efile GRAPHIC print - DO NOT PROCESS As Filed Data -

Return of Organization Exempt From Income Tax

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private

DLN: 93493220012208 OMB No 1545-0047

2016

Department of the Treasury Internal Revenue Service

foundations) ▶ Do not enter social security numbers on this form as it may be made public

▶ Information about Form 990 and its instructions is at www.irs.gov/form990

Open to Public Inspection

Δ F	or the	2016 c	 alendar vear or tay vear h	eginning 10-01-2016 , and ending 09-	30-2017				
		pplicable	C Name of organization		30-2017	D Employe	r identifi	ıcatıon number	
		change	AUSTIN CONVENTION AND VIS	SITORS BUREAU		75-2648	097		
	me cha tial ret	-	Doing business as						
Fir	ıal		VISIŤ AUSTIN						
☐eturn/terminated☐ Amended return			Number and street (or P O box if mail is not delivered to street address) Room/suite 111 CONGRESS AVENUE NO 700				e number		
_		on pending							
			AUSTIN, TX 78701	. country, and ZIP or foreign postal code		6.6		7 065 500	
			F Name and address of prii	ocinal officer	H(a) 1.	G Gross red	-		
			THOMAS NOONAN	·		s this a group ret ubordinates?	urn for	□Yes ☑ No	
			111 CONGRESS AVENUE NO AUSTIN, TX 78701	5 700	Н(b) А	re all subordinate	es	☐ Yes ☐No	
I Ta	x-exen	npt status	☐ 501(c)(3) ✓ 501(c) (6	5) ◀ (insert no) ☐ 4947(a)(1) or ☐ 527	1	icluded? "No," attach a li	st (see		
J W	ebsit	e:▶ WW	W VISITAUSTIN ORG	7) 4 (iiisele lie)	1	roup exemption		•	
K Form	n of or	ganızatıon	✓ Corporation ☐ Trust ☐	Association ☐ Other ►	L Year of	formation 1998	M State	of legal domicile TX	
Pa	rt T	Sum	mary						
- 4.				on or most significant activities					
به				INTERNATIONALLY AS A PREMIER BUSINES	S AND LEIS	URE DESTINATION	NC		
anc	-								
EI .	-								
Activities & Governance	2	Check thi	s box >	n discontinued its operations or disposed of	more than	25% of its net as		36	
<i>></i> خ	l			erning body (Part VI, line 1a)			3	26 26	
<u>&</u>			, -	in calendar year 2016 (Part V, line 2a)		• •	5	80	
Ĭ			nber of volunteers (estimate i	6	7				
Act			·	Part VIII, column (C), line 12			7a	0	
	l			from Form 990-T, line 34			7b	0	
				,		Prior Year		Current Year	
Oı.	8	Contribut	ions and grants (Part VIII, lin	e 1h)			0	0	
ii.	9	Program	service revenue (Part VIII, lin	e 2g)		15,609,7	49	16,735,421	
Rəvenue	10	Investme	nt income (Part VIII, column		16,7	65	3,633		
	11	Other rev	07	298,040					
	12	Total reve	enue—add lines 8 through 11	(must equal Part VIII, column (A), line 12)		15,968,0	21	17,037,094	
			, ,	IX, column (A), lines 1–3)		199,0	00	500,424	
			•	(X, column (A), line 4)	<i>'</i>			0	
85		•		ee benefits (Part IX, column (A), lines 5–10)		5,643,4	0	5,726,753	
£			nal fundraising fees (Part IX,	, ,,			0		
Expenses	l		aising expenses (Part IX, column (· · · · · · · · · · · · · · · · · · ·		9 207 0	00	10.210.70	
_	l		penses (Part IX, column (A), I	rnes IIa-IId, III-24e)		8,207,0 14,049,5		10,318,784 16,545,961	
			less expenses Subtract line 1			1,918,5	_	491,133	
× %		Revenue	1033 expenses Subtract line 1	to from fine 12	Begin	ning of Current Ye		End of Year	
Net Assets or Fund Balances									
SS Bak	20	Total asse	ets (Part X, line 16)			10,132,3	08	11,303,310	
ᇶᅗ	21	Total liab	ılıtıes (Part X, line 26)			2,425,9	66	3,072,135	
			s or fund balances Subtract l	ine 21 from line 20		7,706,3	42	8,231,175	
Pa			ature Block	examined this return, including accompanyin	a schodulos	and statements	and to	the best of my	
know	ledge	and belie		plete Declaration of preparer (other than of					
any k	nowle	edge							
		*****	*			2018-07-30			
Sign		Signati	ure of officer			Date			
Here	•		ALMERTREE DIRECTOR OF FINAN	CE					
		17	r print name and title						
D			rınt/Type preparer's name EAN HOLCOMB	Preparer's signature SEAN HOLCOMB	Date 2018-07-30	Check \bigsqcup If $ $ P	TIN 01249221	L	
Paid		-	ırm's name ► MAXWELL LOCKE	RITTER LLP		self-employed Firm's EIN ► 74-2	2900215		
	pare	** -	irm's address ► 401 CONGRESS A			Phone no (512) 3			
use	On	ıy	AUSTIN, TX 7870	019682					
May +	he ID	S discuss	·	shown above? (see instructions)	_	_	√ ∨	es □ No	
			duction Act Notice, see the		Cat N	lo 11282Y	<u> </u>	Form 990 (2016)	

