



NOTICE OF A PUBLIC MEETING
AN AGENDA OF A REGULAR MEETING OF THE CIVIC EVENTS ADVISORY BOARD
THE CITY OF SAN ANGELO, TEXAS
11:00 a.m. – Thursday, October 2, 2014
McNease Convention Center, South Meeting Room
501 Rio Concho Drive

THE MCNEASE CONVENTION CENTER IS ACCESSIBLE TO PERSONS WITH DISABILITIES. ACCESSIBLE ENTRIES AND SPECIALLY MARKED PARKING SPACES ARE AVAILABLE AT BOTH MAIN ENTRANCES AT SURBER DRIVE AND RIO CONCHO DRIVE. IF ADDITIONAL ASSISTANCE IS NEEDED TO OBSERVE OR COMMENT, PLEASE NOTIFY CIVIC EVENTS MANAGER ANGELICA PENA AT THE CONVENTION CENTER OR AT 653-5328 AT LEAST 24 HOURS PRIOR TO THE MEETING.

In an effort to provide our viewing public with information on the various City Boards and Commissions, this meeting will be recorded and broadcasted on Local Government Channel 17 every Wednesday at 3pm, all month long. For a schedule of all broadcasts, contact the Public Information Office at 481-2727 or visit our Web site at www.cosatx.us.

As a courtesy to those in attendance, please place your cell phone on "Silent" or "Vibrate"

I. OPEN SESSION

A. Call to Order

B. Public Comment

The Board takes public comment on all items in the Regular Agenda. Public input on a Regular Agenda item will be taken at its appropriate discussion. Public input on an item not on the Agenda or Consent Agenda may be identified and requested for consideration by the Board at this time. The Board may request an item to be placed on a future agenda, or for a Consent Agenda item, to be moved to the Regular Agenda for public comment.

II. CONSENT AGENDA

1. Consideration of approving July 24, 2014 joint meeting minutes.
2. Presentation of monthly financial report and event calendar.

III. REGULAR AGENDA: PUBLIC HEARING AND COMMENT

3. Update on Foster Communications Coliseum roof project, discussion and consideration of additional roof work on the VIP room of the Coliseum and any action in connection thereto.
4. Update and discussion on Convention Center sewer line project.
5. Update and discussion on Stripes River fest 2014.
6. Consideration and discussion of amending the Civic Events Facility policies and any action in connection thereto.
7. General discussion on the in-kind support policy.
8. Consideration of future agenda items.
9. Adjournment.

Given by order of the CIVIC EVENTS ADVISORY BOARD and posted in accordance with Title 5, Texas Government Code, Chapter 551, September 26, 2014 at 5:00 pm

Angelica Peña, Civic Events Manager

A joint meeting of the Civic Events Advisory Board and Convention & Visitor's Bureau Advisory board was held at 11:00 a.m. Thursday, July 24, 2014, in the North meeting room of the McNease Convention Center, 501 Rio Concho Drive.

Civic Events Advisory Board members present: Timothy Condon, Mark Stevenson, Mikala Brownfield, Darlene Jones, Don Barnhart, and Scott Zaruba

Convention & Visitor's Bureau Board members present: Cynthia Lackey, Harry Thomas, Jim Hughes, Vicki Chambers, Margaret Hoogstra, Rick Mantooth, Janet Halfmann, Tom Thompson, Bernay Sheffield, Kim Jameson, Dana Calhoun, Robert Ramirez, Del Velasquez

City staff members present: Angelica Peña, Carl White, Bob Bluthardt

CVB & Chamber staff present: Pamela Miller, Phil Neighbors, Suzanna Aguirre, Jenni Campbell

Guests present: Dave Robertson from Pearl of the Concho Hotel, Allison Causey, Tx Forts Trail intern

I. OPEN SESSION

A. Call to order: Ms. Peña called the meeting to order at 11:10 a.m.

B. Public comment: None.

II. CONSENT AGENDA

1. Consideration of approving June 26, 2014 meeting minutes.

2. Presentation of monthly financial report and event calendar. Mr. Stevenson made a motion to approve the consent agenda as presented, Mr. Zaruba seconded. Mr. Zaruba called for the vote and the motion passed unanimously.

