

AUSTIN CITY COUNCIL

AGENDA



Monday, September 11, 2006

+ Back Print

Budget RECOMMENDATION FOR COUNCIL ACTION

ITEM No. 11

Subject: Approve a resolution adopting the Austin Convention and Visitors Bureau (ACVB) 2006-2007 Marketing Plan and proposed budget in the amount of \$8,159,156, set the contract payment from the City of Austin to ACVB at \$6,750,040 for the Fiscal Year 2006-2007, approve negotiation and execution of a new agreement between the City of Austin and ACVB for a five-year term beginning October 1, 2006 and ending September 30, 2011, 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 \$6,750,040 is available in the Fiscal Year 2006-2007 Proposed Operating Budget for the Tourism and Promotion Fund. The Fiscal Year 2006-2007 Tourism and Promotion Fund is attached. Funding for the remaining \$1,409,116 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.

Additional Backup Material

(click to open)

- ☐ ACVB Marketing Plan 2006-2007
- ☐ ACVB Contract
- ☐ ACVB Proposed Budget for 2006-2007
- ☐ Fund Summary

For More Information: Robert Hodge, Director, Austin Convention Center, 404-4040; Larry Anderson, Chief Financial Manager, Austin Convention Center, 404-4055; Bob Lander, Executive Director, ACVB, 583-7201.

The Marketing Plan and budget for Fiscal Year 2006-2007 were submitted by ACVB as required by their contract with the City of Austin.

This Council proposed action approves the 2006-2007 ACVB Marketing Plan, proposed budget in the amount of \$8,159,156 for Fiscal Year 2006-2007, and negotiation and execution of the new agreement between the City and ACVB. Upon approval of this resolution, the ACVB contract will incorporate the newly approved budget and marketing plan.

ATTACHMENTS: (1) proposed Fiscal Year 2006-2007 budget for ACVB (2) 2006-2007 Tourism and Promotion Fund (3) 2006-2007 Marketing Plan for ACVB (4) Agreement between the City of Austin and ACVB