



Legislation Text

File #: 22-0487R, **Version:** 1

RESOLUTION AUTHORIZING AN AGREEMENT WITH THE DULUTH ENTERTAINMENT CONVENTION CENTER AUTHORITY TO PRODUCE, PROMOTE, COORDINATE, AND MANAGE EVENTS AT BAYFRONT FESTIVAL PARK IN 2022 FOR \$71,292.

CITY PROPOSAL:

RESOLVED, that the proper city officials are hereby authorized to enter into an agreement, substantially in the form attached as Exhibit 1, with the Duluth Entertainment Convention Center Authority to produce, promote, coordinate, and manage events at Bayfront Festival Park in 2022 for \$71,292; funds shall be payable from Fund 258-030-5310 (Tourism Taxes, Finance, Contract Services).

STATEMENT OF PURPOSE: This resolution authorizes a one-year agreement with the Duluth Entertainment Convention Center Authority ("DECC") for the continued production, promotion, coordination, and management of events at Bayfront Festival Park in 2022 for a base fee of \$71,292 (the "Base Fee"). The Base Fee shall be paid in equal quarterly installments throughout 2022.

The DECC's primary duty under the agreement is to provide professional entertainment management services, which include booking, operating, marketing, and provision of related services for events. The DECC has nation-wide relationships with a wide range of act promoters and will use those relationships to attract and book events at Bayfront Festival Park. Additionally, the DECC has extensive experience in attracting strong events and managing and supporting the entire event process.

The DECC will also be responsible to manage the parking lots around Bayfront Festival Park, including collecting fees for use of the parking lots. The parking fees shall be charged in amounts established by the City Council. DECC shall either (a) retain the parking fees, which revenue shall be exclusively used for the promotion, management and production of events; or (b) in the case in which a third-party promoter is involved, DECC may negotiate to share parking fees in total or in part with the third-party promoter.

The terms of this one-year agreement are identical to those in the final year of the preceding three-year agreement. The City and the DECC intend to work together over the course of 2022 to collaboratively craft a new multi-year agreement that would begin in 2023, pending City Council approval.