Travis County Commissioners Court Agenda Request

Meeting Date: July 1, 2014
Prepared By: Tim Speyrer **Phone #:** (512) 854-7218
Division Director/Manager: Charles Bergh, Parks Division Director

Department Head: Steven M. Manilla, P.E., County Executive-TNR
Sponsoring Court Member: Commissioner Todd, Precinct Two

AGENDA LANGUAGE: Consider and take appropriate action regarding a proposed motion authorizing the International Quidditch Association to charge an admission fee per person at Travis County's Northeast Metro Park soccer fields during the Quidditch World Cup April 4-5, 2015.

BACKGROUND/SUMMARY OF REQUEST:

The International Quidditch Association (IQA) is a 501(c)3 nonprofit dedicated to governing the sport of quidditch and inspiring young people to lead physically active and socially engaged lives. Quidditch is a co-ed sport with a unique mix of elements from rugby, dodgeball, and tag. A quidditch team is made up of seven athletes who play with brooms between their legs at all times. While the game can appear chaotic to the casual observer, once familiar with the basic rules, quidditch is an exciting sport to watch and even more exciting to play. Quidditch was adapted in 2005 at Middlebury College in Vermont and is now played at over 300 universities and high schools throughout North America, Australia, and Europe. The IQA was founded in 2010, and annually hosts or sanctions around 25 events, including nine regional championships, the World Cup, International Open, Global Games, and QuidCon. Membership in the IQA is open to teams and individuals in any country and any age group.

The recent World Cup was held in Myrtle Beach, SC with the University of Texas taking first place, Texas State University coming in second and Texas A&M reaching the play-offs. Universities and community leagues from around the world convene each year to compete in the World Cup of Quidditch.

As a top three contender for the 2015 Quidditch World Cup, with the help of the Austin Sports Commission, the IQA may choose Northeast Metro as the host site.

The IQA's World Cup is currently the organization's only ticketed event. Due to the costs associated with organizing such a large tournament (with 1,600 athletes and an anticipated 3,000 spectators) they request the option to charge an admission fee to their specific area in the park in order to recoup costs of organizing the event.

Any general park use (walkers, joggers, bikers etc.) would be allowed to pass through the area at no charge.

World Cup tickets are sold online via an online ticketing service. For World Cup VI and World Cup VII, the IQA used EventBrite.com as the ticket distributor. Tickets may be purchased online before the event at a discounted price, or may be purchased on site for full price at a ticket booth near the entrance to the venue. All World Cup spectators are required to purchase tickets, including fans and parents of players. Volunteers and players are not required to purchase tickets.

The prices used for the event in April 2014 are listed below. These admission prices are similar to what would be proposed for the 2015 event as well.

Early Bird (Nov 1 - Dec 31)
One Day Kid Pass $7.99
Weekend Kid Pass $11.99
Adult One Day Pass $14.99
Adult Weekend Pass $22.99
VIP Weekend Pass $99.99

Online (Jan 1 - Apr 4)
One Day Kid Pass $9.99
Weekend Kid Pass $13.99
Adult One Day Pass $16.99
Adult Weekend Pass $24.99
VIP Weekend Pass $99.99

Door (Apr 5 - Apr 6)
One Day Kid Pass $12.00
Weekend Kid Pass $16.00
Adult One Day Pass $19.00
Adult Weekend Pass $29.00
VIP Weekend Pass $155.00

We are requesting this authorization be in effect for the two day event Saturday, April 4, 2015 and Sunday, April 5, 2015.

STAFF RECOMMENDATIONS:
Staff recommends approval of this licensing agreement.

ISSUES AND OPPORTUNITIES:

This is an opportunity to support non-traditional sports organizations. It will bring additional local and nationwide attention to Travis County's park system. This event will result in generation of additional revenues.

FISCAL IMPACT AND SOURCE OF FUNDING:

There would be no budgetary or fiscal impact associated with this request. The organization will pay full rental fees for the fields and facility.

ATTACHMENTS/EXHIBITS:

IQA ticketing faq
IQA WC ticketing procedures
NEM park map quidditch proposed fee collection

REQUIRED AUTHORIZATIONS:

Cynthia McDonald	Financial Manager	TNR	(512) 854-4239
Steven M. Manilla	County Executive	TNR	(512) 854-9429
Charles Bergh	Director	Parks	(512) 854-9408
Robert Armistead	Division Manager	Parks	(512) 854-9831

CC:

Jack Vaughan	Park Supervisor	Parks - NEM	(512) 989-8706

: :
0101 - Administrative -

IQA World Cup Ticketing Procedures

The International Quidditch Association's World Cup is currently the organization's only ticketed event. Due to the costs associated with organizing such a large tournament (with 1,600 athletes and an anticipated 3,000 spectators), admissions ticket sales are an important means of revenue generation, along with support from the host city, vendor fees, and merchandise sales. Traditionally, the IQA has kept 100% of ticket sales, with no revenue share.

