

AN ORDINANCE **77395**

AUTHORIZING A THREE MONTH AGREEMENT WITH THE FOUNDATION FOR CULTURAL ARTS IN SAN ANTONIO ("LAS CASAS") WHEREBY THE CITY WILL ALLOW TEN SPACES OF FREE PARKING AT THE MID-CITY PARKING GARAGE FOR USE DURING EVENTS STAGED AT THE MAJESTIC THEATRE DURING APRIL, MAY, AND JUNE, 1993.

* * * *

WHEREAS, the FOUNDATION FOR CULTURAL ARTS IN SAN ANTONIO ("LAS CASAS"), a Texas Non-Profit Corporation, has been instrumental in the historic preservation and renovation of the Majestic Theatre; and

WHEREAS, fund-raising efforts are now underway to renovate the Empire Theatre; and

WHEREAS, as part of such efforts LAS CASAS will soon launch a formal membership drive for the San Antonio Cultural Arts District; and

WHEREAS, some of the perks that will be included with the higher level memberships will be dining discounts at La Mansion del Rio Hotel and a convenient theatre ticketing service; and

WHEREAS, with the approval of this Ordinance limited free parking in the MID-CITY PARKING GARAGE for ten (10) spaces during April, May, and June, 1993 will also be added to the membership package; and

WHEREAS, in exchange for said free parking, which involves a loss of \$1,500.00 in parking revenues, LAS CASAS will provide at no cost, certain advertisement of the MID-CITY PARKING GARAGE that LAS CASAS will sponsor through their mail-outs to 10,000 households in the San Antonio area, which advertisement will emphasize the convenient parking at the MID-CITY PARKING GARAGE, while attending events at the Majestic Theatre; and

WHEREAS, savings to the CITY OF SAN ANTONIO in the cost of such advertising is a promotional benefit for the parking garage in excess of the \$1,500.00 revenue loss and, hopefully, this will encourage future usage at the garage during off peak times when the garage is under utilized; NOW THEREFORE:

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF SAN ANTONIO:

SECTION 1. A Parking Agreement is hereby approved with the FOUNDATION FOR CULTURAL ARTS IN SAN ANTONIO for free parking in the MID-CITY PARKING GARAGE for the months of April, May, and June, 1993 for no more than ten (10) events at the Majestic Theatre, with ten (10) parking cards to be issued by said foundation to no more than fifty (50) of its members, with parking limited to show nights and after 5:30 p.m., such parking being in exchange for promotional advertising for said garage, the cost of which will exceed the revenue loss for such free parking.

SECTION 2. This Ordinance and the December 21, 1992 and February 1, 1993 letters from the FOUNDATION FOR CULTURAL ARTS IN SAN ANTONIO (also known as the "LAS CASAS FOUNDATION") to the CITY OF SAN ANTONIO, such letters being affixed hereto as Attachment I, manifest and constitute the Agreement between the CITY OF SAN ANTONIO and said FOUNDATION, as approved in SECTION 1 above, without the need to execute a formal written Parking Lease Agreement.

PASSED and APPROVED on this 18th day of February, 1993.

Robert W. Wolff
M A Y O R

ATTEST: *Norma S. Rodriguez*
City Clerk

APPROVED AS TO FORM: *David B. Casas*
City Attorney

93-07

ARTS & CULTURAL AFFAIRS
AVIATION
BUILDING INSPECTIONS
BUILDING INSPECTIONS-HOUSE NUMBERING
CITY ATTORNEY
MUNICIPAL COURT (REGINA)
REAL ESTATE (FASSNIDGE)
REAL ESTATE (WOOD)
REAL ESTATE (HUBBARD)
TRIAL SECTION
CITY MANAGER
TRAVIS BISHOP, ASST. TO CITY MGR.
CODE COMPLIANCE
INTERGOVERNMENTAL RELATIONS
INTERNATIONAL RELATIONS
YOUTH INITIATIVES
CITY PUBLIC SERVICE-GENERAL MANAGER
CITY PUBLIC SERVICE-MAPS & RECORDS
COMMUNITY DEVELOPMENT
COMMUNITY INITIATIVES
CONVENTION & VISITORS BUREAU
CONVENTION FACILITIES
DOME DEVELOPMENT OFFICE
ECONOMIC DEVELOPMENT
FINANCE DIRECTOR
ASSESSOR
CONTROLLER
GRANTS
RISK MANAGEMENT
TREASURY
FIRE DEPARTMENT
HOUSING TRUST
INFORMATION SERVICES
INTERNAL REVIEW
LIBRARY
MANAGEMENT SERVICES (BUDGET)
MANAGEMENT SERVICES (PERSONNEL)
MARKET SQUARE
METROPOLITAN HEALTH DISTRICT
MUNICIPAL COURTS
PARKS & RECREATION
PLANNING
DISABILITY ACCESS OFFICE
LAND DEVELOPMENT SERVICES
POLICE DEPARTMENT
POLICE DEPARTMENT-GROUND TRANSPORTATION
PUBLIC INFORMATION OFFICE
PUBLIC UTILITIES
PUBLIC WORKS
CAPITAL PROJECTS
CENTRAL MAPPING
ENGINEERING
PARKING DIVISION
REAL ESTATE (BILL TOUDOUZE)
SOLID WASTE
TRAFFIC ENGINEERING
PURCHASING & GENERAL SERVICES
SAN ANTONIO WATER SYSTEM (SAWS)

