

**Tourism Development Special Project Fund Use Request
May 25, 2021**

Discuss and Consider Approval of Tourism Development Special Project Fund Use Request

Background

The following expenditures are part of the CVB's 2020-2021 budget. The deliverables include an annual Austin client event with state association and corporate meeting planners. The second request is on behalf of the Downtown Partnership to expand the footprint of holiday decorations and encourage movement of visitors from The Strand to Postoffice and throughout downtown. The requested budget also includes the continuation of the holiday tree decorating contest. The goal is to promote Historic Downtown as a holiday destination and a must-see attraction. Staff is requesting approval of the following deliverables from the Tourism Development budget.

Budget	Vendor	Amount	Description	FUNDING
80-5300	Olive and June	\$10,000.00	Annual Austin dinner event for key meeting clients in the Texas Market	BUDGETED
70-7002	Historic Downtown Partnership	\$73,393.00	Expand Downtown holiday decorations and continue with tree decorating contest	BUDGETED
TOTAL		\$83,393.00		