III. REGULAR AGENDA: PUBLIC HEARING AND COMMENT

3. Update on Ft. Concho Stables AC project. Mr. Bob Bluthardt gave an update on the AC project. He mentioned that the work was complete and that the Ft. Concho Stables are now a 12 month a year facility. He has had 4 new rentals since the AC was installed, In addition to the AC, the contractors have put in additional lighting since the new roof covered the existing lighting. Minor concrete work has been done as well as the

installation of new ceiling fans. Mr. Bluthardt mentioned that the facility can hold up to 500 people and that the new improvements help the tourism business. Harry Thomas, who serves on the Fort. Concho museum board, spoke briefly on the project and the opportunities it will yield.

4. **Sales & Marketing Update.** Mrs. Pamela Miller gave an update on a new marketing tool the CVB is using that allows for a larger Facebook advertising reach and provides marketing in other cities outside of San Angelo. Mrs. Miller stated that the City now has a larger presence in the Travel Host magazine. In the past, the CVB only participated in the Forts Trail Co-Op but now the CVB will have a monthly ½ page ad. Mrs. Miller also reported that Texas Country reporter news had reported on two local stories, one was Fiddle Fire Catering and the other was Country Up Chocolates. Texas Country will come back later on in the year to do a new story on the Indian mural that is going to be located downtown. Mrs. Jenni Campbell commented that she spoke to three different drag boat racers and that they all mentioned that they noticed San Angelo was featured in the Texas Country reporter TV show. Mrs. Miller stated that the CVB has contracted now for a year and a half and extending the contract will be on the agenda for the next CVCB Board meeting. She mentioned that her office receives numerous calls from people who mention that San Angelo is a Top Texas Town. Mrs. Miller went on to discuss that the Travel Host magazine featured a story on the EnPleinAir art show taking place in October of this year. Mrs. Miller mentioned that the latest edition of Texas Highways and Texas Monthly did feature an article on the American Plains artist art exhibit in the Quartermaster Gallery at Ft. Concho. General discussion took place regarding the location of the Indian mural, which will be on the Anna Thomas, CPA building in downtown Beauregard. Mrs. Jenni Campbell provided an update on two bids she is currently working on, the Texas downtown association for 2016, and the Meat Science Association/ASU for June 2016-2019. Mrs. Campbell mentioned that the Texas Extension 4H would take place at the Wells Fargo next week and that it would bring in approximately 200 participants. She mentioned the Young Teacher's Academy held a conference in the Convention Center the week prior and that the CVB recently went on a sight tour for the Police Games. Mrs. Campbell said she has seen an increase in the number of basketball tournaments, golf tournament, and family reunion business. Jenni is also working with SKG and the City of San Angelo on a new boat ramp for the boat races in 2015. She mentioned the Energy Expo would be taking place next week and also that she is working on marketing for the boat races. She hopes to draw a large ASU crowd since school will be in session during the races. Mrs. Suzanna Aguirre gave an update on what she is currently working on. A bid was put in for the Texas Police Games in 2016 and she expects to hear an answer soon. Mrs. Aguirre has been contacting former business such as the Amusement

Centers that have had past conventions to see if they would be interested in revisiting San Angelo. She also reported that the Fireman's Association could not use our Convention Center because they needed 40,000 square feet available for their trade show and that the Texas Police Chief Conference also chose another location that had hotel and meeting space all in one place. Mrs. Aguirre is working on a bid for the Texas Young Farmers association for 2017.

