



## MEMORANDUM

**TO:** Mayor and Council

**FROM:** Marc A. Ott, City Manager

A handwritten signature in black ink, appearing to be "MAO", written over the name "Marc A. Ott, City Manager".

**DATE:** November 7, 2014

**SUBJECT:** Long-Term Analysis of Special Events

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The purpose of this memo is to inform you that staff will soon be bringing forward an update regarding Council Resolution No. 20140501-036, which “directed the City Manager to investigate potential methods for funding costs associated with special events.” In addition, I have directed the Special Events Office to take the lead in developing recommendations to address safety and coordination issues that seem to increase each year, especially for many of our larger events.

As you know, Austin continues to attract more and more special events each year. At the same time, many of our historical special events have grown over the years in scope and intensity. Traffic congestion, alcohol consumption, crowd management, and allocation of resources continue to be a challenge. I believe we need to take a more in-depth examination on how to best manage the growth of large-scale events and thereby maintain Austin’s status as one of America’s most livable cities.

One of the key areas of focus will be the prospect of developing multi-year agreements with large-scale event organizers. Multi-year agreements have the potential to enable organizers as well as City staff to be in a better position to predict and control the impact of these events on our community. This would be in contrast to our current year-to-year approach, which consistently presents significant challenges to staff because the demands from these events vary annually. Some of the other possible benefits of this approach, we believe, will result in better traffic management, reduced public safety overtime, timely public notification and scheduling, just to name a few.

I have directed staff to take the next several months to gather the necessary information to develop recommendations that can be evaluated as we begin discussion of the upcoming FY2015-2016 budget process.

Please feel free to contact me should you have any questions. Thank you!

cc: Deputy City Manager/Assistant City Managers