

**CITY OF SAN ANTONIO
INTERDEPARTMENTAL MEMORANDUM
OFFICE OF CULTURAL AFFAIRS**

TO: Mayor and City Council

FROM: Felix Padrón, Director Office of Cultural Affairs

THROUGH: Terry M. Brechtel, City Manager

COPIES: Roland A. Lozano, Assistant to the City Manager

SUBJECT: Authorizing an agreement between the City of San Antonio, the American Cancer Society, Cow Parade Holdings Corporation and Daisy's Dream Foundation to hold a public art event titled "Cowparade San Antonio"

DATE: November 4, 2002

SUMMARY AND RECOMMENDATIONS

This Ordinance authorizes the City Manager or her designee to enter into an agreement with the American Cancer Society, Cowparade Holdings Corporation and Daisy's Dream Foundation to hold a public art event titled "Cowparade San Antonio". This ordinance will allow for the City of San Antonio to provide and coordinate in-kind services with the American Cancer Society and Cow Parade Holding to exhibit artist-designed cows in public locations around San Antonio. The City services include, storage, limited transportation, artists' designs and placement approval, and promotional/ marketing support.

The majority of the fiberglass cows will be displayed in and around the downtown area to provide easy access to the local residents and visitors. The ordinance also allows for the City of San Antonio to receive ten percent (10%) of the sales net proceeds, and for the City Store to develop and sell Cowparade merchandise.

Staff recommends approval of this ordinance.

BACKGROUND

In 1998, Cowparade was conceived and executed in Zurich, Switzerland by artists Beat and Erna Seeberger-Quin. The City of Zurich spent two years organizing the event and to great success displayed 800 cows. In November of that year, the City of Chicago decided to proceed with the first USA Cowparade with 322 cows in June of 1999. Since Chicago, Cowparade has evolved to become the world's largest premier public art event and exhibited in such cities as New York, Kansas City, Houston, Las Vegas, and London.

Cowpade is a public exhibition that places life size fiberglass cows designed and created by host city artsits in city landscapes for the public to view and interact with. While the base cow sculptures remain the same, each city's artists are challenged by the creations from the past events, inspired by the cultural influences and history of their cities, and moved by their own interpretation of the cow as an object of art. Cowparade is funded through individual and corporate sponsorships that allow a broad cross-section of the host city to contribute. Through these sponsorships, increased tourism, and Cowparade merchandise sales, the event has raised hundreds of millions of dollars for charities and city governments all over the world.

BACKGROUND (continued)

Now in 2002 – 2003 the cows are coming to San Antonio to turn our streets into a forum for public art, creativity and innovation. Local artists will give San Antonio a distinct style that will make this event truly belong to our beautiful city. From the airport to downtown San Antonio residents and tourist will see this exhibit.

Most importantly, "Cowparade San Antonio" will benefit local charity and the arts community. At the conclusion of the event, the cows are herded up and many are auctioned, with a substantial portion of the proceeds benefiting charity. In San Antonio, the charitable beneficiaries will be the American Cancer Society and the Office of Cultural Affairs who will receive ten percent (10 %) of sales net proceeds. "Cowparade San Antonio" will help stimulate tourism activities, support the arts, turn our city streets into an outdoor museum, raise the national and international profile of San Antonio, and support the fight against cancer.

"Cowparade San Antonio" is scheduled to begin placing the cows in the downtown area during the holiday season on November 29, 2002, and on January 18, 2003. The live auction is tentatively scheduled for May 15, 2003. The City of San Antonio will also be sponsoring three cows to support these efforts.

POLICY ANALYSIS

This ordinance is consistent with the Office of Cultural Affairs goals of supporting Cultural Tourism initiatives as an economic development strategy, and to maintain and develop funding for programs that address the OCA's mission.

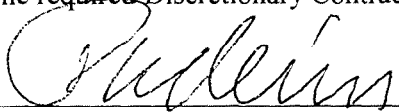
FINANCIAL IMPACT

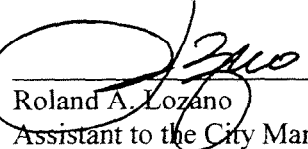
There is no impact on the General Fund.

