



MEMORANDUM

TO: Mayor and Council

FROM: Mark Tester, Director, Austin Convention Center Department

DATE: September 28, 2017

SUBJECT: Clarification Memo for Item #15 –Adopting Visit Austin’s 2017-2018 Marketing Plan and Proposed Budget

The September 28th City Council agenda includes an item for the Mayor and Council's consideration to approve a resolution adopting the Austin Convention and Visitors Bureau (doing business as Visit Austin) 2017-2018 Marketing Plan and Proposed Budget; setting the contract payment as required by Chapter 351 of the Texas Tax Code; and authorizing the City Manager to file the approved documents with the City Clerk's Office as required by the Texas Tax Code.

In the Amount and Source of Funding section, it states the following, "Funding in the amount of \$15,345,700 is available in the Fiscal Year 2017-2018 Proposed Operating Budget for the Tourism and Promotion Fund, which is funded with a portion of Hotel Occupancy Tax (non-general fund). Additional funding from private sector revenue sources is available to Visit Austin for the remainder of its proposed Visit Austin Budget."

The Austin Convention Center Department (ACCD) would like to clarify to Mayor and Council that this section should be revised to be consistent with the actions taken during adoption of the City's Fiscal Year 2017-2018 budget. The revised language should read: "Funding in the amount of \$14,995,700 is available in the Fiscal Year 2017-2018 Approved Operating Budget for the Tourism and Promotion Fund, (\$8,395,700) 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 proposed Visit Austin Budget."

Also, in the Additional Backup Information section, it states the following, "This action approves the 2017-2018 Visit Austin Marketing Plan and Proposed Budget for Fiscal Year 2017-2018 and sets the City's contract payment in an estimated amount of \$14,800,000."

Again, ACCD would like to clarify to Mayor and Council that this section should be consistent with the actions taken during adoption of the City's Fiscal Year 2017-2018 budget and the amount should read \$14,995,700.

Also, in the Additional Backup Information section, it states the following, "Additionally, the budget and plan include \$250,000 allocated from Hotel Occupancy Taxes to fund the historic preservation grants for one grant cycle".

Again, ACCD would like to clarify to Mayor and Council that the following should be added to reflect actions taken during adoption of the City's Fiscal Year 2017-2018 budget: "It also includes \$200,000 allocated from Hotel Occupancy Taxes to fund a local business marketing grant to promote local businesses to tourists and convention delegates."

xc: Elaine Hart, Interim City Manager
Jannette Goodall, City Clerk
Anne Morgan, City Attorney