

Fiscal Year FY19/20 - FY20/21 to-date							
Tourism Commission Request (draft agenda language from 12/14/2020)	Visit Austin report funds dedicated to tourism promotion that have been used to sponsor or otherwise pay musicians and/or other artists and creative productions.						
Visit Austin Response	Visit Austin does not provide sponsorship to musicians or artists/creatives. As marketing programs and campaigns are developed to promote the destination to potential visitors and meeting professionals, local destination assets (musicians, makers, chefs, artists, photographers, videographers, writers, influencers, etc.) are sometimes engaged to support sales and marketing activities. Assets outlined below.						
Marketing Campaign/Activity	Music Performance	Music Licensing	Video Production / Edit	Photographers	Writers	Influencers / Local Talent	Total Estimated Spend
<b>Promotional Video Content</b>							
Destination Promotional Video Refresh		X	X				\$3,581
Best Seat in the House Service Industry Video Series (2 teasers, 8 episodes)		X	X			X	\$14,553
Vibrant City (Mural Promotional Video + AR Filters)		X	X				\$34,140
Convention Sales Drone Video		X	X				\$4,678
Small Business Season Campaign		X	X				\$5,031
15 Seconds in Austin Pre-roll Video		X	X				\$3,000
<b>Destination Content Creation</b>							
Content Development (website, blogs, insider guide, social media, etc.)				X	X		\$31,652
<b>Social Media Marketing Campaigns</b>							
Influencer Campaign						X	\$10,000
3D Portrait Promotional Series (featuring musicians & other local creatives)			X	X		X	\$5,178
<b>Virtual Convention Promotion</b>							
ASAE Virtual Conference Promotion (Best Seat rebroadcast)	X		X				\$5,371
IMEX Virtual Conference Promotion (Best Seat rebroadcast)	X						\$1,500
NCBMP Virtual Conference Promotion	X		X				\$3,050
PCMA Foundation Virtual Event	X		X				\$1,500
PCMA Virtual Conference Promotion	X		X				\$6,000
IAEE Virtual Conference	X						\$300
<b>Virtual Destination Campaigns</b>							
Best Seat in the House Live Music Edition - Episode 1 Willie Nelson Tribute	X		X				\$800
Best Seat in the House Live Music Edition - Episode 2 Daniel Johnston Tribute	X		X				\$800
Best Seat in the House Live Music Edition - Episode 3 Tribute to Austin's Black Music Legacy	X	X	X				\$5,100
National Travel and Tourism Week						X	\$600
<b>Virtual Travel Trade/Tourism Trainings</b>							
Virtual Vacations Webinar	X						\$250
Brand USA Mexico trade training	X						\$200
Canada Trade Webinar	X						\$150
Beds Online Webinar	X						\$200
Travel Texas Mexico Trade training	X						\$200
<b>Convention Services</b>							
Convention Services Commitments	X						\$13,300
<b>International and other Marketing Activities</b>							
Americana Fest - UK	X						\$1,000
Paste Studio NYC Song Confessional Content	X						\$1,000
Song Confessional @ PCMA	X		X				\$10,175
<b>Hosted Meetings</b>							
2019 Annual Meeting	X			X			\$6,800
2020 Virtual Annual Meeting	X		X				\$11,607
Sales Missions & Customer Events	X						\$8,550
						<b>TOTAL</b>	<b>\$190,265</b>
<b>Hire Austin Musician Program:</b>							
In addition to servicing Visit Austin's sales, services and marketing needs, the Austin Music Office also services third party event and meeting planners to coordinate and confirm bookings through the Hire an Austin Musician Program.							