5. **New hotel update.** Mr. Phil Neighbors reported the following new hotels were coming to San Angelo: Hawthorne, Residence Inn, Home 2 Suites, Courtyard by Marriot, and Wingate by Wyndham. There is a Hilton Inn & Garden Suites hotel which has ceased construction until the management company sees how our market reacts with the influx of new hotels. The Pearl on the Concho is expected to open in November and will offer 165 rooms. There is also rumor of an Extended Stays hotel and a Holiday Inn at the old K-mart site off of Houston Harte.
6. **Mid-year survey.** Mrs. Pamela Miller reported that the percent of people who come into town for conventions is not very high because generally they do not come to the Visitor Center. Convention Packets are given out at either the host hotel or convention center and business travel does not really stop unless they need a map. The top reasons visited for mid-year mark were Vacation followed by Weekend Getaway
7. **Update on Foster Communications Coliseum roof.** Ms. Angelica Peña gave an update on the roof project. As of the meeting, 100% of the tear off of the existing roof would be complete. The next step is to install the insulation boards and then go over them with the new Duro-Last roofing material. The progress is slow but steady and the job will be completed before the end of September.
8. **Discussion regarding expansion of the McNease Convention center.** Ms. Angelica Peña gave an overview of recent discussions the Civic Event Advisory board had been engaged in regarding expanding the Convention Center. Holding a joint CVB/CEB meeting to gauge everyone's interest was one of the board's recommendations. In working with the CVB, Ms. Peña learned that our City would not have been able to host a large convention because we did not have enough hotel rooms to accommodate larger groups. Now that we have a wide selection of available hotel rooms the City needs to have a space large enough to accommodate the conventions. Ms. Peña mentioned that the City is behind the curve on expanding the Convention center but she is looking forward to working with an architecture firm to see what kind of options are available. At this point the next step is to identify the scope of the project and establish a budget. Next, funding sources would need to be identified. There are a combination of different options to include HOT funds, possibly ½ cent

sales tax funds, TIFFS, and grants. Ms. Peña will be contacting architectural firms to get cost estimates on developing full scale plans. She mentioned that she would be going to the CE board soon with the cost estimates to ask for a recommendation on how to fund the cost of the plans.

9. **Roundtable updates.** Pamela Miller handed out promotional info on Tulia Boats, a new steamboat attraction on Lake Nasworthy. She reminded everyone that on August 21st, Drew Darby was going to speak about tourism issues in legislation for 201. The meeting will be held at Ft. Concho. The Annual Tourism Awards Luncheon would take place at the Ft. Concho Stables on September 9th. There will be three awards given at the ceremony. Mrs. Margaret Hoogstra gave an update on the Forts Trails and mentioned a new RV'ing blog titled, "Are we there yet, mom?" She also noted that there is a recent trend that shows people are now starting to travel west to east. Mrs. Hoogstra introduced her intern, Allison. Harry Thomas mentioned that the bandstand project at Fort Concho parade grounds would be completed by November. Jim Hughes invited everyone to the 15th Annual Wakeboarding competition. He also discussed benefits of expanding the Convention Center and mentioned that he fully supported the project. Mr. Hughes talked about the 11th Annual West Texas Legislative Summit taking place the following week in the Convention Center. He mentioned that many Texas legislators were going to speak over the course of the three day event and he invited everyone to take part in it. Phil Neighbors mentioned that the Chamber of Commerce board was going to hear presentations from an air service marketing consultant to try and bring a new airline to San Angelo. Tom Thompson reported that the Rodeo Association is prepping for the upcoming Roping Fiesta. Mark Stevenson introduced the new SACAC executive director, Cynthia Lackey. Charlotte Anderson reported that our local SAMs club had a new general manager, Andy Meier. She also mentioned that the club has lost four managers recently and are working to fill the positions. Charlotte also reported that club membership is up and gas prices are down. Carl White talked about the addition of a new basin at the International Water Lily Collection. He also mentioned that he is working on a new boat ramp at Spring Creek park for the boat races next year. He is working with the purchasing department to put out a request for proposals for a concessionaire for the food court area at the Bosque, and for a company to run all recreational activities there as well. He mentioned that River fest takes place September 19 and 20, 2014. Kim Jameson reported that the Cactus hotel now had social media feeds and a revamped website. She encouraged everyone to attend a Bridal & Quince showcase taking place August 3rd at the Cactus hotel. All proceeds will be donated to Hospice. Bernay Sheffield reported that the restaurant association is working on the Taste of San Angelo and invited everyone to a Senior send off event, featuring the Texas Tech Masked Rider on

August 14. Cynthia Lackey reported that she is working on the Cactus Music series and encouraged everyone to like the SACAC page on Facebook.

