



Mayor Annise D. Parker

Mayor's Office of Special Events

Houston Civic Events, Inc.

WHY CIVIC CELEBRATION?

Civic celebration is good governance and a service that brings our community together through positive interaction



HISTORY OF MOSE

- **1992** - The Mayor's Office of Special Events (MOSE) was created at the request of Mayor Bob Lanier to produce, sponsor, and permit events on behalf of the Mayor and the City of Houston. Previously, these functions were handled by Parks and Recreation Department's Office of Marketing and Special Events.
- **2001** - Mayor Lee P. Brown recognized the importance and positive impact of special events throughout Houston. The Office relocated to City Hall and began reporting to the Mayor as MOSE.
- **2004** - MOSE became a "One Stop Permitting Shop", consolidating the event related permitting functions of Public Works and Engineering and the Houston Police Department. The consolidation created efficiencies and cost savings for the City and streamlined the permitting process for event producers.
- **2010** - Chapter 25 was passed by Houston City Council. The ordinance codifies the management of Houston's Civic Celebration Program and creates a uniform and transparent process for event users, streamlines production, co-production/co-sponsorship and permitting processes, eliminates duplication of core services and increases cost recovery while decreasing overall cost to the city. Chapter 25 also codifies the accounting practices established by MOSE.
- **2013** – City Council approved the appropriation of a portion of the Hotel Occupancy Tax revenue to support MOSE.

HOUSTON CIVIC EVENTS

- The goal of the Mayor's Office of Special Events (MOSE) is to promote 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. Economic and social benefits include:
 - Positive social interaction, helping shape and bond communities while eliminating negative elements
 - 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
 - Cost savings of City services realized through consolidated oversight, and process improvement

EVENT STATISTICS AND PROJECTION

With a projected 2014 attendance of 4.3 million people, MOSE will manage an estimated 760 events taking place over 1,180 event days that will include special events, street functions, and parades held in city parks and open spaces and on city streets.

COMBINED CALENDAR YEAR EVENT STATISTICS

NOTE: Attendance numbers do not include TV audiences

| | 2010 | | | 2011 | | | 2012 | | |
|----------------------------------|------------|------------|------------------|------------|------------|------------------|------------|-------------|------------------|
| | EVENTS | DAYS | ATTENDANCE | EVENTS | DAYS | ATTENDANCE | EVENTS | DAYS | ATTENDANCE |
| Special Events | 452 | 651 | 1,938,410 | 441 | 597 | 236,497 | 652 | 1007 | 3,053,563 |
| Parades (combined) | 82 | 82 | 460,335 | 67 | 67 | 619,750 | 67 | 67 | 695,685 |
| Street Functions | 173 | 223 | 495,136 | 189 | 293 | 1,046,939 | 263 | 431 | 1,100,000 |
| Canceled Events after approval | 34 | 34 | 0 | 29 | 29 | 0 | 17 | 17 | 0 |
| Canceled Events due to Hurricane | 0 | 0 | 0 | 0 | 0 | 0 | | | |
| TOTAL EVENTS HANDLED | 707 | 956 | 2,893,881 | 697 | 957 | 4,031,606 | 719 | 1074 | 4,849,248 |

| | 2013 | | | 2014 (Projection) | | | 2015 (Projection) | | |
|--------------------------------|------------|--------------|------------------|-------------------|--------------|------------------|-------------------|-------------|------------------|
| | EVENTS | DAYS | ATTENDANCE | EVENTS | DAYS | ATTENDANCE | EVENTS | DAYS | ATTENDANCE |
| Special Events | 672 | 1,058 | 2,747,492 | 692 | 1,111 | 3,022,241 | 713 | 1166 | 3,324,465 |
| Parades (combined) | 66 | 66 | 607,445 | 66 | 66 | 668,190 | 67 | 67 | 735,008 |
| Street Functions | 277 | 455 | 601,597 | 285 | 478 | 661,757 | 294 | 502 | 727,932 |
| Canceled Events after approval | 22 | 22 | | | | | | | |
| TOTAL EVENTS HANDLED | 738 | 1,124 | 3,956,534 | 760 | 1,180 | 4,352,187 | 783 | 1239 | 4,787,406 |

CURRENT GOVERNANCE

The Mayor's Office of Special Events is governed under Chapter 25 of the Code of Ordinances, which is divided into three articles – Special Events, Street Functions and Parades.

Chapter 25 codifies the management of Houston's Civic Celebration Program that includes:

- Producing civic events
- Evaluating co-production/co-sponsorship and cost/benefit
- Managing the City's one-stop special event permitting shop while establishing a clear process for event production and permitting
- Leading all City services relative to special events
- Creating a uniform and transparent process for event users
- Streamlining production, co-production/co-sponsorship and permitting processes
- Eliminating duplication of core services
- Defining accounting practices established by MOSE
- Increasing cost recovery to the City and decreasing overall cost to the City
- Actively pursuing corporate partners to fund various city events and the traditional signature events.



REVENUE STREAM



MOSE has six sources of revenue

- General Fund
- Application Fees
- Hotel Occupancy Taxes (HOT)
- Event Sponsorships
- Revenue Sharing
- Miscellaneous Other Income

PROPOSED NEW GOVERNANCE FOR GREATER FISCAL RESPONSIBILITY

Under the existing structure, donations and sponsorship revenues received by MOSE are currently housed with Houston Parks Board, Inc. and Central Houston Civic Improvement, Inc. The administration believes MOSE can achieve greater transparency around finances for special events by forming a local government corporation to consolidate all financial functions in one place.

- Houston Civic Events, Inc. will be a 501(c)3 non-profit, local government corporation (LGC) and component unit in Houston, Texas. It is dedicated to support the delivery of a wide range of event services through Houston's Civic Celebration Program
- Houston Civic Events, Inc. is being developed to receive and administer sponsorship funds and revenues from special events in support of Houston's Civic Celebration Program
- Houston Civic Events, Inc. will continue to receive General Fund revenues, Hotel Occupancy Taxes (HOT) and other monies as budgeted by City Council



WHY HOUSTON CIVIC EVENTS?

- Houston Civic Events, Inc. is a tool that will allow MOSE to accept and distribute new funding sources
- Having a dedicated non profit will consolidate Component Unit funds into a single entity and improve operating efficiencies
- Considerable cost savings will be achieved through the elimination of management fees on accounts held in Component Units; interest and investment income will also be retained



OVERSIGHT

The Board of Directors will be selected from a cross section of the Houston community, demonstrating both the wide diversity of the city as well as the depth of talent and knowledge of event production. Responsibilities for the seven member board will include:

- Managing and overseeing the investment of solicited funds, gifts, donations and bequests for the use and benefit of the City in producing and sponsoring Civic Events
- Reviewing and approving the expenditure of City Funds for financing special events produced or co-produced by the City through MOSE
- Entering into contracts with the City upon such terms and conditions as the Board deems proper and efficient to carry out the powers and purposes of the Corporation
- Contracting for financial management and investment services, and paying reasonable fees from funds or other assets of the Corporation



REQUIRED COUNCIL ACTION

The formation of the LGC will require:

- City Council's approval of a resolution authorizing the creation of Houston Civic Events Inc., a local government corporation
 - Council approval of a certificate of formation
 - Council approval of initial bylaws
 - Minor amendments to Chapter 25-18 of the Code of Ordinances (Special Events Accounting Practices)
- Creation and development of a centralized depository wherein funds allocated for Civic Events may be accessed strictly for City produced special events
- Empowering a local government corporation to aid and act on behalf of the City to manage funds allocated for use in City produced or sponsored Civic Events

