



# City of San Antonio

## Agenda Memorandum

### File Number:

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**Agenda Item Number:** 41

**Agenda Date:** June 6, 2024

**In Control:** City Council A Session

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**DEPARTMENT:** Convention and Sports Facilities

**DEPARTMENT HEAD:** Patricia Muzquiz Cantor

**COUNCIL DISTRICTS IMPACTED:** District 1, District 2

**SUBJECT:**

Establishment of a Clean Zone Program for the 2025 Men's NCAA Final Four Tournament

**SUMMARY:**

This Ordinance enacts a Clean Zone Program for the 2025 Men's NCAA Final Four Tournament ("Event") from Thursday, March 20, 2025 through Thursday April 10, 2025.

**BACKGROUND INFORMATION:**

The City of San Antonio, in conjunction with event promoters, hosts certain major events which attract thousands of visitors collectively to the San Antonio area, create exposure and publicity, and generate significant economic impact. In 2006, City Council passed Ordinance No. 2006-11-02-1256 which created the Privately Controlled Property Vending Program to regulate vending in the River Walk area. In 2009, City Council also approved Ordinance 2009-06-11-0501 establishing a Clean Zone Program for specific events hosted by the City. The program designated geographic boundaries for the Clean Zone in the downtown area, provided for special Clean Zone license permits and established criminal penalties to be imposed for violations.

The Clean Zone was first enacted for the 1998 Men's Final Four Basketball Tournament. The City has since enacted Clean Zones for subsequent NCAA events and other events, including the annual

Alamo Bowl. The Clean Zone was recommended by the NCAA to provide an unparalleled, non-commercial atmosphere for attendees and to showcase the host city for the public's enjoyment of the Final Four and its related activities.

## **ISSUE:**

This action enacts a Clean Zone program, including Clean Zone periods and boundaries, and establishes a Clean Zone license permit and penalties for the 2025 Men's NCAA Final Four Tournament.

The Clean Zone requires that immediately preceding a major event, any requests to vend goods or services within the downtown area must be reviewed and approved by the event promoter, along with the requestor's obligation to obtain a Clean Zone license permit from the City. The Clean Zone is intended to control the influx of vendors in the downtown area that attempt to capitalize on the major event, as well as control ambush marketing. Ambush marketing is any activities by entities which are not sponsors of the event to associate themselves with that event. The Clean Zone ultimately reduces the amount of unlicensed merchandise peddled unlawfully in the downtown area, allows the City to present the downtown area appropriately to attendees of the event, and reduces the ability of companies to inundate the downtown area with inappropriate marketing mechanisms.

The geographic boundaries of the recommended Clean Zone consist of an area bounded by E. Martin St., N. St. Mary's St., McCullough Ave. and Nolan on the north; N. Frio St. on the west; El Paso St., Arsenal, Washington, Turner St., Camargo, Labor. and Florida St. on the south; and S. Hackberry St. on the east. The proposed Clean Zone boundaries for this Event encompass the Event venues, official Event hotels, fan hotels and potential ancillary Event venues and includes high traffic areas in the public rights of way in order to address health and safety concerns.

The recommended Clean Zone Program also established a criminal penalty of \$2,000.00 for violations.

## **ALTERNATIVES:**

Without enacting the Clean Zone program, the downtown area may be susceptible to an influx of many temporary vendors. In some instances, these vendors can create issues within the right-of-way and their operations could be a detriment to the public's health, safety and/or welfare, in addition to attempting to sell unlicensed merchandise.

While the periods and boundaries of the Clean Zone program may be adjusted, the recommendations were developed based on information garnered from similar events held in the past.

**FISCAL IMPACT:**

Minimal revenue is expected from this action as the primary purpose is to control commercial activities, protect the public's enjoyment and safety, and present the City in the best possible manner for these major events.

Revenue generated from Clean Zone license permits will be credited to the General Fund.

**RECOMMENDATION:**

Staff recommends establishment of a Clean Zone Program as specified.