

ORDINANCE NO. 2018 - 1

AN ORDINANCE AMENDING EXHIBIT "A" OF ORDINANCE NO. 14-10 AND AMENDING CHAPTER 18, MASTER FEE SCHEDULE OF THE HARLINGEN CODE OF ORDINANCES ESTABLISHING NEW RENTAL RATES FOR VENDOR BOOTHS FOR VARIOUS CITY EVENTS HELD AT CITY PARKS, ESTABLISHING RENTAL RATES FOR HARLINGEN FIELD, ESTABLISHING RENTAL RATES FOR THE MOBILE STAGE AND ESTABLISHING RENTAL RATES FOR BATHROOM UNITS, PROVIDING FOR PUBLICATION AND ORDAINING OTHER MATTERS RELATED TO THE FOREGOING.

WHEREAS, The Elective Commission of the City of Harlingen, Texas establishes rental rates, fees and policies for the use of vendor booths for City events at various City Parks as outlined in Exhibit "A" and attached hereto and incorporated herein by reference; and

WHEREAS, The Elective Commission of the City of Harlingen, Texas also establishes rental rates for the Mobile Stage, Mobile Bathrooms, and Harlingen Field and the rental rates have been outlined in Exhibit "A" and attached hereto and incorporated herein by reference;

BE IT ORDAINED BY THE CITY OF HARLINGEN:

SECTION I: That the Elective Commission of the City of Harlingen hereby establishes the rental rates, fees and policies for the use of vendor booths for City events at various City Parks to be assessed during City Events, Festivals, or other events held by the City as outlined in Exhibit "A" attached hereto and incorporated herein for all purposes.

SECTION II: That the rate categories of Institutional (Consolidated Independent School District/Local, State, and Federal Government) are established and set out in Exhibit "A" of this ordinance. The rates will apply only when the event serves a public purpose or serves a purpose for the City of Harlingen, is free to the public and no alcoholic beverages will be served. The number of uses under this category will be limited to one per calendar year. Uses of City equipment or facilities by HCISD are covered under a separate agreement.

SECTION III: That the rental rates for the Mobile Stage and Mobile Bathroom Units will be assessed for use of the equipment during private events, events not sponsored or co-sponsored by the City and to entities that do not qualify for the Institutional Rate.

SECTION IV: That the rental rates for Harlingen Field will be assessed for use of the field during private events, events not sponsored or co-sponsored by the City.

SECTION V: That the City Secretary of the City of Harlingen, Texas is hereby authorized and directed to cause a true and correct copy of the caption of this ordinance to be published in a newspaper having general circulation in the City of Harlingen, Cameron County, Texas.

FINALLY ENACTED THIS 17<sup>th</sup> day of January, 2018 at a regular meeting of the Elective Commission of the City of Harlingen, Texas at which a quorum was present and which was held in accordance with TEX. REV. CIV. STAT. ANN. Art 6252-17, as amended.

CITY OF HARLINGEN

  
Chris Boswell, Mayor

ATTEST:

  
Amanda C. Elizondo, City Secretary



## EXHIBIT "A"

### RENTAL RATES FOR VENDOR BOOTHS AT VARIOUS CITY PARKS, HARLINGEN FIELD AND RENTAL RATES FOR USE OF THE MOBILE STAGE AND MOBILE BATHROOM UNITS

#### DEFINITIONS:

CITY SPONSORED EVENTS: A City sponsored event is an event that is (co)organized by the City and generally held at a City Park or an event that is co-sponsored by the City where prior approval from the City Manager has been obtained to have the City be a co-sponsor of the event.

PRIVATE EVENTS: A private event shall be defined as any event conducted by a private individual, citizen or business that is not sponsored or co-sponsored by the City of Harlingen.

INSTITUTIONAL: Any Consolidated Independent School District within the immediate boundaries of the City of Harlingen. Also includes any local municipal government within the boundaries of the City of Harlingen, any state agency or any federal department of the United States Government.

#### BOOTH RENTAL RATES BLUES ON THE HILL MCKELVEY PARK-LON C. HILL PARK:

Blues on the Hill - \$200

Arroyo Lighting - \$140

Any Other City (Co)Sponsored Event - \$140 (if less than 3 hours) If longer than 3:01 hours then \$200

Mobile Food Vendors - \$200

Water bottles sold - \$1.00

#### BLUES ON THE HILL SPONSORSHIP LEVELS MCKELVEY PARK-LON C. HILL PARK:

\$250/Event or \$1,000 for all four (4) events, either in cash or in kind or combination thereof will receive a 10'X10' booth, promotional marketing on 11"X17" and 8'X8' with sponsor's logos on Banners and signage throughout event. Sponsors will receive two (2) VIP Bands per event.

\$500/Event or \$2,000 for all four (4) events, either in cash or in kind or combination thereof will receive a 10'X10' booth, promotional marketing on 11"X17" and 8'X8' with sponsor's logos on Banners and signage throughout event. Sponsors will receive four (4) VIP Bands per event. Car dealerships can display one (1) vehicle.

\$750/Event or \$3,000 for all four (4) events, either in cash or in kind or combination thereof will receive a 10'X10' booth, promotional marketing on 11"X17" and 8'X8' with sponsor's logos on Banners and signage throughout event. Sponsors will receive six (6) VIP Bands per event. Wandering rights. Sponsors can place a corporate sign at event. Car dealerships can display two (2) vehicles.

