



**To:** Finance & Personnel Committee

**Fr:** Paul Vornholt, City Administrator

**Re:** Memo on 5K Contract for Event Management of Civic Center Facilities

**Date:** February 26, 2024

The City has negotiated a new contract with 5K Events under its subsidiary, Festival Park, LLC.

**Term:** The contract is in effect through December 31, 2025. The City can terminate this agreement with 180 days notice. City can extend this contract for an additional 2-year period. An additional provision is made to allow for 90 days notice if necessary to develop a new convention center.

**Management Fee:** \$150,000 annually and will be prorated in 2024.

**Management:** Same as previous management firm except for these changes:

Oversight will be changed to the Board of Parks, Recreation, and Cultural Services. Previous oversight was with the City Administrator.

Provided new language allowing long-term booking procedures to address previous challenges of events that want to book further out of the contract length. Provision also includes language in the case of management changes.

**Food & Beverage:** Must obtain all necessary permits and licenses.

**Facilities Maintenance:** Major Maintenance is defined as projects and assets included for request in the Capital Projects Improvement Plan.

**Grounds Maintenance:** Seasonal requirements of the grounds maintenance performed by the management firm on the grounds, sidewalks, pathways, and Veteran's Plaza, as described in Exhibit B (attached)

**Annual Budget and Business Plan:** Shall be submitted on an annual basis.