

AGENDA



Recommendation for Council Action

AUSTIN CITY COUNCIL

Regular Meeting: June 28, 2018

Item Number: **018**

Convention Center

Approve award of a Local Business Marketing Grant by Visit Austin to LookThinkMake, LLC, or to one of the other qualified offerors, to market and promote local Austin businesses to tourists, for a term ending September 30, 2018, for a total grant award not to exceed \$200,000.

Lead Department	Austin Convention Center Department.
Fiscal Note	Funding in the amount of \$200,000 is available in the Fiscal Year 2017-2018 Amended Budget of Visit Austin.
Prior Council Action	August 18, 2016 - Council approved negotiation and execution of an agreement with Visit Austin. October 12, 2017, Council approved Visit Austin’s Fiscal Year 2017-2018 Proposed Amended Budget. Prior Council action - December 7, 2017 - Council approved Resolution No. 20171207-025, which approved Visit Austin’s 2017-2018 Marketing Plan and authorized the Visit Austin contract with the City to incorporate the newly approved Visit Austin Marketing Plan into its Fiscal Year 2017-2018 work plan. Resolution No. 20171207-025 was approved on Council Member Flannigan’s motion, Council Member Houston’s second on a 7-1 vote. Council Member Pool voted nay. Mayor Pro Tem Tovo abstained. Council Members Garza and Troxclair were absent.
For More Information	Inquiries should be directed to the City Manager’s Agenda Office, at 512-974-2991 or AgendaOffice@austintexas.gov <mailto:AgendaOffice@austintexas.gov>; <u>Mark Tester, Director, Austin Convention Center Department, 512-404-4040.</u>

Additional Backup Information:

Visit Austin is the official destination marketing organization for the City of Austin and funded by a portion of the Hotel Occupancy Tax. An accredited member of Destinations International, Visit Austin is contracted by the City of Austin to market Austin nationally and internationally as a premier convention and leisure travel destination-thereby enriching our community's overall quality of life and positively contributing to the City's local economy and making the City more affordable for its citizens.

The Austin City Council approved Visit Austin's 2017-2018 Marketing Plan and Budget, inclusive of \$200,000 for a local business marketing and tourism program grant. The contract between the City and Visit Austin was amended to further define how funding provided by the City will specifically be utilized. The contract reflects that \$200,000 shall be allocated to a third-party organization that supports local business and local business districts, to be approved by the City Council for scope and oversight, for promotion of local business to tourists.

The local business marketing grant will be used to promote local Austin businesses to tourists. The grant funds are Hotel Occupancy Tax and are to be spent in accordance with Texas Tax Code Chapter 351. The service requirement objective is to develop and implement a comprehensive, strategic marketing plan of all proposed advertising media, marketing activities, and promotions for target audiences and target markets. The plan shall detail the programs and activities for promoting local businesses to visitors. The plan must be approved in writing by Visit Austin before implementation. After Visit Austin's approval, the plan shall become part of the contract and the contractor shall implement, perform and satisfy all requirements of the plan as approved.

The RFP was issued and evaluated by the evaluation committee members, based on evaluation criteria within these categories: (1) company information (2) experience and qualifications and references and (3) proposed Strategic Marketing Plan. The committee has assigned scores to all proposals received.

Per the terms of the RFP, an evaluation committee was selected to score the six proposals that were received in response to the RFP from Visit Austin and the next step is to have City Council approve the final selection.

The evaluation committee members consisted of five members of the Visitor Impact Task Force.

Evaluation Committee Members:

1. MariBen Ramsey - Arts community representative
2. DeWitt Peart - Downtown Commission representative
3. Alyson McGee - Preservation community representative
4. Dan Keshet - Parks community representative
5. Caitlin Whittington - Music industry representative

Evaluation Committee Proposal Scores:

Score	Company Name
446	LookThinkMake
396	Zellmer McConnell
389	Arsenal
368	Latinworks
278	Localeur
272	Local Economies Council