

## AGENDA



Monday, September 14, 2009

**Convention Center  
RECOMMENDATION FOR COUNCIL ACTION****Item No. 11**

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**Subject:** Approve a resolution adopting the Austin Convention and Visitors Bureau (ACVB) 2009-2010 Marketing Plan and Proposed Budget in the amount of \$9,012,429, set the contract payment from the City to ACVB in an amount not to exceed \$6,969,914 for the Fiscal Year 2009-2010, 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 \$6,969,914 is available in the Fiscal Year 2009-2010 Proposed Operating Budget for the Tourism and Promotion Fund. The Fiscal Year 2009-2010 Tourism and Promotion Fund is attached. Funding for the remaining \$2,042,515 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:** Bob Lander, Executive Director, ACVB, 583-7201; Mark Tester, Director, Austin Convention Center Department, 404-4040

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The ACVB Marketing Plan and Budget for Fiscal Year 2009-2010 were submitted by ACVB as required by its contract with the City.

This action approves the 2009-2010 ACVB Marketing Plan and Proposed Budget in the amount of \$9,012,429 for Fiscal Year 2009-2010 and sets the City's payment in an amount not to exceed \$6,969,914. Upon approval of this resolution, the ACVB contract will incorporate the newly approved Marketing Plan and Budget.

ATTACHMENTS: (1) 2009-2010 ACVB Marketing Plan (2) Proposed Fiscal Year 2009-2010 Budget for ACVB (3) 2009-2010 Tourism and Promotion Fund