



MEMORANDUM

Parks, Recreation & Cultural Arts

MEMORANDUM 17-A040

DATE: January 24, 2017

TO: Dennis W. Beach, City Manager

FROM: Mark A. Beaudreau, Recreation Programs Administrator

SUBJECT: Agenda Item – Ordinance - License Agreement with Mastodon Productions, Inc.
For the Crawdebauchery Food and Music Festival

Please place the attached ordinance on the February 14, City Commission Agenda. The license agreement is for a term of three year, with no renewal option and shall only be effective for the Festival Dates, which are March 30 – April 3, 2017, March 22 – March 26, 2018 and April 4 – April 8, 2019. The festival is a show encompassing an exhibition and showcase of New Orleans Culture, which will take place at the Amphitheater Grounds and Community Park.

This item is related to the Strategic Plan Strategy: Great Places: goal 2.0, initiative 2.8- to further develop and promote cultural/heritage tourism opportunities and objective 2.8.4- to increase tourism at city cultural facilities by 5 % a year.

This item is also related to the Cultural Arts Master Plan: Operational Goals and Initiatives: goal 5.6 – continue to nurture all arts/cultural activities in city's community centers, parks and other facilities.

The City agrees to act as a sponsor to the event as delineated in Exhibit 7, which includes a combination of city service and equipment fees of \$6,398.00 as deemed appropriate.

afh

cc: Cynthia Kitts, Recreation Manager
Scott Moore, Recreation Manager
Kate Gladfelter, Recreation Supervisor