





- (C) Develop public awareness of the desirability, benefits and importance of the travel, music and film industries to the Austin area economy.
- (D) Market and distribute materials promoting Austin as a preferred destination city consistent with the marketing plan.
- (E) Demonstrate the advantages the Austin area has to offer visitors from other parts of the state, the nation and the world.
- (F) Perform all responsibilities of Heritage Tourism.
- (G) Market and promote tourism and conventions among minority markets in accordance with performance criteria set forth in each year's marketing plan.
- (H) Perform additional duties agreed upon by both parties which are consistent with ACVB's mission statement.

This contract is administered by the Austin Convention Center Department. ACVB is a not for profit corporation that is funded by the City of Austin to provide these services. The MBE/WBE Ordinance, as amended is not applicable to this contract since it is a non-profit corporation.