

## A G E N D A



## Recommendation for Council Action

Austin City Council	Item ID	9167	Agenda Number	12.
---------------------	---------	------	---------------	-----

Meeting Date:	9/14/2011	Department:	Austin Convention Center
---------------	-----------	-------------	--------------------------

## Subject

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.

## Amount and Source of Funding

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.

## Fiscal Note

There is no unanticipated fiscal impact. A fiscal note is not required.

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

The ACVB Marketing Plan and Budget for Fiscal Year 2011-2012 were submitted by ACVB as required by the contract with the City.

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.

## Attachments:

- (1) 2011-2012 ACVB Marketing Plan
- (2) Proposed Fiscal Year 2011-2012 Budget for ACVB
- (3) 2011-2012 Tourism and Promotion Fund