

AGENDA



Monday, September 10, 2007

**Convention Center
RECOMMENDATION FOR COUNCIL ACTION**

Item No. 16

Subject: Approve a resolution adopting the Austin Convention and Visitors Bureau (ACVB) 2007-2008 Marketing Plan and proposed budget in the amount of \$9,183,211, set the contract payment from the City of Austin to ACVB at \$7,707,361 for the Fiscal Year 2007-2008, and direct the City Manager to file the approved documents with the City Clerk's office as required by the Texas Tax Code.

Amount and Source of Funding: Funding in the amount of \$7,707,361 is available in the Fiscal Year 2007-2008 Proposed Operating Budget for the Tourism and Promotion Fund. The Fiscal Year 2007-2008 Tourism and Promotion Fund is attached. Funding for the remaining \$1,475,850 of the ACVB budget is available from the sources shown in the attachment.

Fiscal Note: There is no unanticipated fiscal impact. A fiscal note is not required.

For More Information: Hymie Gonzales, Acting Director, Austin Convention Center, 404-4042; Larry Anderson, Chief Financial Manager, Austin Convention Center, 404-4055; Bob Lander, Executive Director, ACVB, 583-7201.

The Marketing Plan and budget for Fiscal Year 2007-2008 were submitted by ACVB as required by their contract with the City of Austin.

This Council proposed action approves the 2007-2008 ACVB Marketing Plan and proposed budget in the amount of \$9,183,211 for Fiscal Year 2007-2008. Upon approval of this resolution, the ACVB contract will incorporate the newly approved budget and marketing plan.

ATTACHMENTS: (1) proposed Fiscal Year 2007-2008 budget for ACVB (2) 2007-2008 Tourism and Promotion Fund (3) 2007-2008 Tourism and Promotion Fund errata (4) 2007-2008 Marketing Plan for ACVB