

A G E N D A



Recommendation for Council Action

Austin City Council	Item ID	9165	Agenda Number	15.
Meeting Date:	9/12/2011		Department:	Austin Convention Center
Subject				
<p>Approve a resolution adopting the Austin Convention and Visitors Bureau (ACVB) 2011-2012 Marketing Plan and Proposed Budget in the amount of \$9,897,787, setting the contract payment from the City to ACVB in an amount not to exceed \$8,036,337 for the Fiscal Year 2011-2012, and directing the City Manager to file the approved documents with the City Clerk's office as required by the Texas Tax Code.</p>				
Amount and Source of Funding				
<p>Funding in the amount of \$8,036,337 is available in the Fiscal Year 2011-2012 Proposed Operating Budget for the Tourism and Promotion Fund. The Fiscal Year 2011-2012 Tourism and Promotion Fund is attached. Funding for the remaining \$1,861,450 ACVB Budget is available from the sources shown in the attachment.</p>				
Fiscal Note				
<p>There is no unanticipated fiscal impact. A fiscal note is not required.</p>				
Purchasing Language:				
Prior Council Action:				
For More Information:	Bob Lander, Executive Director, ACVB, 583-7201; Mark Tester, Director, Austin Convention Center Department, 404-4040			
Boards and Commission Action:				
MBE / WBE:				
Related Items:				
Additional Backup Information				
<p>The ACVB Marketing Plan and Budget for Fiscal Year 2011-2012 were submitted by ACVB as required by the contract with the City.</p> <p>This action approves the 2011-2012 ACVB Marketing Plan and Proposed Budget in the amount of \$9,897,787 for Fiscal Year 2011-2012 and sets the City's payment in amount not to exceed \$8,036,337. Upon approval of this resolution, the ACVB contract will incorporate the newly approved ACVB Marketing Plan and Budget.</p> <p>Attachments:</p> <ul style="list-style-type: none"> (1) 2011-2012 ACVB Marketing Plan (2) Proposed Fiscal Year 2011-2012 Budget for ACVB (3) 2011-2012 Tourism and Promotion Fund 				