ITEM NO. 30

MEETING OF THE CITY COUNCIL DATE: FEB 18 1993

MOTION BY: _____ SECONDED BY: _____

ORD. NO. 77395 ZONING CASE _____

RESOL. _____ PETITION _____

	ROLLCALL	AYE	NAY
ROGER PEREZ DISTRICT 1			
FRANK PIERCE DISTRICT 2			
LYNDA BILLA-BURKE DISTRICT 3			
REYNALDO NIETO DISTRICT 4			
JUAN F. SOLIS III DISTRICT 5			
HELEN AYALA DISTRICT 6			
YOLANDA VERA DISTRICT 7			
BILL THORNTON DISTRICT 8			
WEIR LABATT DISTRICT 9			
LYLE LARSON DISTRICT 10			
NELSON WOLFF MAYOR			

93-07

FILE (over) "MID-CITY PARKING GARAGE" Form #2

CONSENT AGENDA

ATTACHMENT I

Ordinance No. **77395**
Passed and Approved on FEB 18 1993, 1993

Letters of Parking Agreement
(Mid-City Parking Garage/Majestic Theatre)

between

CITY OF SAN ANTONIO

and

FOUNDATION FOR CULTURAL ARTS IN SAN ANTONIO
also known as the
"LAS CASAS FOUNDATION"



21 December 1992

Ms. Dana Hickey
Parking Administrator
City of San Antonio
243 North Center
San Antonio, Texas 78202

Dear Ms. Hickey:

Las Casas Foundation has been focused on helping people get to the Majestic Theatre conveniently and form parking habits that enable them to feel more at ease in moving about the downtown area.

In February, Las Casas plans to launch a formal membership program for the San Antonio Cultural Arts District. At different contribution levels, a person may benefit in a way that makes his or her trip to the Majestic a more pleasurable and convenience experience. Some of the perks include a eating discount card at La Mansion del Rio Hotel and a convenient ticketing service.

We request from the City the ability to offer members a limited number of complimentary parking passes (between three and five) at the Mid-City garage. To limit the numbers of cars, this will be offered to members in one of the upper membership categories. The passes could be offered with an expiration date, permitting usage within perhaps a six-month period of time, and only during a Majestic performance. In a mailing to approximately 10,000 homes, we will identify the Mid-City by a graphic or logo.

In this way, we will be able to draw people from other parking areas that may be further away and less convenient. We want them to form habits of parking at the Mid-City and using the new passageway from the garage. Additionally, parking at the Mid-City heightens the perception of safety for those who do not frequent the downtown area.

Thank you for your consideration of our request. We will need a confirmation from you by the middle of January. If you need additional information, please call me at 223-4343.

Sincerely,

Mary Margaret McAllen

Mary Margaret McAllen
Projects Director

① About 20 events at Majestic in 3 mos
② No Matinees (due to monthlies)
③ 3 months
④ limit 3 permits per membership
⑤ limit 15 Formed Mar
⑥ Revenue \$2,700
⑦ City Council approval needed to waive fee 5;

BOARD OF DIRECTORS

- Jocelyn L. Straus
Founding Chairman
- Guillermo Nicolas
Vice President
- Curtis C. Gunn, Jr.
Treasurer
- Mrs. Betty L. Murray
Secretary
- Frank Z. Ruttenberg
Legal Counsel
- Robert M. Cavender
- Marilyn Cockburn
- Lt. Col. George H. Ensley
- Miriam Grossman
- Roxana Hayne
- Dr. Robert L. M. Hilliard
- Karen Hixon
- Jarratt Jones
- John B. Lahourcade
- Bernard Lifshutz
- Nancy Loeffler
- Linda Guerra Matthews
- Charline McCombs
- Dr. David Papermaster
- Aaronetta H. Pierce
- Inell Schooler
- Melissa Stenicka
- The Hon. William E. Thornton
- Elliott Z. Cohen
Advisor
- Mary Margaret McAllen
Projects Director
- Christina Avena
Administrative Assistant
- Betty H. Ludwig
Volunteer Coordinator

