

MEMORANDUM

TO: Donna Barron, City Manager

FROM: James Kunke, Community Relations & Tourism Director

DATE: October 15, 2018

SUBJECT: **Consideration of a Variance to the Lewisville City Code Section 2-201, Fee Schedule, Regarding Waiving Fees Associated with Best Little Brewfest in Texas on October 20, 2018, and Authorizing a Fundraiser Event on City Property, as Requested by Cloud9 Charities.**

BACKGROUND

Cloud9 Charities was started by area resident Kim Cloud, along with friends and business contacts, as a way to raise money for various charities and medical research organizations. The group has raised more than \$1 million in the past 15 years, mostly coming through four major annual events – a motorcycle ride, an art gala, a fashion show, and a craft beer event.

The first “Best Little Brewfest in Texas” was held June 2013 at Texas Motor Speedway. The event raised \$42,581 for Alzheimer’s Association Caregivers and for teen suicide prevention through Communities in Schools of North Texas.

Event organizers were pleased with the first-year event. However, experiences at the event and responses to post-event surveys showed that they likely could attract a larger crowd and reduce expenses if the event were relocated. Because many of the event planners and volunteers are from the Lewisville area, the group approached the City and moved the event to Old Town Lewisville, where it has remained ever since. The City is a partner in the event, providing a cash sponsorship and in-kind marketing services.

This year’s event will be held October 20, a seasonal shift from the previous event date in June.

City Council has waived special event fees each year since 2014, and Cloud9 Charities has submitted the same request for this year’s event.

Per council policy, City Council approval is required for fundraiser events held at city facilities.

ANALYSIS

A key component of a successful downtown revitalization program is the promotion of events. City contribution of in-kind items – those services that use existing personnel and materials – can provide tremendous support for events operated by outside agencies. These third-party events supplement the slate of City-produced events with generally less impact on City staff.

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Event activities will be held on Church and Charles streets, inside and on the grounds of MCL Grand, on the grounds of City Hall, and in Wayne Ferguson Plaza. Street closures follow the same schedule as in past years so do not require City Council approval. Impacted businesses have been notified and detour markers will be set out for the Church Street restaurants.

The total value of the requested fee waiver is unknown because the Special Event Permit application is still being processed, but waivers in past years have totaled about \$6,200. This includes street closures, police officers on site, a medic unit and two firefighters on site, Parks crews to assist in set up and clean up, and overall event management consultation and coordination.

Craft beer events continue to be very popular and the number of craft breweries in Texas continues to climb. Vendor participation and ticket sales have been strong each year, with an estimated total crowd of more than 5,000 people at the 2017 event. With cooler October temperatures, a larger turnout is expected this year.

RECOMMENDATION

That the City Council approve the fee waiver requested by Cloud9 Charities, and approve the Best Little Brewfest in Texas fundraiser event in Old Town Lewisville on Saturday, Oct. 20.