



Recommendation for Action

File #: 22-1790, **Agenda Item #:** 2.

5/19/2022

Posting Language

Approve an ordinance amending the Fiscal Year 2021-2022 Tourism and Promotion Fund (Ordinance No. 20210811-001) to increase appropriations by a total of \$1,082,155 to support the Austin Convention and Visitors Bureau's recovery from the financial challenges resulting from the COVID-19 pandemic. Related to Item #3.

Lead Department:

Austin Convention Center.

Fiscal Note:

Fiscal note is attached.

Prior Council Action:

August 11, 2021 - Council adopted the Fiscal Year 2021-2022 approved budget.

September 2, 2021 - Resolution No. 20210902-006- Council approved the Fiscal Year 2021-2022 Visit Austin Marketing Plan and Budget.

For More Information:

Tom Noonan, President and CEO, Visit Austin, 512-583-7201; Trisha Tatro, Director, Austin Convention Center Department, 512-404-4040.

Additional Backup Information:

This item amends the approved Fiscal Year 2021-2022 Austin Convention Center Department (ACCD) Tourism and Promotion Fund. Austin Convention and Visitors Bureau, doing business as Visit Austin, has experienced a significant decrease in funding as a result of the COVID-19 pandemic, which has led to staff furloughs and a reduction in programming and marketing of the City of Austin as a destination. Due to these financial and staffing impacts, staff is bringing forward this budget amendment and corresponding contract amendment with Visit Austin to aid in mitigating the extraordinary funding challenges faced by Visit Austin over the past two years. The additional funding will allow Visit Austin to rehire the more than 15 positions lost during the COVID-19 pandemic and increase advertising and marketing efforts, resulting in more conventions, meetings, leisure visitation and spending in the destination year-round versus just during event weekends.

In review of potential funding for Visit Austin staff identified a combined total of \$1,082,155 in prior-year unexpended funds beyond what was estimated for the FY21 Visit Austin contract within the ACCD Operating Budget and Tourism and Promotion Fund. Approval of this item will allow ACCD to utilize these funds in the current fiscal year to increase the FY22 contractual funding to Visit Austin by a total of \$1,082,155.

A companion resolution agenda item to amend the FY 2021-22 Marketing Plan and Approved Budget for Visit Austin will accompany this budget amendment.

ATTACHMENTS:

Tourism and Promotion Fund Fiscal Note.

Strategic Outcome(s):

Economic Opportunity and Affordability.