

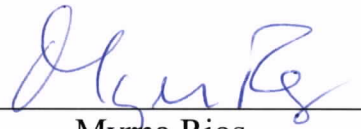
RESOLUTION NO. 20220901-005

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

The City Council approves the Austin Convention and Visitors Bureau, doing business as Visit Austin (Visit Austin), 2022-2023 Marketing Plan and Proposed Budget of \$15,509,779; establishes the contract payment from the City to Visit Austin in an estimated amount of \$13,647,279 for fiscal year 2022-2023; and authorizes the City Manager to file the approved documents attached to this Resolution with the City Clerk's Office as required by the Texas Tax Code.

ADOPTED: September 1, 2022

ATTEST:


Myrna Rios
City Clerk

Tourism And Promotion Fund

	2019-20	2020-21	2021-22	2021-22	2022-23
	Actual	Actual	Estimated	Amended	Proposed
Beginning Balance	655,291	155,944	343,199	343,199	1,363,647
Revenue					
Interest	32,402	1,189	2,054	2,054	1,291
Total Revenue	32,402	1,189	2,054	2,054	1,291
Transfers In					
Other Funds	3,429,615	1,980,937	3,900,862	2,537,215	3,939,956
Convention Center	1,339,461	0	738,956	738,956	1,242,385
Total Transfers In	4,769,076	1,980,937	4,639,818	3,276,171	5,182,341
Total Available Funds	4,801,478	1,982,126	4,641,872	3,278,225	5,183,632
Program Requirements					
Tourism and Promotion Contracts	5,300,825	1,794,871	3,621,424	3,621,424	6,547,279
Total Program Requirements	5,300,825	1,794,871	3,621,424	3,621,424	6,547,279
Total Requirements	5,300,825	1,794,871	3,621,424	3,621,424	6,547,279
Excess (Deficiency) of Total Available Funds Over Total Requirements	(499,347)	187,255	1,020,448	(343,199)	(1,363,647)
Adjustment to GAAP	0	0	0	0	0
Ending Balance	155,944	343,199	1,363,647	0	0

Note: Numbers may not add due to rounding.

AUSTIN CONVENTION & VISITORS BUREAU
dba Visit Austin
Budget Fiscal Year 2022 -2023

REVENUE		Proposed FY2023	Amended FY 2022	Approved FY 2022	Actual FY 2021	Actual FY 2020
City Contract		13,647,279	8,281,613	7,199,458	4,091,767	10,059,265
Total City Contract		13,647,279	8,281,613	7,199,458	4,091,767	10,059,265
Private Sector Revenue						
Retail Revenue		1,000,000	875,000	875,000	125,000	791,941
Publication Sales		-	-	-	20,000	20,000
Rack Rental		5,500	5,500	5,500	-	10,000
Partnership Revenue		481,000	275,000	275,000	247,000	429,680
Austin Sports Commission Revenue		101,500	40,000	40,000	40,000	48,705
Services Billed		15,500	10,750	10,750	5,750	15,000
Donated Services		250,000	75,000	75,000	25,000	315,000
Interest Income		9,000	24,000	24,000	24,000	35,000
Draw on Reserve Funds		-	3,000,000	3,000,000	1,000,000	1,000,000
Sub-Total, Private Sector Revenue		1,862,500	4,305,250	4,305,250	1,486,750	2,665,326
TOTAL REVENUE		15,509,779	12,586,863	11,504,708	5,578,517	12,724,591
BUDGET BY PROGRAM						
Convention Sales & Services	*	5,647,623	5,317,814	4,735,659	2,425,275	4,676,280
Marketing	**	4,657,863	3,932,776	3,432,776	1,074,434	3,994,747
Music & Film		618,396	555,985	555,985	480,688	587,944
Visitor Center		1,479,902	986,740	986,740	323,120	1,442,767
Finance/Administration/IT		2,395,216	1,793,548	1,793,548	1,275,000	2,022,853
Reserves		710,779	-	-	-	-
TOTAL EXPENSES		15,509,779	12,586,863	11,504,708	5,578,517	12,724,591
CHANGE IN NET ASSETS						
		-	-	-	-	-
		FY2023	FY2022	FY2022	FY2021	FY2020
		Percentage	Percentage	Percentage	Percentage	Percentage
		Allocation	Allocation	Allocation	Allocation	Allocation
Convention Sales, Sports	*	26.0%	33%	31%	32%	28%
Convention Services	*	6.6%	6%	7%	6%	6%
Tourism Sales	*	3.8%	3%	3%	3%	3%
Marketing/Advertising	**	30.0%	31%	30%	33%	31%
Music & Film		4.0%	4%	5%	5%	3%
Visitor Center		9.5%	8%	9%	7%	9%
Finance/Administrative/IT		15.4%	15%	15%	13%	13%
Reserves		4.6%	0%	0%	0%	0%
Pass Through		0.0%	0%	0%	0%	7%
Current and Future Convention Commitments		0.0%	0%	0%	1%	0%
		100%	100%	100%	100%	100%

