

Mayor and Council Communication

DATE: 11/12/24

M&C FILE NUMBER: M&C 24-0973

LOG NAME: 25CVBAMENDMENT2025FORHERD

SUBJECT

(ALL) Authorize the First Amendment to City Secretary Contract No. 59692, a Professional Services Agreement with the Fort Worth Convention and Visitors Bureau, to Fund Capital Projects to Benefit the Fort Worth Herd in the Amount of \$400,000.00

RECOMMENDATION:

It is recommended that the City Council Authorize the first Amendment to City Secretary Contract No. 59692, a Professional Services Agreement with the Fort Worth Convention and Visitors Bureau, to include funding for capital improvement projects to benefit The Fort Worth Herd equestrian facilities in The Stockyards, in the amount of \$400,000.00.

DISCUSSION:

The City and CVB are currently parties to a professional services agreement under which the Fort Worth Convention and Visitors Bureau d/b/a Visit Fort Worth (VFW) markets and promotes Fort Worth as a business and leisure destination, Mayor and Council Communication (M&C C-23-0330) (CSC No. 59262). The purpose of this Mayor and Council Communication (M&C) is to authorize the amendment to CSC No. 59692, for The Herd Minor Capital Improvement project (City Project No. 105789).

The Fort Worth Herd produces a twice-daily longhorn cattle drive in the Fort Worth Stockyards that celebrates Fort Worth's western heritage and lifestyle. Created in 1999, the organization today is managed as a subsidiary of VFW. The City funds The Herd's \$1.7M operating budget through its contract with VFW. The source of funding for The Herd is the Culture and Tourism Fund.

To assure the welfare of The Herd's horses and livestock until new facilities can be developed as part of the second phase of development for the Stockyards, the City would amend its contract with VFW to fund a public-private partnership to make necessary capital improvements to both the equestrian and livestock facilities that will buy time until the new facilities are constructed.

The proposal contemplates that the City would fund \$400,000.00 in improvements to The Herd's Horse Barn facilities located at 2500 N. Houston St., to include covered horse stalls, an operations trailer, security cameras, horse therapeutic equipment, and washrack. The source of funding for these projects is the City's share of profits from the operation of Cowtown Coliseum.

Through Friends of the Fort Worth Herd, the private sector would fund \$177,200.00 in improvements to The Herd's livestock facilities located at 129 E. Exchange St., to include on-site covered horse stalls, ventilation improvements, and repairs to fences, gates, and holding areas.

Through the capital match program that is part of the current City-VFW contract, the parties would jointly fund the \$220,000.00 necessary to replace the City-owned vehicles and trailers that have been in use since 2010. Each year Culture and Tourism contributes \$50,000.00 to the capital match. Over the next three years, the current vehicles will be replaced.

Funding is budgeted in the Public Events Capital Fund for the Public Events Department for the purpose of funding The Herd Minor Capital Improve project.

FISCAL INFORMATION / CERTIFICATION:

The Director of Finance certifies that funds are available in the current capital budget, as previously appropriated, in the Public Events Capital Fund for The Herd Minor Capital Improve project to support the approval of the above recommendation and execution of the amendment. Prior to any expenditure being incurred, the Public Events Department has the responsibility to validate the availability of funds.

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