

<p>SUBJECT: A RESOLUTION AUTHORIZING THE CREATION OF HOUSTON CIVIC EVENTS, INC., A LOCAL GOVERNMENT CORPORATION; APPROVING THE CERTIFICATE OF FORMATION, THE INITIAL BY-LAWS AND A CENTRALIZED DESPOSITORY FOR FUNDS ALLOCATED FOR SPECIAL EVENTS; APPROVE THE INITIAL BOARD OF DIRECTORS AND CHAIR OF THE BOARD; AND, APPROVE OTHER PROVISIONS RELATING TO THE SUBJECT.</p>	<p>Category #</p>	<p>Page 1 of 2</p>	<p>Agenda Item #</p>
---	--------------------------	-------------------------------	-----------------------------

<p>FROM (Department or other point of origin): Susan E. Christian, Director 832-393-0868 Mayor's Office of Special Events</p>	<p>Origination Date 10/31/14</p>	<p>Agenda Date</p>
--	---	---------------------------

<p>DIRECTOR'S SIGNATURE: </p>	<p>Council District affected: All</p>
--	---

<p>For additional information contact: Rashaad V. Gambrell Phone: 832.393.6439</p>	<p>Date and identification of prior authorizing Council action: Ord. 2013-1146, Dec. 11, 2013</p>
--	--

RECOMMENDATION: (Summary)
That City Council approve a resolution authorizing the creation of Houston Civic Events, Inc, a local government corporation, including approval of a certificate of formation, approval of initial bylaws, and approval of Board of Directors.

<p>Amount and Source of Funding: N/A</p>	<p>Finance Budget: N/A</p>
---	---------------------------------------


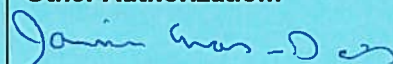
SPECIFIC EXPLANATION:

The Mayor's Office of Special Events (MOSE) promotes quality family-oriented entertainment for Houston citizens and visitors that enhances the image of the city and highlights Houston's diverse culture.

Houston is one of a handful of cities that recognizes the benefits of an organized Civic Celebration Program. The economic and social benefits of the program include: helping to bond communities through positive social interaction; providing both awareness and revenue to hundreds of local, regional and national non-profit organizations through event fund raising; creating a positive image of the City through regional and national event publicity; uplifting the economy by providing thousands of jobs created by the special event industry; filling hotel rooms, restaurants and bars through numerous destination events; generating parking revenue for the City as well as private industry; providing sales tax revenue; and, cost savings of City services realized through consolidated oversight and process improvement.

The administration believes MOSE can increase operational efficiencies and achieve greater transparency for special events by forming a component unit specifically for the purpose of accepting sponsorship funding and event revenues as identified in Chapter 25 of the Code of Ordinances and the distribution of Hotel Occupancy Tax funds as approved by City Council in December 2013.

Formation of Houston Civic Events Inc. (HCE) results in improved operating efficiencies, cost savings through the elimination of management fees on accounts held in Component Units and retention of interest and investment income.

<p>REQUIRED AUTHORIZATION</p>		
<p>Finance Director: </p>	<p>Other Authorization: </p>	<p>Other Authorization:</p>

Subject: A RESOLUTION AUTHORIZING THE CREATION OF HOUSTON CIVIC EVENTS, INC., A LOCAL GOVERNMENT CORPORATION; APPROVING THE CERTIFICATE OF FORMATION, THE INITIAL BY-LAWS AND A CENTRALIZED DESPOSITORY FOR FUNDS ALLOCATED FOR SPECIAL EVENTS; APPROVE THE INITIAL BOARD OF DIRECTORS AND CHAIR OF THE BOARD; AND, APPROVE OTHER PROVISIONS RELATING TO THE SUBJECT.

**Originator's
Initials**

**Page
2 of 2**

HCE will be a 501(c)3 non-profit, local government corporation and component unit created specifically to support the City's Civic Celebration Program. Under the existing structure, donations and sponsorship revenues received by MOSE are currently housed with two component units, Houston Parks Board, Inc. and Central Houston Civic Improvement, Inc. This change would be codified upon passage of the subsequent item.

It is recommended that City Council take action to approve the resolution authorizing the creation of Houston Civic Events Inc., a local government corporation, including: (1) the approval of a certificate of formation; (2) the initial bylaws of HCE's Board of Directors; (3) the authorization for the creation and development of a centralized depository wherein funds allocated for Civic Events may be accessed strictly for City produced special events; and (4) the confirmation of individuals nominated for appointment to HCE's Board of Directors, including the Board Chair.

The proposed Board of Directors has been selected from a cross section of the Houston community. These talented individuals encompass both the diversity of the city and direct knowledge of the special events industry, including sponsorship, marketing and event production, or other experience that would further the mission of the corporation.