

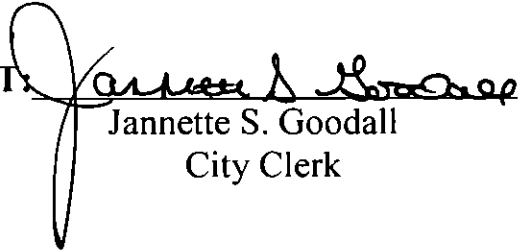
RESOLUTION NO. 20171012-029

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF AUSTIN:

The City Council approves the Austin Convention and Visitors Bureau doing business as Visit Austin (Visit Austin) 2017-2018 amended budget; establishes the contract payment from the City to Visit Austin in an estimated amount of \$14,995,700 for Fiscal Year 2017-2018; and authorizes the City Manager to file the approved documents that are attached to this Resolution with the City Clerk's Office as required the Texas Tax Code.

ADOPTED: October 12, 2017

ATTEST:


Jannette S. Goodall
City Clerk

AUSTIN CONVENTION & VISITORS BUREAU
dba VISIT AUSTIN
Proposed Budget 2017 - 2018

REVENUE	Proposed FY2018	Approved FY2017	Approved FY2016
City Contract - Hotel Occupancy Tax	14,995,700	15,473,733	14,473,733
Private Sector Revenue			
Retail Revenue	1,110,000	1,107,500	1,022,000
Publication Sales	20,000	20,000	20,000
Rack Rental	15,000	15,000	15,000
Partnership Revenue	549,500	636,500	504,000
Austin Sports Commission Revenue	68,000	118,000	72,500
Services Billed	80,000	256,000	235,000
Donated Services	315,000	415,000	365,000
Interest Income	4,200	600	300
Draw on Reserve Fund for Convention Commitments	112,350	2,240,600	306,100
Sub-Total, Private Sector Revenue	2,274,050	4,809,200	2,539,900
TOTAL REVENUE	17,269,750	20,282,933	17,013,633
BUDGET BY PROGRAM			
Convention Sales & Services *	6,381,191	8,360,123	6,549,660
Marketing **	5,342,971	6,122,928	5,646,013
Finance/Administration/IT	2,254,658	2,327,154	1,891,644
Music & Film	539,890	568,824	486,509
Visitor Center	1,591,040	1,581,255	1,439,807
Future Convention Commitments	-	1,322,649	1,000,000
Local Business Grant	200,000		
Spring Festival Security	1,200,000	-	-
Compensation and Benefits	(240,000)	-	-
TOTAL	17,269,750	20,282,933	17,013,633
CHANGE IN NET ASSETS	-	-	-
	FY 2018 Percentage Allocation	FY 2017 Percentage Allocation	FY 2016 Percentage Allocation
Convention Sales *	28%	23%	28%
Convention Services *	6%	14%	6%
Convention Services - Housing *	0%	1%	2%
Tourism Sales *	3%	3%	3%
Marketing/Advertising **	31%	30%	33%
Music & Film	3%	3%	3%
Visitor Center	9%	8%	8%
Finance/Administrative/IT	13%	11%	11%
Current and Future Convention Commitments	0%	7%	6%
Local Business Grant	1%		
Spring Festival Security	7%	0%	0%
Compensation and Benefits	-1%	0%	0%
	100%	100%	100%