10. Announcements and soliciation of future agenda items. None.

11. Adjournment: . Meeting adjourned at 12:15 p.m.

THE CITY OF SAN ANGELO, TEXAS
Schedule of Revenues and Expenditures
Fiscal Year through August 31, 2014

92% of
Year Lapsed

Civic Events - Fund 410

	Dept	Original Budget	Current Budget	Month Actual	YTD Total	YTD W/Enc	Over/(Under) Budget	% Realized
Beginning Fund Balance		2,317,312	2,317,312			2,317,312		
<u>Hotel/Motel</u>								
Revenue:								
Hotel/Motel Tax		1,750,000	1,750,000	335,190	2,904,400	2,904,400	1,154,400	166.0%
EXPENDITURES:								
San Angelo Chamber of Commerce	6604	795,000	825,000	66,250	728,750	728,750	(96,250)	88.3%
San Angelo Cultural Affairs Council	6604	87,500	87,500	11,723	128,461	128,461	40,961	146.8%
Revenue Over/(Under) Expenditures		867,500	837,500	257,217	2,047,189	2,047,189	1,209,689	
<u>Coliseum</u>								
Revenues		240,440	240,440	20,120	237,579	237,579	(2,861)	98.8%
Expenditures	6601	217,625	207,235	32,914	159,832	160,122	(47,113)	77.3%
Revenue Over/(Under) Expenditures		22,815	33,205	(12,794)	77,747	77,457	44,252	
<u>Civic Events Concessions</u>								
Revenues		32,000	32,000	8,395	39,587	39,587	7,587	123.7%
Expenditures	6607	-	-	-	-	-	-	0.0%
Revenue Over/(Under) Expenditures		32,000	32,000	8,395	39,587	39,587	7,587	
<u>Civic Events Riverstage</u>								
Revenues		13,000	13,000	300	7,050	7,050	(5,950)	54.2%
Expenditures	6605	17,580	17,580	2,208	12,038	12,038	(5,542)	68.5%
Revenue Over/(Under) Expenditures		(4,580)	(4,580)	(1,908)	(4,988)	(4,988)	(408)	
<u>Convention Center</u>								
Revenues		186,180	186,180	22,081	224,408	224,408	38,228	120.5%
Expenditures	6603	151,960	141,640	26,630	116,087	119,913	(21,727)	84.7%
Revenue Over/(Under) Expenditures		34,220	44,540	(4,549)	108,321	104,495	59,955	
<u>Farmers Market/Pavilion/Paseo Grounds</u>								
Revenues		10,240	10,240	773	15,535	15,535	5,295	151.7%
Expenditures	6606	18,750	19,409	229	2,527	2,527	(16,882)	13.0%
Revenue Over/(Under) Expenditures		(8,510)	(9,169)	544	13,008	13,008	22,177	
<u>Non-Departmental</u>								
Payroll Expenditures	6604	618,028	640,559	52,669	582,849	582,849	(57,710)	91.0%
Administration	6604	224,660	595,004	9,807	580,150	583,930	(11,074)	98.1%
Capital & Maintenance	6699	101,760	926,927	342,722	413,675	825,231	(101,696)	89.0%
Contingencies	6699	18,997	4,716	-	-	-	(4,716)	0.0%
Non-Departmental Expenditures		963,445	2,167,206	405,198	1,576,674	1,992,010	(175,196)	
<u>Other/Capital/Transfers</u>								
Interest		-	-	211	4,684	4,684		
Advertising Revenue	6604	20,000	20,000	-	6,562	6,562		
Other Revenues		20,000	20,000	211	11,246	11,246		
Revenue Over/(Under) Expenditures		-	(1,213,710)	(158,082)	715,461	296,009		
Ending Fund Balance		2,317,312	1,103,602			2,613,321		

