



# City of San Antonio

## Agenda Memorandum

**File Number:**

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**Agenda Item Number:** 23

**Agenda Date:** March 23, 2023

**In Control:** City Council A Session

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**DEPARTMENT:** Office of Historic Preservation

**DEPARTMENT HEAD:** Shanon Shea Miller

**COUNCIL DISTRICTS IMPACTED:** District 1

**SUBJECT:**

Establishment of a Clean Zone Program for the U.S. Travel Association's 2023 IPW Conference

**SUMMARY:**

This Ordinance authorizes the establishment of a Clean Zone Program for the U.S. Travel Association's 2023 IPW Conference on May 20, 2023, through May 24, 2023.

**BACKGROUND INFORMATION:**

U.S. Travel Association's IPW annual 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 over 5,000 registrants attending the event with most 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.

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.

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 enormous exposure and publicity, and generate significant economic impact. In 2009, City Council approved Ordinance 2009-06-11-0501 establishing a Clean Zone Program for events hosted by the City. The program designates geographic boundaries for the Clean Zone in the downtown area, provides for special Clean Zone license permits and establishes criminal penalties to be imposed for violations of this Ordinance.

A 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 and the requestor must 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 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 and Big 12 Football Championship. The Clean Zone was recommended by the NCAA to provide an unparalleled, noncommercial atmosphere for attendees and to showcase the host city for the public's enjoyment of the Final Four and its related activities.

The geographic boundaries of the Clean Zone consist of an area bounded by E. Martin St., N. St. Mary's St. and McCullough Ave. on the north; N. Frio St. on the west; W. Cesar E. Chavez Blvd. and Florida St. on the south; and S. Hackberry St. on the east.

## **ISSUE:**

This action enacts a Clean Zone program, creating a Clean Zone from 12:01 am on May 20, 2023, until 11:59 pm on May 24, 2023, with boundaries consistent with the Clean Zone Program. The geographic boundaries of the Clean Zone consist of an area bounded by E. Martin St., N. St. Mary's St. and McCullough Ave. on the north; N. Frio St. on the west; W. Cesar E. Chavez Blvd. and Florida St. on the south; and S. Hackberry St. on the east.

## **ALTERNATIVES:**

Without enacting the Clean Zone program, the downtown area may be susceptible to an influx of many temporary vendors. These vendors could create issues with the right-of-way access and their operations could be a detriment to the public's health, safety and/or welfare while attempting to sell unlicensed merchandise. The time periods and boundaries of the Clean Zone program were developed based on information garnered from similar events held in the past, however, adjustment of the time periods and boundaries is possible.

**FISCAL IMPACT:**

This ordinance authorizes the implementation of a Clean Zone from May 20, 2023, through May 24, 2023, with the primary purpose of controlling commercial activities, protect the public's enjoyment and safety, and present the City in the best possible manner for these major events. This ordinance has no fiscal impact.

**RECOMMENDATION:**

Staff recommends approval of the establishment of a Clean Zone.