

WHEREAS, on September 25, 1996, the City Council authorized a contract with the Dallas Convention and Visitors Bureau for ten years with two five-year renewal options by Resolution No. 96-3120; and

WHEREAS, on May 12, 1999, the City Council authorized Supplemental Agreement No. 1 to the contract to remove the cap on the amount of compensation and decrease the percentage the Dallas Convention & Visitors Bureau receives from 33.57% to 32.6% and to require DCVB to meet performance measures that place priority on the Convention Center by providing a minimum of 95 percent utilization of leasable space and dates by Resolution No. 99-1652; and

WHEREAS, on June 26, 2002, the City Council authorized Supplemental Agreement No. 2 to the contract to provide supplemental funding for additional marketing and promotion of the Dallas Convention Center expansion, require DCVB to establish a reserve account for future revenue shortfalls, and require DCVB provide for future capital improvements at WRR Municipal Radio by Resolution No. 02-1986; and

WHEREAS, on December 11, 2002, the City Council authorized Supplemental Agreement No. 3 to the contract to provide \$30,000 in funding for the promotion of the City of Dallas and the Dallas area as a location for the production of motion pictures and television films by Resolution No. 02-3527; and

WHEREAS, on January 8, 2003, the City Council authorized Supplemental Agreement No. 4 to reduce supplemental funding for additional marketing services from the Dallas Convention and Visitors Bureau from \$950,000 to \$715,000 and to reduce DCVB's required reserve account from \$1,000,000 to \$800,000 to address future budget deficiencies, and to reduce DCVB's requirement to pay for capital improvements at WRR Municipal Radio from \$1,050,000 to \$790,280 by Resolution No. 03-0213; and

WHEREAS, on October 22, 2003, the City Council authorized Supplemental Agreement No. 5 to the contract to defer DCVB's January 1, 2004, repayment in the amount of \$197,570 until January 1, 2007, allowing DCVB to offer economic incentives to the clients to facilitate future convention center bookings by Resolution No. 03-2860; and

WHEREAS, on April 28, 2004, the City Council authorized Supplemental Agreement No. 6 to the contract to defer DCVB's requirement to establish a reserve account of \$800,000 from September 30, 2006 to September 30, 2007, to enable DCVB to support or create special events to attract visitors downtown by Resolution No. 04-1442; and

WHEREAS, on October 12, 2005, the City Council authorized Supplemental Agreement No. 7 to the contract to provide \$200,000 supplemental funding for DCVB to promote the City of Dallas and the North Texas area as a location for production of motion pictures and television films by Resolution No. 05-2924; and

WHEREAS, on September 13, 2006, the City Council authorized Supplemental Agreement No. 8 to the contract with the Dallas Convention and Visitors Bureau exercising the first of two five year renewal options to extend the contract for convention facility promotion, advertising and tourism development services for the period of October 1, 2006, to September 30, 2011, by Resolution No. 06-2490; and

WHEREAS, on October 28, 2009, the City Council authorized Supplemental Agreement No. 9 to the contract with the Dallas Convention and Visitors Bureau for the City to assume the function of marketing and promoting the City as a desirable location for the entertainment industry (i.e. film, digital image and other) and other actions by Resolution No. 09-2672; and

WHEREAS, on September 14, 2011, the City Council authorized an Amended and Restated Contract with the Dallas Convention and Visitors Bureau for convention facility promotion, advertising and tourism development services by Resolution No. 11-2452.

Now, Therefore,

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF DALLAS:

Section 1. That upon approval as to form by the City Attorney, the City Manager is hereby authorized to execute a Contract with the Dallas Convention & Visitors Bureau for convention facility promotion, advertising and tourism development services from October 1, 2015 through September 30, 2020, for a total not to exceed 30% of the City's 7% hotel occupancy tax receipts, with one five-year renewal option and one three-year renewal option, subject to annual appropriation.

Section 2. That such contract shall include new performance goals and reporting requirements, including a 2% retainage to be paid out to the DCVB based on the DCVB meeting or exceeding performance goals.

Section 3. That such Contract shall also secure DCVB's commitment to the City to provide \$500,000 in funding annually for capital improvements to the Kay Bailey Hutchison Convention Center Dallas.

Section 4. That such Contract shall also secure DCVB's commitment to provide \$200,000 in funding annually for marketing and the promotion of the City of Dallas as a location for the production of motion pictures, television and other related creative media, through \$100,000 in direct pay for film commission related activities and \$100,000 in a transfer to the Office of Economic Development.

Section 5. That the Chief Financial Officer is hereby authorized to disburse funds to the Dallas Convention and Visitors Bureau in an amount not to exceed 30% of the 7% Hotel Occupancy Tax collected by the City, in accordance with the terms of the contract, as supplemented, from Fund 0080, Department CCT, Unit 7840, Object Code 3320, Vendor No. 519741.

Section 6. That the Chief Financial Officer is hereby authorized to receive and deposit funds from the DCVB in an amount not to exceed \$500,000 to Fund 0082, Department CCT, Unit 8063, Revenue Code (RSRC) 9000.

Section 7. That the Chief Financial Officer is hereby authorized to receive and deposit \$100,000 annually into Fund 0001, Department ECO, Unit 1217, Revenue Code Source 8428; and that the Chief Financial Officer is hereby authorized to receive and deposit any additional funds received from the DCVB or other sources from proceeds derived through the Dallas Film Commission/creative industries activities into Fund 0029, Department ECO, Unit 1476, Revenue Source 8428.

Section 8. That the Chief Financial Officer is hereby authorized to transfer funds in an amount not to exceed \$70,000 annually from Fund 0080, Department CCT, Unit 7840, Object 3321, to Fund 0001, Department ECO, Unit 1217, Activity EC13, Object 5011.

Section 9. That this resolution shall take effect immediately from and after its passage in accordance with the provisions of the Charter of the City of Dallas, and it is accordingly so resolved.

APPROVED BY
CITY COUNCIL

SEP 09 2015

Scott C. Price
City Secretary