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<h1>October 2014</h1> <p style="text-align: right;">as of 9-30-14</p>						
(IA) Indoor Arena 4602 Cuero St. (CC) Convention Center - 501 Rio Concho (EM) City Hall East - 72 W. College (COL) Coliseum - 50 E. 43 rd (FM) Farmers Market 609 S. Oakes			(PG) Paseo Grounds (PW) Paseo-58 E. Ave. D (PE) Paseo - 20 E. Ave. D (RS) RiverStage - 16 E. Ave. A (PCP) Pecan Creek 8455 Country Club			
		Farmer's Mkt.	1 River Fest (SMR) TEEX (UPS/NMR)	2 Farmer's Mkt. COSA- PARD (SMR) TEEX (UP/NMR) COSA-CEB (SMR)	3 SA Symphony (reh) CC	4 Farmer's Mkt. SA Symphony Guild Rect(UPS) Christoval Cowboy Chur.(IA) Roberts (RS) SA Symphony Performance (CC) ViaFranco (PE)
5 Valdez (UP-A) JBF Sale (move-in COL)	6 COSA-Zoning (SMR) JBF Sale (move-in COL)	7 Farmer's Mkt. COSA-Uway (EM) SAPD (UP-B) Financial Svc. Ctr. (LMR) JBF Sale (move-in COL)	8 SAPD (UP-B) COSA –Public Arts (SMR) JBF Sale (move-in COL)	9 Farmer's Mkt. SAPD (UP-B) Episcopal Church (CC) COSA– Staff (EM) JBF Sale (COL)	10 Episcopal Church (CC) JBF Sale (COL)	11 Farmer's Mkt. COSA-Civil Service (NMR) Rodriguez (PE) Pineda (PCP) Torres (LMR) JBF Sale (COL)
12 JBF Sale (COL)	13 SA State Living Ctr. (move-in) COSA-Constr. Brd. (SMR)	14 Farmer's Mkt. COSA-Uway (EM) SA State Living Ctr. (LMR & NMR) SAPD (UP-B)	15 SA State Living Ctr. (LMR-NMR) SAPD (UP-B) COSA – TIRZ (SMR) COSA –Airport (SMR)	16 Farmer's Mkt. COSA – DHRC (SMR) COSA-Animal Services (SMR) Devon (LMR-A)	17 Berenstain Bears (CC) 325-658-64694	18 Farmer's Mkt. SA Catholic Diocese (CC) Christoval Cowboy Church (COL) Decoty (PCP) Asian Cultural Fest (PG)
19 ASU Music *CC (move-in & reh)	20 ASU- reh Spooktacular (CC) COSA – Planning (SMR)	21 Farmer's Mkt. COSA-Uway (EM) ASU- reh Spooktacular (CC) CITY COUNCIL (MTG. (SMR)	22 COSA-Eco. Dev Corp (SMR) WTRC (move-in)	23 Farmer's Mkt. SASSRA (COL) COSAPARD(SMR) COSA-Staff (EM) COSA-CEB (SMR) Hand (PW) Public Mtg. (EM) WT Rehab Dinner Show (CC)	24 SASSRA-Cowboy Collectibles*move-in (COL) Pina Reh.Dinner (NMR)	25 Farmer's Mkt. Cowboy Collectibles (COL) Pina Wed Recp. (LMR & NMR) Medina (PW) Martin (PCP) Knudsen (PE)
26 Cowboy Collectibles (COL)	27	28 Farmer's Mkt. COSA-Uway (EM) COSA-Dwntwn Dev. (SMR)	29 COSA – HR/Risk (EM)	30 Farmer's Mkt. COSA-HR/Risk (EM) COSA-CEB (SMR)	31 CV Dog Show *move-in (COL) COSA-HR (EM) State Health (UPS-A) 	

Memo

To: Civic Events Advisory Board
From: Angelica Peña, Civic Events Manager
Date: September 29, 2014
Re: Update on Foster Communications Coliseum roof project

The Coliseum roof project is nearing completion. The contractor, Harrison roofing, started on the project on May 15, 2014 and were given 120 calendar days to complete the project which would make the deadline October 24, 2014. They are on track to finish on time.

