

# AGENDA



## Recommendation for Council Action

### AUSTIN CITY COUNCIL

Regular Meeting: September 20, 2018

Item Number: **011**

### Convention Center

Approve a resolution adopting the Austin Convention and Visitors Bureau (doing business as Visit Austin) 2018-2019 Marketing Plan and Proposed Budget of \$15,714,496, setting the contract payment as required by chapter 351 of the Texas Tax Code; and authorizing the City Manager to file the approved documents with the City Clerk's Office as required by the Texas Tax Code.

<b>Lead Department</b>	Austin Convention Center Department.
<b>Fiscal Note</b>	Funding to perform the work described in the Marketing Plan, in the amount of \$13,127,871, is available in the: (1) Fiscal Year 2018-2019 Proposed Operating Budget for the Tourism and Promotion Fund, (\$6,427,871) which is funded with a portion of Hotel Occupancy Tax (non-general fund) and with a transfer from the Convention Center Operating Fund and (2) Fiscal Year 2018-19 Proposed Operating Budget for the Convention Center, (\$6,700,000). Additional funding from private sector revenue sources is available to Visit Austin for the remainder of the Proposed Budget.
<b>Prior Council Action</b>	October 12, 2017 Council approved the Visit Austin's Fiscal Year 2017-2018 Proposed Budget.
<b>For More Information</b>	Tom Noonan, President and CEO, Visit Austin, 512-583-7201; Mark Tester, Director, Austin Convention Center Department, 512-404-4040.

**Additional Backup Information:**

This action approves the Fiscal Year 2018-2019 Visit Austin Marketing Plan and Proposed Budget.

Upon approval of this resolution, the Austin Convention and Visitor's Bureau (doing business as Visit Austin) contract will incorporate the newly approved Visit Austin Marketing Plan into its Fiscal Year 2018-2019 work plan, as per the agreement between the City and the Austin Convention Center and Visitors Bureau. By including the documents set out below with this request for council action, these documents are also filed with the City Clerk as required by Section 351.108 of the Texas Tax Code.

**ATTACHMENTS:**

1. 2018-2019 Visit Austin Marketing Plan
2. Proposed Fiscal Year 2018-19 Budget for Visit Austin (summary and detailed)
3. 2018-2019 Tourism and Promotion Fund Summary