COORDINATION

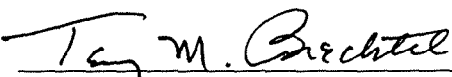
The terms of this agreement has been coordinated with the Mayor's Office, the Convention Visitor Bureau, Economic Development, Asset Management, Park and Recreation, Planning, Public Works and Finance Departments, the City Attorney's Office, and the Cultural Arts Board.

The required Discretionary Contracts Disclosure forms are attached.


Felix Padrón
Director of Office of Cultural Affairs


Roland A. Lozano
Assistant to the City Manager

Approved:


Terry M. Brechtel
City Manager

City of San Antonio
Discretionary Contracts Disclosure

*For use of this form, see City of San Antonio Ethics Code, Part D, Section 1&2
Attach additional sheets if space provided is not sufficient*

Disclosure of Parties, Owners, and Closely Related Persons

For the purpose of assisting the city in the enforcement of provisions contained in the City Charter and the code of ethics, an individual or business entity seeking a discretionary contract from the city is required to disclose in connection with a proposal for a discretionary contract:

(1) the identity of any individual who would be a party to the discretionary contract;

N/A

(2) the identity of any business entity that would be a party to the discretionary contract: _____ and the name of:

(A) any individual or business entity that would be a subcontractor on the discretionary contract;

N/A

(B) any individual or business entity that is known to be a partner, or a parent or subsidiary business entity, of any individual or business entity who would be a party to the discretionary contract;

N/A

(3) the identity of any lobbyist or public relations firm employed for purposes relating to the discretionary contract being sought by any individual or business entity who would be a party to the discretionary contract.

N/A

Political Contributions

Any individual or business entity seeking a discretionary contract from the city must disclose in connection with a proposal for a discretionary contract all political contributions totaling one hundred dollars (\$100) or more within the past twenty-four (24) months made directly or indirectly to any member of City Council, or to any political action committee that contributes to City Council elections, by any individual or business entity whose identity must be disclosed under (1), (2) or (3) above. Indirect contributions by an entity include, but are not limited to, contributions made through the officers, owners, or registered lobbyists of the entity.


To Whom Made: N/A	Amount: 	Date of Contribution:
---------------------------------	------------------------	--------------------------------------

Disclosures in Proposals

City of San Antonio
Discretionary Contracts Disclosure

*For use of this form, see City of San Antonio Ethics Code, Part D, Section 1&2
Attach additional sheets if space provided is not sufficient*

Any individual or business entity seeking a discretionary contract with the city shall disclose any known facts which, reasonably understood, raise a question¹ as to whether any city official would violate Section 1 of Part B by participating in official action relating to the discretionary contract.

Signature: 	Title: Vice President Company: CowParade Holdings Corp.	Date: 11/09/02

¹ For purposes of this rule, facts are "reasonably understood" to "raise a question" about the appropriateness of official action if a disinterested person would conclude that the facts, if true, require recusal or require careful consideration of whether or not recusal is required.

City of San Antonio
Discretionary Contracts Disclosure

*For use of this form, see City of San Antonio Ethics Code, Part D, Section 1&2
Attach additional sheets if space provided is not sufficient*

Disclosure of Parties, Owners, and Closely Related Persons

For the purpose of assisting the city in the enforcement of provisions contained in the City Charter and the code of ethics, an individual or business entity seeking a discretionary contract from the city is required to disclose in connection with a proposal for a discretionary contract:

- (1) the identity of any individual who would be a party to the discretionary contract;

N/A

- (2) the identity of any business entity that would be a party to the discretionary contract: _____ and the name of:

- (A) any individual or business entity that would be a subcontractor on the discretionary contract;

N/A

- (B) any individual or business entity that is known to be a partner, or a parent or subsidiary business entity, of any individual or business entity who would be a party to the discretionary contract;

N/A

- (3) the identity of any lobbyist or public relations firm employed for purposes relating to the discretionary contract being sought by any individual or business entity who would be a party to the discretionary contract.