AUSTIN CONVENTION AND VISITORS BUREAU
dba VISIT AUSTIN
PROPOSED FY 2022/2023 BUDGET

	Sales	Services	Tourism	Sports	Communications	Strategic Partnership	Advertising	Film	Music	VC	Operations	Reserves	Total
City Contract	3,538,088	1,008,003	595,157	389,374	1,247,609	556,832	2,122,423	232,969	385,427	474,402	2,386,216	710,779	13,647,279
Retail Revenue	-	-	-	-	-	-	-	-	-	1,000,000	-	-	1,000,000
Publication Sales	-	-	-	-	-	-	-	-	-	-	-	-	-
Rack Rental Revenue	-	-	-	-	-	-	-	-	-	5,500	-	-	5,500
Partnership Revenue	-	-	-	-	-	481,000	-	-	-	-	-	-	481,000
ASC Revenue	-	-	-	101,500	-	-	-	-	-	-	-	-	101,500
Services Revenue	-	15,500	-	-	-	-	-	-	-	-	-	-	15,500
Donated Services	-	-	-	-	-	250,000	-	-	-	-	-	-	250,000
Interest	-	-	-	-	-	-	-	-	-	-	9,000	-	9,000
Draw on Reserve Fund	-	-	-	-	-	-	-	-	-	-	-	-	-
Total Private Revenue	-	15,500	-	101,500	-	731,000	-	-	-	1,005,500	9,000	-	1,862,500
Total Revenue													15,509,779
Client Development	197,000	81,800	40,000	109,785	34,500	53,000	-	3,000	4,500	-	-	-	523,585
FAMS/Site Visits	80,500	-	12,000	5,570	18,000	3,000	-	3,000	-	-	-	-	122,070
Convention Commitments	-	80,300	-	-	-	-	-	-	48,500	-	-	-	128,800
Local Meetings	4,500	6,050	700	2,640	3,050	2,220	-	-	-	-	-	-	19,160
Promotional Items	50,000	-	-	-	-	-	-	-	-	-	-	-	50,000
Special Promotions	-	4,000	10,500	60,000	-	217,500	-	-	-	-	-	-	292,000
Industry Relations	56,750	-	-	-	-	351,000	-	-	-	-	-	-	407,750
Trade Shows	200,500	7,000	57,000	12,600	-	27,000	-	-	2,000	-	-	-	306,100
Professional Development	26,500	14,800	4,500	-	35,675	2,000	-	4,550	-	-	31,250	-	119,275
Information Technology	51,000	-	-	-	-	-	-	-	-	17,632	209,041	-	277,674
Fulfillment	-	-	-	-	44,006	-	-	-	-	-	-	-	44,006
Collateral	-	1,000	-	-	1,000	-	-	-	-	7,000	-	-	9,000
Media Production and Placement	-	24,300	-	-	-	-	2,122,423	-	-	-	-	-	2,146,723
Research	83,400	-	-	-	25,080	-	-	-	-	-	-	-	108,480
Professional and Contracted Services	-	-	36,000	-	25,000	-	-	-	-	2,000	268,893	-	331,893
Music/Film Programs	-	-	-	-	-	-	-	57,000	200,300	-	-	-	257,300
Heritage Grant Program	-	-	-	-	-	-	-	-	-	-	-	-	-
Retail Cost of Goods Sold	-	-	-	-	-	-	-	-	-	710,028	-	-	710,028
Visitor Services	-	-	-	-	-	-	-	-	-	77,207	-	-	77,207
Employee Relations	-	-	-	-	-	-	-	-	-	-	-	-	-
Donated Services	-	-	-	-	-	250,000	-	-	-	-	-	-	250,000
Total Program Expenses	750,150	219,250	160,700	190,595	186,310	905,720	2,122,423	67,550	255,300	813,867	509,184	-	6,181,051
Overhead and Office Expenses	38,068	8,335	55,347	4,451	35,072	5,206	-	9,598	1,695	8,922	117,316	-	284,010
Depreciation	-	-	-	-	-	-	-	-	-	-	157,500	-	157,500
Rent	460,046	88,888	51,276	44,437	105,221	62,599	-	22,028	14,896	118,549	223,412	-	1,191,352
Reserves	-	-	-	-	-	-	-	-	-	-	-	710,779	710,779
Personnel Costs	2,289,824	707,030	327,834	251,391	921,004	314,306	-	133,793	113,536	538,564	1,387,803	-	6,985,087
	3,538,088	1,023,503	595,157	490,874	1,247,607	1,287,831	2,122,423	232,969	385,427	1,479,902	2,395,215	710,779	15,509,779
Total by Functional Area				5,647,623			4,657,861		618,396	1,479,902	2,395,215	710,779	15,509,779
				36.4%			30.0%		4.0%	9.5%	15.4%	4.6%	