Post-It™ brand fax transmittal memo 7671 # of pages 1

To	Joe R	From	BM
Co.		Co.	
Dept.		Phone #	
Fax #	270 4406	Fax #	



1 February 1993

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Administrative Assistant
- Betty H. Ludwig
Volunteer Coordinator

Ms. Dana Hickey
Parking Manager
City of San Antonio
P.O. Box 839966
San Antonio, Texas 78283

Dear Dana:

Upon review of your response to our request for a parking promotion at the Mid-City Garage, we concur with your ideas and propose the following:

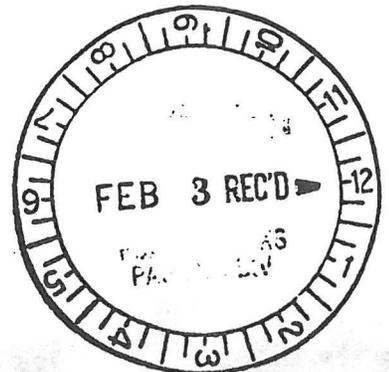
Free parking for the months of April, May, and June for no more than 10 events at the Majestic Theatre. This plan will be offered on a limited basis and issued to no more than 50 Las Casas members. Las Casas will issue 10 parking cards to the member, each bearing an expiration date of June 30, 1993, to be surrendered to the garage attendant at the time of parking on the date of the performance. These cards will be assigned by number to the Las Casas member to assist with identification. (This offer will be limited to show nights and after 5:30 p.m.)

We will be happy to identify the Mid-City Garage in our membership mailing to the public. This identification will include a map of the route to the garage.

Thank you for your assistance and consideration in this proposal.

Sincerely,

Mary Margaret McAllen
Projects Director



CITY OF SAN ANTONIO
Public Works Department

CONSENT AGENDA
30

INTERDEPARTMENT CORRESPONDENCE SHEET

TO: Mayor and City Council
FROM: John L. German, P.E., Director of Public Works
COPIES TO: file
SUBJECT: FREE PARKING FOR 10 MAJESTIC THEATRE EVENTS

DATE: Feb. 4, 1993

SUMMARY AND RECOMMENDATIONS:

This ordinance will authorize a three month agreement with the Las Casas Foundation whereby the City will allow ten spaces of free parking at the Mid-City Parking Garage to each of 50 members of Las Casas for their use during events staged at the adjacent Majestic Theatre during April, May and June, 1993.

We recommend approval of this ordinance.

This free parking is in exchange for certain advertisement of the Mid-City Parking Garage that Las Casas will sponsor through their mail-outs to 10,000 households in the San Antonio area. The advertisement will emphasize the convenient parking at the Mid-City Garage while attending events at the Majestic Theatre. The benefit of this free parking is a promotional plus for both the parking garage and the various theatre events staged by Las Casas. Hopefully, this will encourage future usage at the garage during off peak times when the garage is under utilized.

POLICY ANALYSIS:

This agreement will assist with the promotion of the Majestic Theatre and encourage the night time utilization of the Mid-City Garage. It is consistent with the City's policy of improvement to the downtown commercial environment.

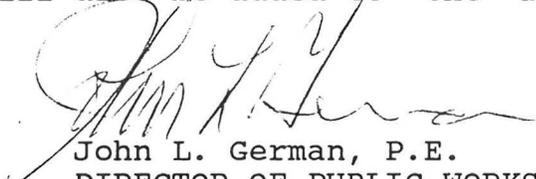
FINANCIAL IMPACT:

The Mid-City Garage operation is generating the level of revenue that was anticipated. However, this special arrangement with Las Casas is projected as a \$1,500 revenue loss to the Parking Fund during the three month period.

February 4, 1993

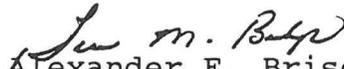
BACKGROUND:

Las Casas will soon launch a formal membership drive for the San Antonio Cultural Arts District. Some of the perks that will be included with the higher level memberships will be dining discounts at La Mansion del Rio Hotel and a convenient theatre ticketing service. With the approval of this ordinance authorizing the three month program, limited free parking will also be added to the membership package.



John L. German, P.E.
DIRECTOR OF PUBLIC WORKS

APPROVED:



Alexander E. Briseño
CITY MANAGER

JLG/RMM/cma