



# City of San Antonio

## Agenda Memorandum

### File Number:

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**Agenda Item Number:** 20

**Agenda Date:** November 10, 2022

**In Control:** City Council A Session

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**DEPARTMENT:** Office of Historic Preservation

**DEPARTMENT HEAD:** Shanon Shea Miller

**COUNCIL DISTRICTS IMPACTED:** Citywide

**SUBJECT:**

US Travel Association's 2023 IPW Conference in San Antonio

**SUMMARY:**

This Ordinance authorizes actions related to the US Travel Association's 2023 IPW Conference that will be held in San Antonio from May 20-24, 2023.

1. Authorizes the use of wayfinding signage, lighting, projection technology, digital displays, and other event signage for the duration of IPW 2023 conference and authorizes a temporary waiver of City Ordinances related to digital displays and signage within the Downtown Business District between the dates of May 15-26, 2023.
2. Authorizes City staff to execute contracts in an aggregate amount not to exceed \$500,000.00 for lighting, wayfinding, maintenance, programming, landscaping, and supplemental services necessary to support the City in preparation for the conference.

**BACKGROUND INFORMATION:**

U.S. Travel Association's IPW annual meeting is the leading inbound travel trade show. The conference provides a forum for U.S. travel exhibitors to inform international travel buyers and media about their products and to discuss future business. Past IPWs have generated more than

\$5.5 billion in future travel by connecting U.S. travel exhibitors with international travel buyers and media to promote their product and negotiate future business, securing America's position as a foremost global travel destination and showcasing the best of what the U.S. has to offer.

The conference will be held May 20-24, 2023, with move-in at the Henry B. Gonzalez Convention Center beginning on May 16, 2023. It is projected that there will be 5,000 registrants attending the event with the majority of them coming from outside San Antonio. Additionally, there will be over 800 companies exhibiting at the event, including seventeen from San Antonio. In the last five years the event has been held in Denver, CO (2018), Anaheim, CA (2019), Las Vegas, NV (2021), and Orlando, FL (2022). The conference was not held in 2020 due to COVID-19. This is the first time San Antonio has been selected.

In addition to the future economic impact, economist Steve Nivin projects that the convention itself will generate over 54,000 room nights and a direct economic impact of over \$17.9M. The fiscal impacts derived from this spending at the event are estimated to bring in revenues to the State of Texas of about \$1.1M and about \$1.2M to the City of San Antonio.

Hosting the IPW Conference provides the opportunity to showcase San Antonio globally. Visit San Antonio is the local lead for the event and managing all conference logistics including planning the opening and closing events, tours, dinners, and other programming. The City is a partner for the event and will assist with the coordination of several construction projects in the downtown area and will also enhance lighting, landscaping, maintenance, public art, specialty programming, and wayfinding throughout downtown.

#### **ISSUE:**

Staff is requesting authorization to execute various contracts that may be necessary to enhance lighting, landscaping, maintenance, public art, specialty programming, and wayfinding throughout downtown. Staff is also requesting authorization to use wayfinding signage, lighting, projection technology, digital displays, and other event signage for the duration of IPW 2023 and is requesting a temporary waiver of City Ordinances related to digital displays and signage within the Downtown Business District between the dates of May 15-26.

#### **ALTERNATIVES:**

Without these actions, staff will not be able to provide the necessary wayfinding for the IPW Conference or adequately prepare for the approximate 5,000 registrants that will bring future travel opportunities to San Antonio.

#### **FISCAL IMPACT:**

This ordinance authorizes City staff to execute contracts in an aggregate amount not to exceed \$500,000.00 for lighting, wayfinding, maintenance, programming, landscaping, and supplemental services necessary to support the City in preparation for the conference. Funding in the amount of \$500,000 is available from the FY 2023 Convention and Visitor Facilities Fund Adopted Budget.

**RECOMMENDATION:**

Staff recommends approval of these actions.