

**CITY OF GOODYEAR
COUNCIL ACTION REPORT (CAR)**

SUBJECT: Update on the Tale of Two Cities event and the Intergovernmental Agreement with the City of Avondale

STAFF PRESENTER: Nathan Torres, Parks and Recreation Director and David Seid, Parks and Recreation Manager
CASE NUMBER: None.

OTHER PRESENTER: None.

PROPOSED ACTION:

Council will receive a history of the Tale of Two Cities event, Intergovernmental Agreement (IGA) with Avondale and explore future event alternatives.

BACKGROUND AND PREVIOUS ACTIONS:

On January 9, 2012, Council approved an IGA between the City of Goodyear and the City of Avondale to jointly hold a parade and festival (Tale of Two Cities) on February 25, 2012 to celebrate Arizona's Centennial. The event cost was not to exceed \$40,000, split equally between Avondale and Goodyear.

On August 20, 2012, Council adopted Resolution 12-1496 to renew the IGA with the City of Avondale to continue the Tale of Two Cities parade and festival. The term of the IGA was three years with two additional one-year renewal options, which were subsequently exercised. The event cost was not to exceed \$60,000, split equally between Avondale and Goodyear.

Both IGAs between the City of Goodyear and the City of Avondale addressed the terms and conditions applicable to jointly coordinate, plan, develop, promote and administer the parade and festival.

STAFF ANALYSIS:

Most recently, the Tale of Two Cities event has included a parade, community performances, vendor/food booths and a naturalization ceremony. Each year, Goodyear, Avondale, and Goosebumps (Tale of Two Cities Coordinator) evaluate the event and discuss opportunities for improvement. With the IGA expiring in June of 2017, staff are recommending changes to the overall event while still celebrating the Tale of Two Cities (Avondale and Goodyear).

Staff has met with Avondale to discuss the event and partnership moving forward. In an effort to improve attendance and overall appeal for the event, staff has explored potential changes to the event ultimately eliminating the parade concept and shifting to a "Street/Block Party" celebration that would be held during the evening hours. Preliminary brainstorming ideas include the event being held from 5:00 p.m. until 10:00 p.m. on Thomas Road (in front of Estrella Mountain Community College) and may include two stages with live entertainment, naturalization ceremony, food trucks, a craft beer garden, activities for children, and plenty of fun.

Avondale staff presented these potential changes to their City Council on Monday, May 15th and received direction to move forward with the new concept, pending Goodyear City Council consensus.

FISCAL ANALYSIS:

The current IGA specifies Goodyear and Avondale shall each bear 50% of the total costs of the event, not to exceed a total combined cost of \$60,000 (approximately \$30,000 annually per agency). This includes, without limitation, costs for event coordination, traffic services, promotions and marketing as well as overtime incurred by Goodyear public safety, traffic management, and other applicable City services. Should Council support the recommended changes, staff will prepare a new IGA ensuring this financial arrangement remains intact. Funding for this event is currently included in the tentative FY18 City Manager's Office Operating Budget (\$30,000).

RECOMMENDATION:

Staff is requesting Council provide feedback on the Tale of Two Cities event alternatives.

ATTACHMENTS:

None.