World Cup tickets are sold online via an online ticketing service. For World Cup VI and World Cup VII, the IQA used EventBrite.com as the ticket distributor. Tickets are launched in the months leading up to the event, and the launch of ticket sales is announced to IQA members and shared with its fan base via social media channels and direct event marketing. Tickets may be purchased online before the event at a discounted price, or may be purchased on site for full price at a ticket booth near the entrance to the venue.

All World Cup spectators are required to purchase tickets, including fans and parents of players. Volunteers and players are not required to purchase tickets.

The prices we used for our previous event in April 2014 are listed below. These admissions prices are similar to what we would use at the proposed 2015 event as well.

Early Bird (Nov 1 - Dec 31)

One Day Kid Pass	$7.99
Weekend Kid Pass	$11.99
Adult One Day Pass	$14.99
Adult Weekend Pass	$22.99
VIP Weekend Pass	$99.99

Online (Jan 1 - Apr 4)

One Day Kid Pass	$9.99
Weekend Kid Pass	$13.99
Adult One Day Pass	$16.99
Adult Weekend Pass	$24.99
VIP Weekend Pass	$99.99

Door (Apr 5 - Apr 6)

One Day Kid Pass	$12.00
Weekend Kid Pass	$16.00
Adult One Day Pass	$19.00
Adult Weekend Pass	$29.00
VIP Weekend Pass	$155.00

For more information, contact:
Sarah Woolsey
Events Director, International Quidditch Association
sarah.woolsey@iqaquidditch.com

IQA World Cup VIII Ticketing FAQs

How would the admission process to the event go?
The main entrance to the facility would have IQA staff and volunteers located at a 10' x 10' tent. People who paid in advance would get a wristband upon presenting their Eventbrite ticket. These Eventbrite tickets are computer generated and are scanned by a device issued by the Eventbrite team to the organizer. Walk up spectators will have the option to purchase a one day pass for $19 or a weekend pass for $29.

How will security work during the event?
The IQA provides extra volunteers for security purposes. Moreover there is always more than one IQA staff members located at the entrance to be able to resolve any issues which arise. The World Cup has been commended by previous hosts for their impeccable conduct and lack of issues. Lastly, the IQA ensures multiple money transfers are conducted each day to make sure the amount of cash located at the front entrance does not become a liability.

How will park access be controlled? What if someone wants to use another part of the park?
The only parts of the park which will be limited will be the areas the IQA is renting at Northeast Metropolitan Park. Temporary fencing would be proposed around these areas to control access. Additional volunteers would be utilized to direct people not attending the event to where they may be looking to go within the park. There will be no charge for vehicle parking during this event as to not inconvenience anyone attending or passing by.

Why is this event ticketed and exclusive?
This event is ticketed because a large portion of the IQA's World Cup budget is built around their ticketing revenue. Ticketing also provides a means to control access and maintain a safe atmosphere for all attendees. The ticket does provide access to more than just the spectating portion of the event. There are also areas which are a festival that serves as a celebration for the successful season the athletes just completed. There is also an area that allows children attending the event to play kidditch, which is meant to teach the sport to younger generations.

What if a random visitor wants to check out the action?
As with any ticketed sporting event, any attendee will be required to purchase a ticket. The IQA does proactively educate their volunteers about the sport in an effort to be able to answer any questions which a unique visitor may have. The presence of IQA's staff is also intended for this reason as well.

How would the city benefit from this event?
This event is intended to be an economic driver and bring unique exposure to the Greater Austin area. World Cup VII was held at North Myrtle Beach's new public facility, the North Myrtle Beach Sports Complex, and this event was ticketed. The IQA has ticketed their World Cup for the last four years. The cities have received immense exposure through multiple channels (television, radio, social media, etc.) and we hope to attract similar exposure to the Greater Austin area in 2015. Thank you for your consideration of this event and we look forward to working with you to bring it to Central Texas.

