



Recommendation for Action

File #: 21-2445, **Agenda Item #:** 6.

9/2/2021

Posting Language

Approve a resolution adopting the Austin Convention and Visitors Bureau, d/b/a Visit Austin, 2021-2022 Marketing Plan and Proposed Budget of \$11,504,708, setting the contract payment as required by Chapter 351 of the Texas Tax Code, and 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 \$7,199,458, is available in the: (1) Fiscal Year 2021-2022 Operating Budget for the Tourism and Promotion Fund (\$2,539,269) which is funded with a portion of Hotel Occupancy Tax (non-general fund); and (2) Fiscal Year 2021-2022 Operating Budget for the Convention Center (\$4,660,189). Additional funding from private sector revenue sources is available to Visit Austin for the remainder of the Proposed Budget.

Prior Council Action:

August 27, 2020 Council approved Visit Austin's Fiscal Year 2020-2021 Proposed Budget.

For More Information:

Tom Noonan, President and CEO, Visit Austin, 512-583-7201; Trisha Tatro, Director, Austin Convention Center Department, 512-404-4218.

Additional Backup Information:

This action approves the Fiscal Year 2021-2022 Visit Austin Marketing Plan and Proposed Budget.

Upon approval of this resolution, the Agreement between the City and Visit Austin will incorporate the newly approved Marketing Plan into Visit Austin's Fiscal Year 2021-2022 work plan, as per 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. Fiscal Year 2021-2022 Visit Austin Proposed Marketing Plan
2. Fiscal Year 2021-2022 Visit Austin Proposed Budget (summary and detailed)
3. Fiscal Year 2021-2022 Tourism and Promotion Fund Summary

Strategic Outcome(s):

Economic Opportunity and Affordability.