One concern going into the project was the amount of decking that would need to be replaced. This was an unknown until the existing roof material was removed. Luckily only 20 3' x 4' sections needed to be replaced, which was significantly less than we expected.

To date, we have processed one payment application to Duro-Last, in the amount of \$329,122.76, leaving a remaining base bid project balance of \$253,410.74 and a contingency balance amount of \$116,716.38. We expect to process a payment soon for the entire base bid once the work is complete, leaving a contingency balance of \$116,716.38.

We received an estimate from Duro-Last to reroof the VIP room of the Coliseum, which was not included in the base bid. The estimate for the project is \$32,181.05. At Thursday's meeting we will discuss whether or not we want to use a portion of the contingency to go ahead and re-roof the VIP section as well.

Memo

To: Civic Events Advisory Board
From: Angelica Peña, Civic Events Manager
Date: October 1, 2014
Re: Update on Convention Center sewer line project

The Convention Center sewer line project is not only complete but under budget. If you recall, last December, City Council authorized an expenditure of \$50K for the sewer line project. Staff met with two different plumbing contractors to identify the problem with the sewer line. There was a span of 120 feet of old pipe that fed into the main sewer line that needed to be replaced. Soon after the project started, the plumbers discovered that the plumbing on the grease trap was actually draining back into the building, rather than away from it so they corrected that as well. The entire building's sewer line was hydro jetted to remove trash in the existing lines.

The project was completed in 2 and a half weeks and the total expended was \$13,698.23. At Thursday's meeting, I will show pictures of the old and new line.

Memo

Date: September 26, 2014
To: Civic Events Advisory Board Members
From: Carl White, Parks & Recreation Director
Subject: Agenda Item for October 2, 2014, Civic Events Advisory Board
Contact: Carl White, Parks & Recreation Director, 234-1724
Caption: Regular Agenda Item
Report and discussion on Stripes River Fest 2014.

Summary: We're pleased to report that the Stripes River Fest 2014 was a success!

Having implemented lessons learned from last year we improved the event so thousands of participants had a great time. As with last year, there were unique challenges to overcome, but in the end we were able to host a well-attended event and stay "in the black."

Attached to this memo is a report on the event, including key lessons learned as well as the post-event budget.

History: River Fest was held on September 19 and 20, 2014.

Financial Impact: The Stripes River Fest 2014 ended up with a net gain of roughly \$7,000.

Related Vision Item: Promotion of activity downtown.

Other Information/
Recommendation: The Parks and Recreation Advisory Board met to discuss this matter at their meeting on October 2, 2014.

Attachments: Presentation

Presentation: Verbal and PowerPoint.

Publication: N/A

Reviewed by
Director: Rick Weise, Assistant City Manager

Report on Stripes River Fest 2014 (October 2, 2014)

Why River Fest?

We're pleased to report that the Stripes River Fest 2014 was a success!

- Objective – to host a community event to celebrate the river parks, downtown, the arts and life in San Angelo.

Goals:

- Attendance of 8,000-10,000. ✓
- Break even financially or make some money for a follow up event. ✓
- Have some beneficial economic impact. ✓
- Have (mostly free) fun and entertainment for the community for a little more than a day. ✓

Challenges:

- Weather, again – affected both concerts, washer pitching tournament, chili cook-off and out-of-town attendance in general.
- Concert cancellations.
- Color run saturated market.
- Limited support staff.
- Funding – required sponsorships of at least \$20,000.
- Competing events.

Major Pluses:

- Most activities free or very affordable (we received several compliments on this).
- Brought together several organizations to work together.
- Highlight river and downtown.
- Lots of good feedback (continued interest for this event).
- Good level of sponsorships, donations and financial support outside of City.
- Satisfied our title sponsor, Stripes.
- Raised \$_____ for the Wounded Warrior Project.
- Ended "in the black" with about \$7,000.

