

CITY OF SAN ANTONIO
CONVENTION & VISITORS BUREAU
CITY COUNCIL AGENDA MEMORANDUM

TO: Mayor and City Council
FROM: Melvin Tennant, Director Convention & Visitors Bureau
SUBJECT: FY 2005 Hosting Obligations
DATE: November 18, 2004

SUMMARY AND RECOMMENDATIONS:

This ordinance will authorize payment of a Hosting Obligation not to exceed \$130,000.00 for the opening reception of the International Association for Exhibition Management (IAEM) Annual conference scheduled for December 1-3, 2004, in San Antonio, and providing for payment to IAEM.

Staff recommends approval.

BACKGROUND:

The hosting obligation for IAEM was necessary to confirm the Annual IAEM Conference for San Antonio in December 2004, as all host cities are responsible for funding the opening reception during the Annual IAEM Conference.

This hosting obligation has been previously appropriated as a mandate during the recent FY 2004-2005 budget process.

POLICY ANALYSIS:

IAEM represents individuals from over 3,500 organizations and is the premier association for members around the world who conduct or support exhibitions. Hosting the 2004 IAEM conference will bring in approximately 4,016 room nights, 2,200 delegates and result in \$2.29 million in direct expenditures to our city. San Antonio will gain invaluable exposure to major corporate and association decision-makers with the potential to bring meetings and tradeshow to the Alamodome, Convention Center, Municipal Auditorium and local hotels. Additional benefits result from publicity initiated by participating media. The reception is scheduled for December 1, 2004 in La Villita. Exhibit Hall A in the Convention Center is designated as the backup facility in case of inclement weather.

FISCAL IMPACT:

Funds have been authorized for the above hosting obligation in the FY 2004-05 budget and are not to exceed \$130,000.00 for the function listed. All funds are derived from Hotel Occupancy Tax and have been previously appropriated as mandates in FY 2004-2005 within the Community

and Visitors Facilities Fund. There is no impact to the City's General Fund.

COORDINATION:

This item has been coordinated with the Office of Budget and Management, City Attorney's Office, Convention Facilities and Convention and Visitors Bureau.

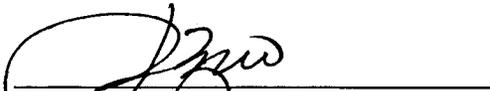
SUPPLEMENTARY COMMENTS:

Ethics disclosure forms have been completed and are attached.



Melvin Tennant, Director
Convention & Visitors Bureau

APPROVED:



Roland A. Lozano,
Assistant to the City Manager



J. Rolando Bono
Interim City Manager