



Recommendation for Action

File #: 19-2973, **Agenda Item #:** 7.

10/3/2019

Posting Language

Approve a resolution adopting the Austin Convention and Visitors Bureau, doing business as Visit Austin 2019-2020 Marketing Plan and Proposed Budget of \$17,701,801; setting the contract payment as required by Chapter 351 of the Texas Tax Code; authorizing the City Manager to file approved documents with the City Clerk's Office as required by the Texas Tax Code.

Lead Department

Austin Convention Center

Fiscal Note

Funding to perform the work described in the Marketing Plan, in the amount of \$14,748,301, is available in the: (1) Fiscal Year 2019-2020 Operating Budget for the Tourism and Promotion Fund, (\$7,948,301) 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 2019-20 Operating Budget for the Convention Center, (\$6,800,000). Additional funding from private sector revenue sources is available to Visit Austin for the remainder of the Proposed Budget.

Prior Council Action:

September 20, 2018 Council approved Visit Austin's Fiscal Year 2018-2019 Proposed Budget.

For More Information:

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 2019-2020 Visit Austin Marketing Plan and Proposed Budget.

Upon approval of this resolution, the Agreement between the City and Visit Austin will be amended to incorporate the newly approved Marketing Plan into Visit Austin's Fiscal Year 2019-2020 work plan, as per the agreement and update the work and reporting requirements, along with the budget and accounting, payment, parking rights, audits, and compliance review sections of the Agreement. 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. 2019-2020 Visit Austin Marketing Plan
2. Proposed Fiscal Year 2019-20 Budget for Visit Austin (summary and detailed)
3. 2019-2020 Tourism and Promotion Fund Summary