

Late Backup

**Item 061
01/23/14
Change Initiated
by Council Office**

RESOLUTION NO.

WHEREAS, as a city that embraces diversity, the City of Austin promotes the goal of inclusion and opportunity in the Lesbian, Gay, Bisexual and Transgender (LGBT) community; and

WHEREAS, one method to promote this goal has been City support for economic development in the LGBT community through a contract with the Austin Gay and Lesbian Chamber of Commerce (AGLCC); and

WHEREAS, the City's original contract with the AGLCC in 2011 was relatively limited in scope and amount, compared to the City's contracts with other Chambers of Commerce, and has remained so; and

WHEREAS, the AGLCC has achieved and exceeded the requirements of the contract, including the need to acquire necessary organizational maturity as demonstrated by the growth in AGLCC membership, extensive vehicles (tools) for ongoing engagement with the LGBT community, and the AGLCC receipt of the National Gay and Lesbian Chamber of Commerce Rising Star Chamber Award in 2013; and

WHEREAS, potential for economic development in Austin's LGBT community, tapping both national and international opportunities, remains to be

leveraged, in part due to lack of targeted infrastructure; and

WHEREAS, the Austin Convention and Visitors Bureau (ACVB) is the official marketing organization for the City of Austin and they strategically target advertising and marketing efforts to reach diverse audiences, including the LGBT traveler; and

WHEREAS, the AGLCC expends significant effort and resources to develop ties throughout the LGBT community and is well-positioned to help leverage those relationships to support, to grow and to market new and existing LGBT destination events; NOW, THEREFORE,

~~WHEREAS, Austin is under performing in the LGBT tourism market and stands to benefit from a targeted and strategic effort to grow its profile regionally, nationally and internationally as an LGBT tourism destination; NOW~~

THEREFORE,

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF AUSTIN:

The City Manager is directed to work with the AGLCC to evaluate the potential to expand the contract scope and consider increasing the contract amount in 2015 budget;

BE IT FURTHER RESOLVED:

That the City Manager is to help facilitate collaboration with AGLCC and

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ACVB to identify opportunities and recommendations to attract LGBT-related tourism, events and conventions;

BE IT FURTHER RESOLVED:

That the City Manager will report to council on status of efforts by March 28, 2014.

ADOPTED: _____, 2014

ATTEST: _____
Jannette S. Goodall
City Clerk