



City of Austin

Recommendation for Action

File #: 25-1335, Agenda Item #: 8.

8/28/2025

Posting Language

Approve a resolution adopting the Austin Convention and Visitors Bureau, d/b/a Visit Austin, 2025-2026 Marketing Plan and Proposed Budget of \$22,453,065; setting the contract payment as required by Chapter 351 of the Texas Tax Code at \$20,313,215; and authorizing the City Manager to file approved documents with the City Clerk's Office as required by the Texas Tax Code. Funding: \$12,913,215 is available in the Fiscal Year 2025-2026 Tourism and Promotion Fund Operating Budget of the Austin Convention Center Department and \$7,400,000 is available in the Fiscal Year 2025-2026 Operating Budget for the Austin Convention Center Department.

Lead Department

Austin Convention Center.

Fiscal Note

Funding to perform the work described in the Marketing Plan, in the amount of \$20,313,215, is available in the: (1) Fiscal Year 2025-2026 Operating Budget for the Tourism and Promotion Fund in the amount of \$12,913,215 which is funded with a portion of Hotel Occupancy Tax (non-general fund); and (2) Fiscal Year 2025-2026 Operating Budget for the Convention Center in the amount of \$7,400,000. Additional funding from private sector revenue sources is available to Visit Austin for the remainder of the Proposed Budget.

Prior Council Action:

August 29, 2024 - Council approved Resolution No. 20240829-018 adopting the Austin Convention and Visitors Bureau, d/b/a Visit Austin, 2024-2025 Marketing Plan and Proposed Budget of \$27,202,021; 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 on a 10-0 vote.

For More Information:

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

Council Committee, Boards and Commission Action:

Click or tap here to enter text.

Additional Backup Information:

This action approves the Fiscal Year 2025-2026 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 2025-2026 work plan, as per the Agreement. The documents set out below, are filed with the City Clerk as required by Section 351.108 of the Texas Tax Code along with the resolution.

Attachments:

1. Fiscal Year 2025-2026 Visit Austin Proposed Marketing Plan;

2. Fiscal Year 2025-2026 Visit Austin Proposed Budget (summary and detailed); and
3. Fiscal Year 2025-2026 Tourism and Promotion Fund Summary.