Estimated Attendance:

- **Overall was about 9,200.**
- Friday night concert about 600.
- Color Up 5K about 1,100 with participants and volunteers.
- Golf tournament about 60.
- Lily Fest about 200.
- Art in Uncommon Places "Butterfly Doors" tours about 20.
- Neff's area – Kids' Court, Car Show, Chili Cook-off, paddle boats, etc. about 6,200.
- Vega Washer Pitching Tournament about 300.
- Girl Scout canoe races about 300.
- Downtown San Angelo Glow Pub Walk about 20.
- Saturday night concert about 400.

Most Popular:

- Kids Court.
- Color Up 5K.
- Concerts.

- Washer Pitching Tournament.
- Girl Scout canoe races.
- International Water Lily Collection

Other Things to Consider/Lessons Learned:

- End Lily Fest earlier (4 pm, not 6 pm).
- Add a separate teen area and activities.
- Keep the affordable and comprehensive activity wrist bands for the kids.
- Have a different theme/twist for the fun run next year.
- Consider adding new activities like: Irving Street Slide, Lantern glow event, etc.
- Consider not having a Friday night concert and moving all concert music to Saturday during the day and night; make free, if possible.
- Modify the food and drink concession layout so lines don't conflict.
- "Bid out" the food and drink concessions with a minimum bid and limit to one type of food vendors up to 8 vendors total.
- Consider having staff wear a consistent shirt.
- Add a few more performers.
- Consider adding a volleyball tournament, maybe as part of the teen area.
- Consider adding some horseshoe playing areas.
- Reduce the number of golf carts used from 4 to 2 or 3.
- Reduce the number of t-shirts for sale from 300 to 100.

Finances – see post-event budget below:

Revenues:

\$21,000	sponsorships
\$4,922	Color Up 5K
\$1,900	concessionaires at Neffs area
\$1,692	San Angelo Host concessions proceeds
\$2,860	Friday night concert ticket sales (286 tickets x \$10 ea.)
\$240	vendor fees for arts & crafts booth set ups
\$4,638	Kids' Court activities and paddle boats (wrist band sales)
\$252	t-shirt sales
\$37,504	note, does not include in-kind support

Expenses:

(\$890.00)	printing: brochures (\$120), signs (\$173), McLaughlin (\$500)
(\$2,400.00)	marketing: cable (\$800), SA Live (\$200), Sat Concert (\$400), bracelets (\$324), Fri concert (\$550)
(\$8,623.00)	concerts Friday (\$5,000) and Saturday (\$3,500) nights, hotel (\$123)
(\$3,395.00)	portable restrooms and hand-washing stations
(\$1,911.00)	T-shirts and polos
(\$2,813.00)	insurance
(\$3,280.00)	Kids' Court (inflatables, petting zoo, tents, etc.)

(**\$3,500.00**) sound system for concerts
(**\$1,750.00**) security
(**\$1,000.00**) tents
(**\$375.00**) street performers
(**\$420.00**) badges for staff and volunteers
(**\$130.00**) life guards
 \$0.00 no charge for golf carts, dumpster, trash cans and recycling containers

(**\$30,487.00**)

\$7,017.00

Memo

To: Civic Events Advisory Board
From: Angelica Peña, Civic Events Manager
Date: September 29, 2014
Re: Amending Civic Events Facility policies

Over the course of the past 6 months, the Civic Events policies and procedures committee has met to go over the Civic Events Policies and procedures and make recommendations to amending them.

We will go over each change, line by line, at Thursday's meeting, to see if the board would like to adopt the changes and recommend approval to City Council.

Memo

To: Civic Events Advisory Board
From: Angelica Peña, Civic Events Manager
Date: September 29, 2014
Re: Discussion on in-kind support policy

In September of 2010, City Council opted to suspend Civic Events in-kind support until certain fund balance requirements were met. There were exceptions made for the Friends of the Library book sale, Tops in Blue performance, July 3 Pops concert, and other state and federal holiday related events that are free to the entire community. These events continued receiving in-kind support.

Looking back at the minutes of the September 7, 2010 minutes, I was not able to find any detail on what exactly the fund balance requirements were. At this point, CE has a fund balance of over \$2.6 million. At Thursday's meeting, the board will discuss whether or not they would like to re-instate the in-kind support policy or if they would prefer to continue the moratorium.