



City of Pflugerville

Legislation Text

File #: 2023-0204, Version: 1

Approving an agreement with the Pflugerville Chamber of Commerce in the amount of \$106,670 associated with tourism and the Convention and Visitors Bureau project, and authorizing the City Manager to execute the same.

This agreement between the City of Pflugerville and the Pflugerville Chamber of Commerce (Convention and Visitors Chamber) provides for the payment and use of hotel tax revenue. The City of Pflugerville launched the PfunTX tourism with City Council adoption in November of 2014. In 2021, the City partnered with the Chamber of Commerce to operate as the Convention and Visitor's Chamber for the City of Pflugerville. Attached is the Chamber's completed financial report of expenditures made in 2022 and a proposed budget for 2023. The proposed tourism annual budget for 2023 is \$106,670. Based on current tourism balances, this includes a payment of \$80,327 from the City to the Chamber with \$26,343 remaining from the FY22 budget.

The Chamber will use the hotel tax funds as permitted and authorized in Tax Code §351.101(a) for directly enhancing and promoting tourism and the convention and hotel industry through advertising and conducting solicitations and promotional programs to attract tourists and convention delegates to the city, and construct, improve and maintain convention center facilities and a visitor information center.

Prior City Council Action

Tourism discussion February 14, 2023

November 29, 2022 Council approved an agreement with the Chamber for the FY 22 tourism and Convention and Visitors Chamber project

Deadline for City Council Action

Action is requested February 28, 2023

Funding Expected: Revenue Expenditure N/A

Budgeted Item: Yes No N/A

Amount: \$80,327

1295 Form Required? Yes No

Legal Review Required: N/A Required Date Completed: 2/22/2023

Supporting documents attached:

Chamber Tourism budget 2023

Agreement between the City of Pflugerville and Chamber of Commerce FY 2023

Recommended Action

Staff recommend approval of the agreement

