

AGENDA



Thursday, March 27, 2008

Aviation

Item No. 9

RECOMMENDATION FOR COUNCIL ACTION

Subject: Authorize negotiation and execution of an agreement with Airports Council International-North America (ACI-NA) for the City of Austin Department of Aviation to host the ACI-NA 2009 Annual Conference and Exhibition.

Amount and Source of Funding: Execution of the agreement with ACI-NA will obligate the City to expend approximately \$145,000 to host the Conference. Funding in the amount of \$40,000 is available in the fiscal year 2007-2008 budget. The remaining funds are subject to availability in the fiscal year 2008-2009 budget.

For More Information: Jamy Kazanoff, Assistant Director Customer Relations & Business Development, 530-6681

Boards and Commission Action: Recommended by the Austin Airport Advisory Commission.

The City of Austin Aviation Department and Austin-Bergstrom International Airport have been awarded the honor of hosting Airport Council International North America's 18th Annual Conference and Exhibition. To be held October 11-14, 2009, this conference will attract 2,300 attendees including airline and airport executives from throughout North America - the U.S., Canada and Mexico.

The City of Austin will benefit from being the site of Airport Council International North America's (ACI-NA) in numerous ways. The conference will be held at the Austin Convention Center. The host hotel (Hilton Austin Convention Center) will fill rooms and spill over attendees will fill nearby hotel rooms. Austin's popular tourist sites, restaurants and entertainment venues will be visited. All results in hundreds of thousands of dollars being pumped into the City's economy during this three day event. Beyond the immediate economic impact, there is the prestige of being the host City of this continent-wide conference. The event presents the opportunity to market Austin to airline executives as a port for new air service. Further, City staff has the opportunity to attend this conference right here in Austin.

As host, the City of Austin Aviation Department and Austin-Bergstrom International Airport do have obligations. These include: a preview event at the 2008 conference in Boston, and at the Austin event in 2009: host event, conference gifts for VIPS and attendees, signs and banners at hotel and airport, and providing staff to work the conference. The cost for all is budgeted at over \$145,000. A sponsorship solicitation program will be implemented to help defray some of this cost. The Aviation Department would work in coordination with ACI-NA regarding sponsorships.