

AGENDA



Recommendation for Council Action

AUSTIN CITY COUNCIL

Regular Meeting: December 7, 2017

Item Number: 025

Convention Center

Approve a resolution adopting the Austin Convention and Visitors Bureau (doing business as Visit Austin) 2017-2018 Marketing Plan and authorizing the City Manager to file the approved documents with the City Clerk's Office as required by the Texas Tax Code.

Lead Department	Austin Convention Center Department
Fiscal Note	Funding to perform the work described in the Marketing Plan, in the amount of \$14,995,700, is available in the Fiscal Year 2017-2018 Approved Operating Budget for the Tourism and Promotion Fund, which is funded with a portion of Hotel Occupancy Tax (non-general fund) and with a portion of the Convention Center Operating Fund (\$6,600,000). Additional funding from private sector revenue sources is available to Visit Austin for the remainder of its Approved Visit Austin Budget.
Prior Council Action	August 18, 2016, Council approved negotiation and execution of an agreement with Visit Austin. October 12, 2017, Council approved Visit Austin's Fiscal Year 2017-2018 Proposed Amended Budget.
For More Information	Tom Noonan, President and CEO, Visit Austin, 512-583-7201; Mark Tester, Director, Austin Convention Center Department, 512-404-4040.

Additional Backup Information:

This action approves the 2017-2018 Visit Austin Marketing Plan for Fiscal Year 2017-2018.

Upon approval of this resolution, the Austin Convention and Visitor's Bureau (doing business as Visit Austin) contract will incorporate the newly approved Visit Austin Marketing Plan into its Fiscal Year 2017-2018 work plan, as per the agreement between the City and the Austin Convention and Visitors Bureau. By including the documents set out below with this request for council action, these documents are also filed with the City Clerk as required by Section 351.108 of the Texas Tax Code.