

**CITY OF GOODYEAR  
COUNCIL ACTION REPORT**

<b>SUBJECT: Intergovernmental Agreement with City of Avondale for the Annual Culture Pop Block Party</b>	<b>STAFF PRESENTER:</b> David Seid, Parks and Recreation Manager
	<b>CASE NUMBER:</b> None.
	<b>OTHER PRESENTER:</b> None.

**PROPOSED ACTION:**

ADOPT RESOLUTION NO. 2018-1894 AUTHORIZING THE CITY MANAGER OR DESIGNEE TO EXECUTE AN INTERGOVERNMENTAL AGREEMENT WITH THE CITY OF AVONDALE TO JOINTLY HOLD AN ANNUAL BLOCK PARTY TO CELEBRATE EACH RESPECTIVE PARTY'S HISTORY, AND APPROVING THE INTERGOVERNMENTAL AGREEMENT WITH THE CITY OF AVONDALE FOR THE CULTURE POP BLOCK PARTY.

**BACKGROUND AND PREVIOUS ACTIONS:**

On January 9, 2012, Council adopted Resolution (12-1468) to create 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 an amended and restated 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.

On June 26, 2017, Council received staff recommendations on the future of the Tale of Two Cities parade and festival. With the IGA set to expire in June of 2017, staff recommended to modify the event format to a block-party type program while still celebrating the partnership between the two cities of Avondale and Goodyear. Council voiced support for the recommended modifications to the event.

On December 18, 2017, Council adopted Resolution (17-1830) authorizing the city manager to execute an intergovernmental agreement with the City of Avondale to jointly hold an annual block party to celebrate each respective parties history. The term of the IGA was one year with four additional one-year renewal options. The event cost was not to exceed \$60,000 split equally between Avondale and Goodyear.

**STAFF ANALYSIS:**

Due to the success of the new block party format in 2018, staff are recommending a new one-year IGA which will allow the event to continue into the future as long as support from both cities continues. The new IGA includes four one-year renewal options for a maximum of five years total. Staff will continue to evaluate the event and discuss opportunities for improvement with the City of Avondale and all event partners throughout the term of the agreement.

**FISCAL ANALYSIS:**

The new IGA specifies Goodyear and Avondale shall each bear 50% of the total costs of the event, not to exceed a total combined cost of \$70,000 (approximately \$35,000 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.

Funding for this event is included and available in the FY19 Parks and Recreation Department General Fund operating budget.

**RECOMMENDATION:**

Adopt Resolution 2018-1894 authorizing the City Manager to execute the intergovernmental agreement, including annual renewals, with the City of Avondale for the annual Culture Pop Block Party in celebration of the parties' history.

**ATTACHMENTS:**

Resolution  
Intergovernmental Agreement