



## Recommendation for Action

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**File #:** 19-1380, **Agenda Item #:** 7.

3/28/2019

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### **Posting Language**

Approve a resolution amending the Austin Convention and Visitors Bureau (doing business as Visit Austin) 2018-2019 Marketing Plan and Proposed Budget by an increased amount of \$250,000, for a revised total contract amount not to exceed \$15,964,496, to provide payment of the Fall 2018 Heritage Grants; and authorizing the City Manager to file the approved documents with the City Clerk's Office as required by Chapter 351 of the Texas Tax Code.

### **Lead Department**

Economic Development.

### **Fiscal Note**

Funding in the amount of \$250,000 is available in the Fiscal Year 2018-19 Historic Preservation Fund.

### **Prior Council Action:**

On October 18, 2018, Council approved the Visit Austin's Fiscal Year 2018-2019 Proposed Budget.

### **For More Information:**

Rebecca Giello, Interim Director, Economic Development Department, 512-974-3045  
Tom Noonan, President and CEO, Visit Austin, 512-583-7201.

### **Additional Backup Information:**

This action amends the Fiscal Year 2018-19 Visit Austin Marketing Plan and Proposed Budget.

Upon approval, Economic Development Department (EDD) and Visit Austin staff will negotiate and execute a contract for continued execution and monitoring of existing heritage grant contracts from the Fall 2018 Application and Award Process.

In July 2018, Visit Austin issued a request for proposal for the 2018 Fall Grant Cycle. Through their approved process, Visit Austin have executed seven grants totaling \$250,000. Funds for the 2018 Fall Grant Cycle were not included in Visit Austin's approved FY 18-19 contract because the grant process had not been finalized. This action will provide reimbursement of the grants and Visit Austin will maintain administration and monitoring of the contract, and forward metrics to EDD to include in any future reporting.