

2018-2019 BUDGET QUESTION
Response to Request for Information

DEPARTMENT: Management Services

REQUEST NO.: 174

REQUESTED BY: Tovo

DATE REQUESTED: 9/4/18

DATE POSTED: 9/6/18

REQUEST: What is the Austin Center for Events Community Engagement Contract for \$85,000 on page 477 of the proposed budget? What are the terms, scope, and length of the contract?

RESPONSE: The Austin Center for Events (ACE) does not have a dedicated communication professional on staff. ACE's needs are currently supported by the Communications and Public Information Office (CPIO). The proposed one-time funding in FY 2019 of \$85,000 is intended to support a temporary communications position dedicated to ACE. The position will help overall strategic marketing and community engagement regarding implementation of the new special events ordinance as well as ACE's overall on-going communication needs.

As part of the special events ordinance (SEO) community engagement process, staff heard loud and clear feedback from stakeholders that they desire more frequent and clearer communication with ACE regarding special event operations overall and specifically with understanding the new SEO requirements when implementation begins.

Stakeholders have also asked for a more comprehensive and easier to navigate website, communication/marketing for collateral, SEO frequently asked questions and processes, regular stakeholder meetings with ACE staff, SEO/event planning workshops conducted by ACE, etc. Based on the needs identified, this position would serve as a liaison to the SEO stakeholder advisory group.

Internally, this position would also play a critical role coordinating internal communications plans about major special events with the City Manager's Office, across departments, and with Mayor and Council.