

AN ORDINANCE **9 6 9 5 1**

AUTHORIZING THE CITY MANAGER TO NEGOTIATE AND EXECUTE A HOSTING AGREEMENT WITH MISS UNIVERSE L.P., LLLP IN ORDER TO HOST THE 2003 MISS USA PAGEANT AT MUNICIPAL AUDITORIUM SCHEDULED FOR BROADCAST ON MARCH 24, 2003 ON THE NATIONAL BROADCASTING COMPANY (NBC) NETWORK; AND AUTHORIZING PAYMENT IN AN AMOUNT NOT TO EXCEED \$500,000 FOR ASSOCIATED STAGING AND PRODUCTION REQUIREMENTS.

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WHEREAS, Miss Universe, L.P., LLLP (“Miss Universe”) desires to hold the 2003 Miss USA Pageant (“Pageant”) in San Antonio and the NBC Network intends to broadcast the Pageant live from San Antonio’s Municipal Auditorium on Monday, March 24, 2003, with various taped segments of the show filmed at locations around the City; and

WHEREAS, hosting the Pageant is a premier marketing opportunity for San Antonio and will allow our City to gain major national and international media exposure, reinforcing to millions of viewers that San Antonio is a world-class destination, and one of the most beautiful backdrops anywhere for national and international television production; and

WHEREAS, during the NBC broadcast on March 24, 2003, San Antonio will receive nine (9) minutes of television exposure to a world-wide audience resulting in an estimated \$2 million in associated advertising value, as the broadcast on CBS in 2002 was watched by approximately 7.6 million consumers and it is anticipated that, due to the NBC networks commitment to the Pageant, the audience exposure will far exceed the 7.6 million viewers in 2002; and

WHEREAS, Miss Universe brings a strong community investment into the host city through community outreach and promotional events and the Convention and Visitors Bureau team will build upon these promotions with Miss Universe for various public relations opportunities; and

WHEREAS, the City's financial obligation to Miss Universe for staging the 2003 Miss USA Pageant is \$400,000 with an additional \$100,000 committed for the various hosting requirements related to accommodations, promotion, meals, security, telephones, transportation and facilities, bringing the total financial obligation to Miss Universe to \$500,000, as was appropriated in the FY 2003 adopted budget for event development and derived from the Pan American Games reserve; and

WHEREAS, since the Miss USA production intends to utilize the Municipal Auditorium for the period March 9, through March 28, 2003, the City may incur additional internal costs above the appropriated \$500,000 for facility, in-house security, as well as enhanced promotional and operational efforts and it is recommended that these costs be allocated from funds designated for event development from the Pan American Games reserve;
NOW THEREFORE:

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF SAN ANTONIO:

SECTION 1. A Hosting Agreement between the City of San Antonio and Miss Universe L.P., LLLP for the 2003 Miss USA Pageant to be held at Municipal Auditorium, scheduled for broadcast on March 24, 2003 on the National Broadcasting Company (NBC) Network and providing for associated staging and production requirements in an amount not to exceed \$500,000 is hereby authorized and approved.

SECTION 2. The City Manager, or her designee, is hereby authorized, for a period of sixty (60) days following the effective date of this Ordinance, to negotiate and execute said Hosting Agreement, a copy of which shall be attached upon final execution the parties.

SECTION 3. Funds in an amount not to exceed \$500,000 are authorized to be encumbered in Fund 29-005000 (Miscellaneous Special Revenue-Hotel/Motel Tax Fund), in Index Code 753525 entitled "Fees to Pros-Visitation and Mediation," and are made payable to Miss Universe L.P., LLLP.

SECTION 4. Funds in an amount not to exceed \$100,000 are authorized for encumbrance in Fund 29-005000 (Miscellaneous Special Revenue-Hotel/Motel Tax Fund), in Index Code 753525 entitled "Fees to Pros-Visitation and Mediation," for internal costs associated with promotional and operational costs and made payable to a contingent vendor.

SECTION 5. The financial allocations in this Ordinance are subject to approval by the Director of Finance of the City of San Antonio. The Director of Finance may, subject to concurrence by the City Manager or the City Manager's designee, correct allocations to specific index codes and fund numbers as necessary to carry out the purposes of this Ordinance.

LB
12/19/02
Item #33

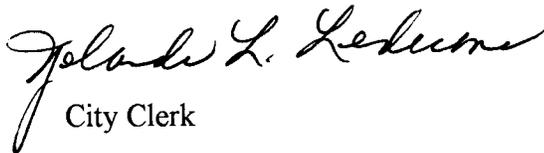
SECTION 6. This Ordinance shall be effective on and after the tenth day after passage hereof.

PASSED AND APPROVED this 19th day of December, 2002.



M A Y O R

EDWARD D. GARZA

ATTEST: 
City Clerk

APPROVED AS TO FORM: 
 City Attorney