

AGENDA



Recommendation for Council Action

| | | | | |
|---------------------|---------|-------|---------------|-----|
| Austin City Council | Item ID | 34844 | Agenda Number | 18. |
|---------------------|---------|-------|---------------|-----|

| | | | |
|---------------|-----------|-------------|--------------------------|
| Meeting Date: | 1/28/2050 | Department: | Austin Convention Center |
|---------------|-----------|-------------|--------------------------|

Subject

Approve a resolution adopting the Austin Convention and Visitors Bureau 2014-2015 Marketing Plan and Proposed Budget of \$14,935,810, setting the contract payment in an amount not to exceed \$12,410,510, and authorizing the City Manager to file the approved documents with the City Clerk's office as required by the Texas Tax Code.

Amount and Source of Funding

Funding in the amount of \$12,410,510 is available in the Fiscal Year 2014-2015 Proposed Operating Budget for the Tourism and Promotion Fund. Funding for the remaining \$2,525,300 ACVB Budget is available from private sector revenue sources.

Fiscal Note

There is no unanticipated fiscal impact. A fiscal note is not required.

| | |
|-------------------------------|---|
| Purchasing Language: | |
| Prior Council Action: | Annual approval, last Council action 9/26/2013. |
| For More Information: | Bob Lander, President and CEO, ACVB, 512-583-7201; Mark Tester, Director, Austin Convention Center Department 512-404-4040. |
| Boards and Commission Action: | |
| MBE / WBE: | |
| Related Items: | |

Additional Backup Information

The Austin Convention and Visitors Bureau (ACVB) submitted its Marketing Plan and Budget for Fiscal Year 2014-2015 to the City as required by its contract. This action approves the 2014-2015 ACVB Marketing Plan and Proposed Budget in the amount of \$14,935,810 for Fiscal Year 2014-2015 and sets the City's contract payment in an amount not to exceed \$12,410,510. Upon approval of this resolution, the ACVB contract will incorporate the newly approved ACVB Marketing Plan and Budget. By including the documents set out below with this RCA, these documents are being filed with the City Clerk as required by section 351.108 of the Texas Tax Code.

- ATTACHMENTS:**
- 1) 2014-2015 ACVB Marketing Plan
 - 2) Proposed Fiscal Year 2014-2015 Budget for ACVB
 - 3) 2014-2015 Tourism and Promotion Fund Balance Sheet