

To the Mayor and Members of the City Council**September 10, 2024**

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**SUBJECT: FORT WORTH CONVENTION AND VISITORS BUREAU D/B/A
VISIT FORT WORTH PROFESSIONAL SERVICES AGREEMENT
AMENDMENT**

The purpose of this Informal Report is to provide an update on a proposed amendment to the Professional Services Agreement between the City of Fort Worth and Visit Fort Worth.

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 was expected to 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 Fiscal Year 2023, and per the Contract, funding for subsequent fiscal years would be approved annually based on available funds to support the FMF. In order to support ongoing film initiatives, Visit Fort Worth has requested an additional \$150,000 for FY 2024.

On March 21, 2023, the City Council established and adopted a policy for the Economic Development Initiatives 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 in future years will be presented separately.

Funding is available in the EDIF for the purpose of transferring to the Culture & Tourism Fund to execute the amendment to the agreement.

If you have any questions concerning this information, please contact Robert Sturns, Economic Development Director at 817-392-2663 or robert.sturns@fortworthtexas.gov.

David Cooke
City Manager