



Recommendation for Action

File #: 20-2614, **Agenda Item #:** 16.

8/27/2020

Posting Language:

Approve a resolution adopting the Austin Convention and Visitors Bureau, doing business as Visit Austin, 2020-2021 Marketing Plan and Proposed Budget of \$11,901,976; setting the contract payment as required by Chapter 351 of the Texas Tax Code; and authorizing the City Manager to file approved documents with the City Clerk's Office as required by the Texas Tax Code.

Lead Department:

Austin Convention Center.

Fiscal Note:

Funding to perform the work described in the Marketing Plan, in the amount of \$8,776,726, is available in the: (1) Fiscal Year 2020-2021 Operating Budget for the Tourism and Promotion Fund (\$2,986,323), which is funded with a portion of Hotel Occupancy Tax (non-general fund) and with a transfer from the Convention Center Operating Fund and (2) Fiscal Year 2020-2021 Operating Budget for the Convention Center (\$5,790,403). Additional funding from private sector revenue sources is available to Visit Austin for the remainder of the Proposed Budget.

Prior Council Action:

October 3, 2019 Council approved Visit Austin's Fiscal Year 2019-2020 Proposed Budget.

For More Information:

Tom Noonan, President and CEO, Visit Austin, 512-583-7201; Trisha Tatro, Interim Director, Austin Convention Center Department, 512-404-4218.

Additional Backup Information:

This action approves the Fiscal Year 2020-2021 Visit Austin Marketing Plan and Proposed Budget.

Upon approval of this resolution, the Agreement between the City and Visit Austin will incorporate the newly approved Marketing Plan into Visit Austin's Fiscal Year 2020-2021 work plan, as per the Agreement. By including the documents set out below with this request for Council action, these documents are also filed with the City Clerk as required by Section 351.108 of the Texas Tax Code.

Attachments:

1. Fiscal Year 2020-2021 Visit Austin Proposed Marketing Plan
2. Fiscal Year 2020-2021 Visit Austin Proposed Budget (summary and detailed)
3. Fiscal Year 2020-2021 Tourism and Promotion Fund Summary

Strategic Outcome(s):

Economic Opportunity and Affordability.