

CITY OF SAN ANTONIO
INTERDEPARTMENTAL MEMORANDUM
PARKS AND RECREATION DEPARTMENT

ITEM NO. 13

TO: Mayor and City Council

FROM: Malcolm Matthews, Director, Parks and Recreation Department

THROUGH: Terry M. Brechtel, City Manager

COPIES: Christopher J. Brady; Finance; Management and Budget; Legal; File

SUBJECT: Clean Zone Ordinance for 2004 NCAA Final Four Basketball Tournament

DATE: January 22, 2004

SUMMARY AND RECOMMENDATIONS

This ordinance authorizes a portion of the downtown area to be designated as a Clean Zone in order to regulate certain commercial activity within public property or right-of-way from March 24, 2004 through April 6, 2004 in preparation for hosting the 2004 NCAA Final Four Basketball Tournament and designates the geographical boundaries for the Clean Zone. The ordinance also provides for the establishment of a special "Clean Zone License" permit that allows sale of NCAA merchandise and it authorizes criminal penalties to be imposed for violations, with a fine not to exceed \$2,000.00.

Staff recommends approval of this ordinance.

BACKGROUND INFORMATION

The City of San Antonio, in conjunction with the University of Texas at San Antonio (UTSA) and the San Antonio Local Organizing Committee (SALOC), has been selected to host the 2004 Men's Final Four Basketball Tournament. The Semi-Finals will be played on April 3, 2004 with the Championship Game on April 5, 2004.

The tournament is expected to bring tens of thousands of visitors to the San Antonio area and is projected to have a significant economic impact. This event provides worldwide positive promotion for San Antonio, as was experienced during previous NCAA Final Four Basketball Tournaments. The SALOC, which is a subcommittee of the San Antonio Sports Foundation (SASF), has assisted with tournament promotion and with coordination of local efforts for the host university, University of Texas at San Antonio (UTSA).

The establishment of the Clean Zone provides that in order to sell NCAA services or goods within the Clean Zone, a person must first seek and obtain a recommendation from the SALOC, then obtain a "Clean Zone License" from the Parks and Recreation Department at a cost of

\$350.00. The geographic boundaries of the Clean Zone are specified in the Ordinance and consist of an area bounded on the north by North St. Mary's Street and McCullough, on the west by Frio, on the south by Durango and Florida and on the east by Hackberry. The Clean Zone includes the area described above and all public property and right-of-way that is adjacent to, or abuts, the boundary streets described. A map showing the geographic boundaries of the Clean Zone is attached.

The Clean Zone License specifies the exact location of the licensee's operation and the licensee must comply with all provisions of the City Code, state and federal laws, including, but not limited to, City Health and Safety Code, and all applicable state and local health and safety laws and regulations. Any person who engages in the activities covered in this Ordinance without acquiring a "Clean Zone License" will be subject to immediate removal of all property related to the unauthorized commercial activity, and may be subject to prosecution for a Class C Misdemeanor and a fine not to exceed \$2,000.00.

Any vendor already authorized to conduct business within the geographic boundaries of the Clean Zone is authorized to continue its authorized activities during the time period specified for the Clean Zone and is not required to obtain a special event license. However, if any such person already approved to conduct business wishes to extend his authorization to include NCAA merchandise, then a "Clean Zone License" is required.

POLICY ANALYSIS

This action is consistent with that taken for previous NCAA Final Four Tournaments. It has been recommended by the NCAA, based on their experience in keeping a pristine, first class non-commercial atmosphere for the public's enjoyment of the Final Four, its related activities and the showcasing of the host city. This ordinance will not effect the operations of the City outside the specified date and boundaries of this event, except that permitting for utility construction within the Clean Zone public ROW will be limited to emergency work that cannot be delayed.

FISCAL IMPACT

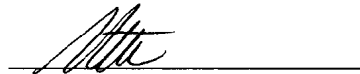
The City will receive revenues of \$350.00 per Vendor Permit issued. Based on the 1998 NCAA Final Four Tournament, the CVB anticipates that the City will receive approximately \$48 million in direct customer impact from this event.

COORDINATION

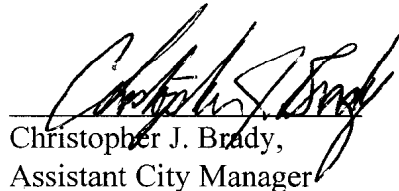
This action has been coordinated with the City Attorney's Office, Public Works Department, the San Antonio Police Department and the Convention and Visitors Bureau. SOLAC and SASF have reviewed and concur with the ordinance.

SUPPLEMENTARY COMMENTS

A Discretionary Contracts Disclosure Form is not required. Staff will work in conjunction with SOLAC to ensure that appropriate notification of this action is made to such groups as: The Downtown Alliance, Market Square Association, St. Paul Square Association, Cattleman Square Association, Paseo del Rio Association and similar downtown organizations.



Malcolm Matthews,
Director of Parks and Recreation



Christopher J. Brady,
Assistant City Manager

Approved:



Terry M. Brechtel
City Manager

