

## AGENDA



Wednesday, September 15, 2010

**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) 2010-2011 Marketing Plan and Proposed Budget in the amount of \$8,625,391, setting the contract payment from the City to ACVB in an amount not to exceed \$6,682,776 for the Fiscal Year 2010-2011, and directing 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 \$6,682,776 is available in the Fiscal Year 2010-2011 Proposed Operating Budget for the Tourism and Promotion Fund. The Fiscal year 2010-2011 Tourism and Promotion Fund is attached. Funding for the remaining \$1,942,615 ACVB Budget is available from the sources shown in the attachment.

**Fiscal Note:** 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 2010-2011 were submitted by ACVB as required by its contract with the City.

This action approves the 2010-2011 ACVB Marketing Plan and Proposed Budget in the amount of \$8,625,391 for Fiscal Year 2010-2011 and sets the City's payment in an amount not to exceed \$6,682,776. Upon approval of this resolution, the ACVB contract will incorporate the newly approved ACVB Marketing Plan and Budget.

**ATTACHMENTS:**

- (1) 2010-2011 ACVB Marketing Plan
- (2) Proposed Fiscal Year 2010-2011 Budget for ACVB
- (3) 2010-2011 Tourism and Promotion Fund