\$1,000/Event or \$4,000 for all four (4) events, either in cash or in kind or combination thereof will receive a 20'X20' booth, promotional marketing on 11"X17" and 8'X8' with sponsor's logos on Banners and signage throughout event. Logos will be placed on commercials, newspaper ads and social media announcements and be given one (1) minute on stage to promote their business. Wandering rights and three (3) corporate signs at event. Sponsors will receive ten (10) VIP Bands per event. Car dealerships can display three (3) vehicles.

#### FREEDOM FEST BOOTH RENTAL RATES LON C. HILL PARK:

Freedom Fest - \$300

Any other City (Co)Sponsored Event - \$200

Mobile Food Vendors - \$300

Water bottles sold - \$1.00

#### FREEDOM FEST SPONSORSHIP LEVELS-LON C. HILL PARK:

\$500 either in cash or in kind or combination thereof will receive a 10'X10' booth, promotional marketing on 11"X17" and 8'X8' with sponsor's logos on Banners and signage throughout event. Sponsors will receive two (4) VIP Bands. Car dealerships can display one (1) vehicle.

\$1,000 either in cash or in kind or combination thereof will receive a 10'X10' booth, promotional marketing on 11"X17" and 8'X8' with sponsor's logos on Banners and signage throughout event. Logo placement on commercial, newspaper and social media. Wandering rights and three (3) corporate signs at event. Sponsors will receive ten (10) VIP Bands. Car dealerships can display three (3) vehicles.



BOOTH RENTALS CINCO DE MAYO-GUTIERREZ PARK:

Cinco De Mayo - No Charge, Vendors must provide own tent, table and chairs.

Mobile Food Vendors - No Charge

BOOTH RENTALS HALOWEEN ON JACKSON STREET:

Merchants located within the DID District - No Charge (Must bring own tent & table)

All other vendors - \$140 (Must bring own tent & table)

Mobile Food Vendors - \$140

BOOTH RENTALS WINTER TEXAN APPRECIATION FIESTA-CASA DE AMISTAD:

Winter Texas Appreciation Fiesta - \$140

Any other City Sponsored Event - \$150

Mobile Food Vendors - \$140

WINTER TEXAN APPRECIATION FIESTA SPONSORSHIPS - CASA DE AMISTAD

\$250.00 either in cash or in kind or combination thereof will receive one (1) eight (8) foot table with skirting

Stage recognition throughout the day of the event

One (1) event t-shirt

\$500 either in cash or in kind or combination thereof will receive one (1) eight (8) foot table with skirting

Company logo on all media promotions

Stage recognition throughout the day of the event

Two (2) event t-shirts

\$750 either in cash or in kind or combination thereof will receive two (2) eight (8) foot tables with skirting

Company logo on all media promotions

Company logo on SPONSOR Banner

Stage recognition throughout the day of the event

Three (3) event t-shirts

\$1,000 either in cash or in kind or combination thereof will receive premier booth location of two (2) eight (8) foot tables with skirting

Company logo on all media promotions and on event t-shirts

Included on SPONSOR Banner

Stage recognition throughout the day of the event

Five (5) event t-shirts

Five (5) minute presentation on stage

VIVA STREETS FOOD VENDORS

Food Vendors - No Charge

VIVA STREETS SPONSORSHIPS - ROUTES DETERMINED BY THE CITY

All sponsorship levels come with these minimum services provided:

- Exhibitor Space with Healthy Activity (Optional)
- Recognition at Event and on Social Media
- Material for 5k Adventure Run/Walk packet (When held with VIVA Streets)

\$250.00 either in cash or in kind or combination thereof will receive the minimum services.

\$500 either in cash or in kind or combination thereof will receive the minimum services plus.

Logo on Viva Streets Harlingen Flyer

Event Website Recognition

Stage Sponsorship signage

Logo on Advertising

\$1,000 either in cash or in kind or combination thereof will receive the minimum services provided including the benefits for the five hundred dollar sponsorship level plus the following:

Logo on T-shirt

Four (4) 5k-run entries

\$2,000 either in cash or in kind or combination thereof will receive the minimum services including the benefits of the one thousand dollar sponsorship level plus the following:

Recognition Plaque

Two (2) additional 5k-run entries for a total of six (6)

\$5,000 either in cash or in kind or combination thereof will receive the minimum services including the benefits of the two thousand dollar sponsorship level plus the following:

Stage Sponsorship Signage (Individual Banner)

Two (2) additional 5k-run entries for a total of eight (8)

Logo included in Viva Streets Harlingen Commercial

Five (5)-Minute presentation promoting their Business/Organization (on Stage)

MOBILE STAGE RENTAL:

The Mobile Stage will not be rented out to the Public

Costs for Stage Usage for (Co) Sponsored Events

Regular Stage Only Set-Up \$550.00

Extended Stage Only Set-Up \$750.00

MOBILE BATHROOM UNITS:

The Mobile Bathrooms will not be rented out to the Public

Costs for Stage Usage for (Co) Sponsored Events

Regular 6 Hour Usage and Set-Up \$265

Overtime 6 Hour Usage and Set-Up \$340

HARLINGEN FIELD RENTAL:

Any Event - \$970 (maximum of 6 hours)

Each Additional Hour - \$162

Security Deposit - \$300

Use of stadium lights \$1,000

INSTITUTIONAL RATES:

No Fee is assessed