N/A

Political Contributions

Any individual or business entity seeking a discretionary contract from the city must disclose in connection with a proposal for a discretionary contract all political contributions totaling one hundred dollars (\$100) or more within the past twenty-four (24) months made directly or indirectly to any member of City Council, or to any political action committee that contributes to City Council elections, by any individual or business entity whose identity must be disclosed under (1), (2) or (3) above. Indirect contributions by an entity include, but are not limited to, contributions made through the officers, owners, or registered lobbyists of the entity.


To Whom Made: N/A	Amount:	Date of Contribution:
---------------------------------	----------------	------------------------------

Disclosures in Proposals

City of San Antonio
Discretionary Contracts Disclosure

*For use of this form, see City of San Antonio Ethics Code, Part D, Section 1&2
Attach additional sheets if space provided is not sufficient*

Any individual or business entity seeking a discretionary contract with the city shall disclose any known facts which, reasonably understood, raise a question¹ as to whether any city official would violate Section 1 of Part B by participating in official action relating to the discretionary contract.

Signature: 	Title: Vice President Company: Daisy's Dream Foundation	Date: 11/4/02

¹ For purposes of this rule, facts are "reasonably understood" to "raise a question" about the appropriateness of official action if a disinterested person would conclude that the facts, if true, require recusal or require careful consideration of whether or not recusal is required.

City of San Antonio
Discretionary Contracts Disclosure

*For use of this form, see City of San Antonio Ethics Code, Part D, Section 1&2
Attach additional sheets if space provided is not sufficient*

Disclosure of Parties, Owners, and Closely Related Persons

For the purpose of assisting the city in the enforcement of provisions contained in the City Charter and the code of ethics, an individual or business entity seeking a discretionary contract from the city is required to disclose in connection with a proposal for a discretionary contract:

- (1) the identity of any individual who would be a party to the discretionary contract;

N/A

- (2) the identity of any business entity that would be a party to the discretionary contract:

N/A _____ and the name of:

- (A) any individual or business entity that would be a subcontractor on the discretionary contract;

N/A

- (B) any individual or business entity that is known to be a partner, or a parent or subsidiary business entity, of any individual or business entity who would be a party to the discretionary contract;

N/A

- (3) the identity of any lobbyist or public relations firm employed for purposes relating to the discretionary contract being sought by any individual or business entity who would be a party to the discretionary contract.

N/A

Political Contributions

Any individual or business entity seeking a discretionary contract from the city must disclose in connection with a proposal for a discretionary contract all political contributions totaling one hundred dollars (\$100) or more within the past twenty-four (24) months made directly or indirectly to any member of City Council, or to any political action committee that contributes to City Council elections, by any individual or business entity whose identity must be disclosed under (1), (2) or (3) above. Indirect contributions by an entity include, but are not limited to, contributions made through the officers, owners, or registered lobbyists of the entity.

To Whom Made:	Amount:	Date of Contribution:
None		

Disclosures in Proposals

City of San Antonio
Discretionary Contracts Disclosure

*For use of this form, see City of San Antonio Ethics Code, Part D, Section 1&2
Attach additional sheets if space provided is not sufficient*

Any individual or business entity seeking a discretionary contract with the city shall disclose any known facts which, reasonably understood, raise a question¹ as to whether any city official would violate Section 1 of Part B by participating in official action relating to the discretionary contract.

N/A		
Signature: <i>Janice Darling</i>	Title: <i>Executive Director</i> Company: <i>American Cancer Soc.</i> <i>CowParade San Antonio</i>	Date: <i>11-5-02</i>

¹ For purposes of this rule, facts are "reasonably understood" to "raise a question" about the appropriateness of official action if a disinterested person would conclude that the facts, if true, require recusal or require careful consideration of whether or not recusal is required.