maintain the right to initiate events of a public purpose which directly benefit the City financially and/or promotionally and which may involve sponsors and/or outside organizations. These events are approved by the City Council as a part of the annual budget. Many events are programmatic and are an integral part of the department's services to the public.

## III. Contractual Agreements

Instances where the City of San Antonio has a separate contractual agreement with an organization shall not be affected by this policy.

A listing of events for each of the categories above is attached.

### RECOMMENDED PROCEDURE

All events staged by outside organizations which involve fee waivers, traffic control, street closures, etc., will require the following procedures:

The organization requesting co-sponsorship shall file an application with the City Clerk at least forty-five (45) days prior to the event to provide adequate time for review, coordination and, as necessary, Council approval. A non-waivable/non-refundable filing fee of twenty-five dollars (\$25.00) is recommended.

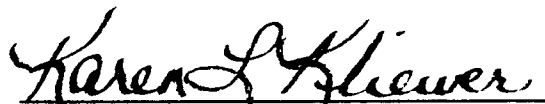
Once the form is filed, it will be forwarded to the City Manager or his designee for evaluation and coordination.

Copies of the form will then be forwarded to the affected departments for review, recommendations and cost estimates. Each department shall appoint a designated representative to be responsible for returning departmental responses to the City Manager or his designee within ten (10) working days of the receipt of the application. When necessary, the City Manager or his designee may call departmental representatives together for committee review of a request. Once staff review is completed, a recommendation and cost information will be forwarded to the City Manager for final review and recommendation to the City Council.

#### FOLLOW-UP PROCEDURES

In cases where the City Council has approved co-sponsorship, and when an event is executed by an outside organization, the City shall require a post financial report to be submitted by the sponsoring organization no more than thirty days following the event.

This policy and procedure will be reviewed in one year to determine necessary modifications.



Karen L. Kliewer  
Karen L. Kliewer, Director  
Intergovernmental Relations

Approved:



Louis J. Fox  
City Manager

CITY OF SAN ANTONIO DEPARTMENT OF PARKS AND RECREATION

SPONSORED EVENTS

Alamo City Open Tennis Tournaments (Jrs./Srs.)	July Fourth Celebration - San Pedro Park
Alamo Plaza Tree Lighting	Junior Championship Tennis Tournament
Alva Jo Fischer Women's/Girls' Fast Pitch	Kirby Newbourn Men's Fast Pitch Tournament
Amateur Boxing Shows (4)	Lark in the Park - San Pedro Park
Arbor Day Celebration - Botanical Center	Levels #3 Tennis Tournament
Brown Bag Days Concerts	Levels #4 Tennis Tournament
Children's Garden Program - Botanical Center	MASA Basketball Tournament
Christmas Card Design Contest	McFarlin Fall Open (Jrs. and Srs.)
City Junior Golf Championship	McFarlin Spring Junior Tennis Open
City Men's Amateur Golf Championship	Men's Slow Pitch Tournament
City Women's Amateur Golf Championship	Mother's Day Celebration - La Villita
Co-ed Slow Pitch Tournament	National Boy's Hardcourt Tournament
Community Center Fishing Contest	Prime Time Invitational Tournament
Community Center Fun Festival	Santa's Barge on the River
Community Center Hoop Shoot Contest	Senior Citizen Amateur Golf Championship
Community Center Kite Festival	Senior Citizen's Fun Walk
Concerts - Rosedale Park	Senior Grand Prix
Concerts - Sunken Garden Theater	South Texas Major Zone Tennis Tournament
Educational Programs - Botanical Center	Spring Fling Levels #1 Tennis Tournament
Fandango	Summer Games (Games Program)
Fiesta Adult Tennis Tournament	Team Tennis League
Fishing Classes and Fishing Tournament	Tempo
Girl Scout Double Dutch Contest	Texas Children's Day
Grandparents Fun Day	Texas State Wheelchair Tournament
Gunn City Championships	UTSA Women's Hardcourt Championship
Halloween Safety Bash	Viva Botanica - Botanical Center
Hispanic State Fair - La Villita	William Bouble Handicapped Golf Tourney
Holiday River Lighting	Winston Fall Slow Pitch Classic
Jazz'SAlive - Travis Park	Winston Spring Slow Pitch Classic
	Women's Slow Pitch Tournament

CITY COUNCIL APPROVED SPONSORED EVENTS

Martin Luther King Celebration  
New Year's Eve at Alamo Plaza

CITY OF SAN ANTONIO DEPARTMENT OF PARKS AND RECREATION

CO-SPONSORED EVENTS

<u>Event</u>	<u>Sponsoring Organization</u>
Glowworm Men's Fast Pitch Tournament	Glowworm Athletic Club
Highland Park Christmas Carol	Highland Park Neighborhood Association
Highland Park Spring Festival	Highland Park Neighborhood Association
Holiday River Parade	Paseo del Rio Association
Horticultural Expo	Bexar Co. Horticultural Educational Comm.
Hot Shot Contest	Y.M.C.A.
Old Timers Softball Tournament	Old Timers Association
Pancake Breakfast	North San Antonio Chamber of Commerce
St. Patrick's Parade	Harp and Shamrock Society
Tareada	Guadalupe Cultural Arts Center
Telethon Navidena	Market
Tower Climb	Cystic Fibrosis Foundation
Xeriscape Program	South Texas Xeriscape Committee
Zoobilation	San Antonio Zoo

CITY COUNCIL APPROVED CO-SPONSORED EVENTS

<u>Event</u>	<u>Sponsoring Organization</u>
Las Colonias Marathon	Westside Y.M.C.A.
St. Paul Square Summer fest	
Take Pride in the East Side	Eastside Economic Development Agency
Target '90 July Fourth Celebration	Target '90

CITY OF SAN ANTONIO DEPARTMENT OF PARKS AND RECREATION

CONTRACTUAL EVENTS

<u>Event</u>	<u>Sponsoring Organization</u>
Christmas Open House Bazaar	San Antonio Junior Forum
San Antonio Park Partners Program	Junior League, San Antonio Parks Foundation
Team Tennis	Domino's Pizza, San Antonio Tennis Assoc.

CITY OF SAN ANTONIO MARKET SQUARE DEPARTMENT

SPONSORED EVENTS

The Return of the Chili Queens  
Fiesta del Mercado  
Autumn Fest  
Fiestas Navidenas

July Fourth Celebration  
El Mercado Birthday/Labor Day  
Celebration

CO-SPONSORED EVENTS

<u>Event</u>	<u>Sponsoring Organization</u>
Paseo del Marzo	Centro Cultural Atzlan
Cinco de Mayo Celebration	Mexican-American Cultural Center
Fiestas Patrias	LULAC Council No. 648
It's Kicker Time	Mertz Sausage, Oink Inc.

CONTRACTUAL EVENTS

<u>Event</u>	<u>Sponsoring Organization</u>
Spring Renaissance Fair	Degan Bela Galeria
San Antonio Conjunto Shootout	Southside Branch YMCA
Teach the Children	Cap West, Pepsi Cola
50's & 60's Blowout	Downtown YMCA
Accordian Abuse Fest	Westside Branch YMCA
Trovadores Summer Festival	Market Square Association
Octoberfest in Market Square	Farmers Market Association
Trovadores Fall Festival	Market Square Association