

City of Fort Worth, Texas

Mayor and Council Communication

DATE: 10/15/24 M&C FILE NUMBER: M&C 24-0877

LOG NAME: 1725FWCVB2023CONTRACTAMEND

SUBJECT

(ALL) Authorize Execution of an Amendment to a Professional Services Agreement between the City of Fort Worth and The Fort Worth Convention and Visitors Bureau d/b/a Visit Fort Worth in an Amount Up to \$150,000.00, for the Purpose Promoting the Motion Picture, Film and Television Industry

RECOMMENDATION:

It is recommended that the City Council authorize the execution of an amendment to a Professional Services Agreement, City Secretary Contract No. 59692, between the City of Fort Worth and The Fort Worth Convention and Visitors Bureau d/b/a Visit Fort Worth in an amount up to \$150,000.00 for the purpose of promoting the motion picture, film and television industry.

DISCUSSION:

In April of 2023, Mayor and Council Communication (M&C 23-0330), the City Council authorized execution of a Professional Services Agreement (Agreement), City Secretary Contract No. 59692, with the Fort Worth Convention and Visitors Bureau d/b/a Visit Fort Worth (CVB), in the amount of \$16,650,908.00 for Fiscal Year (FY) 2023, to promote Fort Worth for a term of five years with two one-year renewal options.

Under the Agreement, the CVB maintains a Motion Picture, Film and Television Marketing Fund (FMF). The purpose of the fund is the promotion and marketing of the City to the motion picture, film, and television industry to raise national awareness of the City. Upon the execution of the agreement, the City would make an allocation to the fund of up to \$150,000.00 in FY 2023. Any unused FMF was due to carry over to the following fiscal year for the same purpose. The allocation of up to \$150,000.00 was delivered to the CVB in FY 2023, and per the Contract, funding for subsequent fiscal years is required to be approved annually based on available funds to support the FMF. In order to support ongoing film initiatives, Visit Fort Worth requested an additional \$150,000 for FY 2024. This request was not funded in FY 2024. Visit Fort Worth has requested the additional \$150,000 be approved for FY 2025.

On March 21, 2023, the City Council established and adopted a policy for the Economic Development Incentives Fund (EDIF) (Resolution 5721-03-2023) which anticipated the use of certain EDIF funds in support of the attraction, promotion, or support of the motion picture, film, and television industry and related projects or programs (the use of EDIF funds for such purposes were further identified within a supplemental resolution guiding the utilization of EDIF funds through FY 2028, Resolution 583-12-2023). In support of the Visit Fort Worth and the FMF fund, staff recommends that the current Agreement be amended to allow for the transfer of \$150,000.00 from the EDIF to the Culture & Tourism Fund to be allocated to the Visit Fort Worth FMF based on the agreement described in M&C 23-0330 passed on April 25,2023.

Any future proposals for use of the EDIF to support these efforts beyond the amount presented for FY 2025 or in future years will be presented separately.

Funding is budgeted in the Other Contractual Service account within the Economic Incentives Fund for the Economic Development Department to execute the amendment to the agreement, as appropriated.

A Form 1295 is not required because: This contract will be with a governmental entity, state agency or public institution of higher education: Visit Fort Worth

FISCAL INFORMATION / CERTIFICATION:

The Director of Finance certifies that upon approval of the recommendation, funds are available in the current operating budget, as previously appropriated, in the Economic Incentives Fund. Prior to an expenditure being incurred, the Economic Development Department has the responsibility to validate the availability of funds.

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