

AGENDA



Thursday, March 11, 2010

**Aviation
RECOMMENDATION FOR COUNCIL ACTION****Item No. 7**

Subject: Authorize negotiation and execution of an agreement with Reed Business Information, Quadrant House, The Quadrant, Sutton, Surrey SM2 5AS, United Kingdom, to host the Network USA 2011 Conference to be held March 6, 7, and 8, 2011.

Amount and Source of Funding: Execution of the agreement with Reed Business Information will obligate the City to expend approximately \$165,000 to host the Conference. Funding in the amount of \$75,000 is available in the Fiscal Year 2009-2010. The remaining funds are subject to availability in the Fiscal Year 2010-2011 budget.

Fiscal Note: A fiscal note is not required.

For More Information: Julie Harris, Marketing and Advertising Manager, 530-6322

Boards and Commission Action: Recommended by the Austin Airport Advisory Commission.

The City of Austin Aviation Department and Austin-Bergstrom International Airport have been awarded the honor of hosting Network USA 2011 to be held March 6, 7, and 8, 2011.

The Network Conference provides a high-level forum where delegates are able to debate international route-planning strategies, discuss global forecasts, trends and marketing plans with an impressive selection of senior airline route planners. Additionally, it provides the perfect opportunity for ABIA to build relationships with the US major airlines, low-cost competitors and regional operators, as well as planners from Latin America and beyond. Many new routes have been launched as a direct result of contacts made at previous Network events.

The City of Austin will benefit from being the site of Network USA 2011 in numerous ways. Austin's popular hotels, tourist sites, restaurants and entertainment venues will be visited. All results in hundreds of thousands of dollars being pumped into the City's economy during this three day event. Beyond the immediate economic impact, there is the prestige of being the host City of this continent-wide conference. The event presents the opportunity to market Austin to airline executives as a port for new air service. Further, City staff has the opportunity to attend this conference right here in Austin.

The fee payable to Reed Business Information to host the Network USA 2011 Conference is \$95,000. In addition, the host airport is required to assume additional costs relating to the City of Austin Department of Aviation's organization and funding of the Sunday evening reception and Monday evening gala events. The total cost is estimated at \$165,000. The cost to the City may be reduced if and to the extent that private sponsors agree to assume part of the cost in exchange for marketing benefits and exposure.