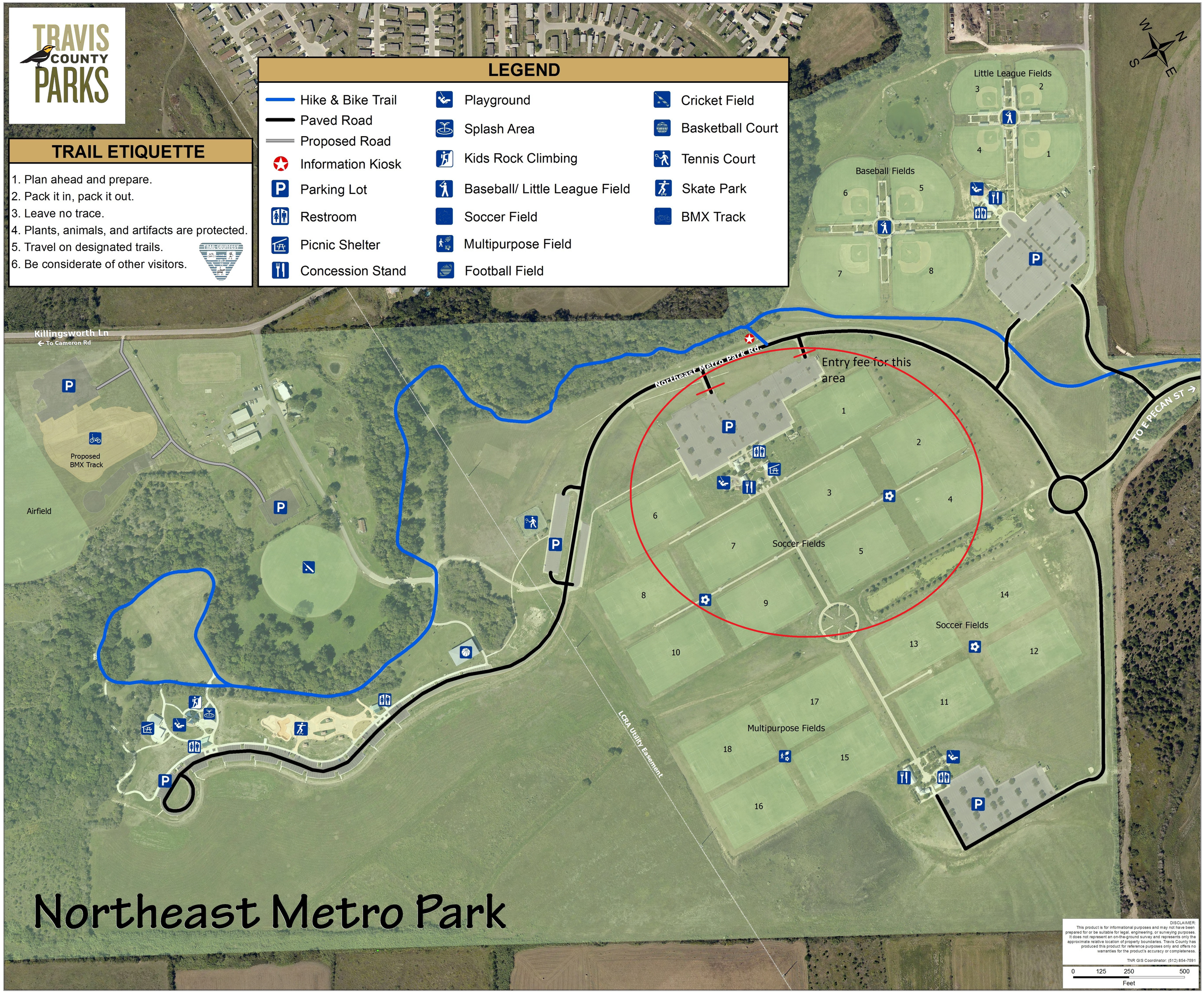
TRAVIS COUNTY PARKS

TRAIL ETIQUETTE

1. Plan ahead and prepare.
2. Pack it in, pack it out.
3. Leave no trace.
4. Plants, animals, and artifacts are protected.
5. Travel on designated trails.
6. Be considerate of other visitors.

LEGEND

- Hike & Bike Trail
- Paved Road
- Proposed Road
- Information Kiosk
- Parking Lot
- Restroom
- Picnic Shelter
- Concession Stand
- Playground
- Splash Area
- Kids Rock Climbing
- Baseball/ Little League Field
- Soccer Field
- Multipurpose Field
- Football Field
- Cricket Field
- Basketball Court
- Tennis Court
- Skate Park
- BMX Track



Northeast Metro Park

DISCLAIMER:
This product is for informational purposes and may not have been prepared for or be suitable for legal, engineering, or surveying purposes. It does not represent an on-the-ground survey and represents only the approximate relative location of property boundaries. Travis County has produced this product for reference purposes only and offers no warranties for the product's accuracy or completeness.

TNR GIS Coordinator: (512) 854-7591

0 125 250 500
Feet