



# City of San Antonio

## Agenda Memorandum

**File Number:**

---

**Agenda Item Number:** 15

**Agenda Date:** April 10, 2025

**In Control:** City Council A Session

---

**DEPARTMENT:** Center City Development & Operations

**DEPARTMENT HEAD:** John Jacks

**COUNCIL DISTRICTS IMPACTED:** District 1

**SUBJECT:**

Main Plaza Management and Programming Agreement

**SUMMARY:**

This ordinance authorizes the execution of an agreement between the City of San Antonio and the Main Plaza Conservancy, a 501(c) (3), to provide event programming and concessions within Main Plaza. The agreement establishes a structure for the Conservancy to fundraise and contribute toward improvements to the Plaza that are priorities for the Conservancy. The City will provide \$250,000 annually to support the programming and management of the plaza. Funding is available in the General Fund and the Hotel Occupancy Tax Fund FY 2025 Adopted Budget. Funding for future years is contingent on City Council approval of the annual budget.

**BACKGROUND INFORMATION:**

In 2008, City Council approved a five-year management agreement with Main Plaza Conservancy (MPC) to be responsible for programming and maintenance within Main Plaza. MPC's specific responsibilities included event scheduling and promotion, selection and management of quality concession operators, daily grounds cleaning, and maintenance of landscape, fountains, lighting and public restrooms. That agreement was extended for five additional years. In 2018, City Council approved a six-year extension agreement to the management contract though the City took

over responsibility for landscaping and maintenance of the improvements within the Plaza. The current agreement has expired and the City and MPC have negotiated a five-year extension for Council's consideration. In addition, funding support of \$50,000, annually, from the Hotel Occupancy Tax will support production of The Saga.

In the FY 2023 budget process, a capital project was initiated to resolve ADA violations and maintenance issues in Main Plaza. The budget for the Main Plaza capital project is \$10 million. MPC and its Board subsequently advocated for broader improvements beyond what was envisioned and budgeted for by the City. In working with MPC and the project architect, a schematic design was developed that incorporated the Conservancy's priorities. Those enhancements include a food and beverage building with a multi-use covered outdoor area to accommodate outdoor dining and function as a stage during activations. MPC's scope also includes the replacement of the existing rigging or structure that houses the projectors for The Saga show. These enhancements are expected to increase the overall project cost by \$5 million. MPC has committed to funding those improvements.

#### **ISSUE:**

MPC is seeking to enter into a funding agreement with the City for the period October 1, 2024, to September 30, 2029. The City will provide \$250,000 annually to support the programming and management of the plaza. Funding is available in the General Fund and Hotel Occupancy Tax Fund FY 2025 Adopted Budget.

#### **Capital Project & Fundraising Commitments**

This five-year Management and Programming Agreement also includes multiple fundraising deadlines for the Conservancy's requested project enhancements. The Conservancy has advocated for these improvements and agreed to fund them through a capital fundraising campaign. Should they fail to meet the below deadlines, or not meet the \$5 million total fundraising commitment, the City will move forward with the base project scope, which is consistent with the project budget previously approved by City Council.

The fundraising commitments for MPC are below:

<b>Date</b>	<b>Cumulative Amount to Fundraise</b>
February 28, 2025	\$200,000
August 31, 2025	\$2,200,000
December 12, 2025	\$3,700,000
June 20, 2026	\$5,000,000

Main Plaza Conservancy will provide \$200,000 in funding to the City to cover the design cost for their enhancements. The full \$5 million contribution to fund these enhancements will be raised prior to June 20, 2026, and provided to the City no later than July 15, 2026. These fundraising deadlines will allow the project to advance without delay. Receipt of funds by July 15, 2026, will

allow the City to include the scope in the awarded construction contract. All funding provided by MPC related to this agreement will be deposited in the capital project for Main Plaza.

**ALTERNATIVES:**

City Council could choose not to approve the Main Plaza Conservancy agreement and either issue a request for proposals to identify a different organization to program Main Plaza or direct City staff to undertake the programming of Main Plaza.

**FISCAL IMPACT:**

This ordinance authorizes the execution of an agreement between the City of San Antonio and the Main Plaza Conservancy, a 501(c) (3), to provide event programming and concessions within Main Plaza. The agreement also establishes a structure for the Conservancy to fundraise and contribute toward improvements to the Plaza that are priorities for the Conservancy. The ordinance authorizes a five-year agreement with Main Plaza Conservancy for the period beginning October 1, 2024, through September 30, 2029, with annual funding in the amount of \$250,000. Funding for this proposed management, programming, and production of the saga is available from the General Fund FY 2025 Adopted Budget in the amount of \$200,000 and \$50,000 from the Hotel Occupancy Tax Fund FY 2025 Adopted Budget. Funding for future years is contingent on City Council approval of the annual budget.

All funding to be provided by MPC related to their fundraising commitments under this contract will be deposited in the capital project for Main Plaza.

**RECOMMENDATION:**

Staff recommends approval of this ordinance.