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Mayor Pro Tem Kathie
Council District 9

September 22, 2016

REVISED

Item 6 Motion: Approve the resolution adopting the ACVB 2016-17 marketing plan and budget; setting the city's contract payment amount of \$14,773,733, with direction to allocate the additional \$300,000 as outlined in my motion sheet; and authorizing the City Manager to file the approved documents with the City Clerk.

Note: \$14,473,733 (Aug. 18 vote) + \$300,000 = \$14,773,733

1. The Austin Convention and Visitors Bureau will coordinate with the appropriate personnel at the Parks and Recreation Department on the following:
 - Allocate \$300,000 of the Tourism and Promotion Fund to expand Heritage Tourism and Marketing grants and to include educational programs and tours with a strong emphasis on historic civic buildings and spaces.
 - Create a coordinated marketing plan and tours for city-owned historic resources (including historic golf courses, cemeteries, museums, historic parks, and other civic city assets).
 - Identify other assets that could be eligible for HOT funds such as Waller Creek Park District, Zilker Botanical Gardens, Hancock Golf Course, Umlauf Sculpture Gardens, Austin Nature and Science Center, and other similar sites that attract tourists.
2. The ACVB will work with Economic Development Department to explore HOT funding opportunities for existing or future heritage districts (such as Red River and the African American Cultural Heritage Districts) to stabilize historic resources within these areas that serve as tourist attractions.
3. ACVB will provide a semi-annual update to the Audit and Finance Committee of the Council to determine that the spending priorities as set forth by the City Council are being met, as well as to provide notice to ACVB regarding future budget priorities and funding allocations.

*For Council to receive a copy of the update
semiannual*

4. The City Manager is directed to work with PARD to identify projects in the PARD CIP plan that meet the criteria for funding through the Hotel Occupancy Tax.
5. The City Manager shall set aside \$200,000 for community grants to fund projects that meet the criteria for funding according to the state tax code.
6. The City Manager is directed to create a separate historic preservation fund designation under the Tourism and Promotion Fund for high priority preservation projects identified and approved by the City Council. The remainder of funds should be deposited into this fund.

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understanding that the last ^{two} ~~three~~ ^{\$500} ~~directed~~ ^{be} will have to come back as a budget amendment.

to #3

In addition to the \$2K already in their budget