Cat No 11282Y

Form **990** (2016)

Form	990 (2	016)				Page 2
Par	t III	Statement	of Program Service Ac	complishments		
		Check If Sched	dule O contains a response o	note to any line in this Part III		🗹
1	Briefly	describe the o	rganızatıon's mıssıon			
		CONVENTIONS TRAVELERS, A		AND TO THE CITY OF AUSTIN, AN	ND PROVIDING RELATED SERVICE	S TO CONVENTION
2		_	, •	gram services during the year wi		□Yes VNo
						⊔ Yes 🛂 No
		•	se new services on Schedule			
3	service	es [?]		gnificant changes in how it condu	ucts, any program	☐ Yes ☑ No
	If "Yes	s," describe the	se changes on Schedule O			
4	Sectio	n 501(c)(3) and		required to report the amount o	largest program services, as meas if grants and allocations to others,	
4a	(Code) (Expenses \$	including grants of \$) (Revenue \$)
	See Ad	ditional Data				,
4b	(Code) (Expenses \$	including grants of \$) (Revenue \$)
	See Ad	ditional Data				
4c	(Code) (Expenses \$	including grants of \$) (Revenue \$)
	See Ad	ditional Data				
4d	Other					
	(Expe	nses \$	ıncludıng	grants of \$) (Revenue \$)
4e	Total	program serv	rice expenses ▶			
						Form 990 (2016)

Section 501(c)(3) organizations.

or X as applicable

Yes

Page 3

No

Νo

Νo

Nο

No

Nο

Nο

Nο

No

Nο

Nο

Nο

Nο

Nο

Nο

No

Nο

Nο

Nο

Νo

Nο

No

Nο

Form 990 (2016)

Did the organization engage in lobbying activities, or have a section 501(h) election in effect during the tax year?

Did the organization maintain any donor advised funds or any similar funds or accounts for which donors have the right

Did the organization report an amount in Part X, line 21 for escrow or custodial account liability, serve as a custodian for amounts not listed in Part X, or provide credit counseling, debt management, credit repair, or debt negotiation

Did the organization, directly or through a related organization, hold assets in temporarily restricted endowments,

Did the organization report an amount for investments—program related in Part X, line 13 that is 5% or more of its

d Did the organization report an amount for other assets in Part X, line 15 that is 5% or more of its total assets reported

Did the organization report an amount for other liabilities in Part X, line 25? If "Yes," complete Schedule D, Part X 🕏

Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses

the organization's liability for uncertain tax positions under FIN 48 (ASC 740)? If "Yes," complete Schedule D, Part X 🛸

If "Yes," and if the organization answered "No" to line 12a, then completing Schedule D, Parts XI and XII is optional 🕏

Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or other assistance to or for any

Did the organization report on Part IX, column (A), line 3, more than \$5,000 of aggregate grants or other assistance to

Did the organization report a total of more than \$15,000 of expenses for professional fundraising services on Part IX.

Did the organization report more than \$15,000 total of fundraising event gross income and contributions on Part VIII,

Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a? If "Yes,"

ın Part X, line 16? *If "Yes," complete Schedule D, Part IX* 😼

b Was the organization included in consolidated, independent audited financial statements for the tax year?

b Did the organization have aggregate revenues or expenses of more than \$10,000 from grantmaking, fundraising, business, investment, and program service activities outside the United States, or aggregate foreign investments

valued at \$100,000 or more? If "Yes," complete Schedule F, Parts I and IV

Is the organization a school described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E

14a Did the organization maintain an office, employees, or agents outside of the United States? . . .

column (A), lines 6 and 11e? If "Yes," complete Schedule G, Part I (see instructions)

Did the organization report an amount for investments—other securities in Part X, line 12 that is 5% or more of its total

5 Is the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization that receives membership dues,

Did the organization receive or hold a conservation easement, including easements to preserve open space,

the environment, historic land areas, or historic structures? If "Yes," complete Schedule D, Part II 👺 . . . Did the organization maintain collections of works of art, historical treasures, or other similar assets?

assets reported in Part X, line 16? If "Yes," complete Schedule D, Part VII 🛸

to provide advice on the distribution or investment of amounts in such funds or accounts?

a Did the organization report an amount for land, buildings, and equipment in Part X, line 10?

12a Did the organization obtain separate, independent audited financial statements for the tax year?

foreign organization? If "Yes," complete Schedule F, Parts II and IV

or for foreign individuals? If "Yes," complete Schedule F, Parts III and IV

assessments, or similar amounts as defined in Revenue Procedure 98-19?

1 2 3

6

7

8

9

10

11a

11b

11c

11d

11e

11f

12a

12b

13

14a

14b

15

16

17

18

19

Yes

Yes

Yes

3 4 5

29

Page 4 Part IV Checklist of Required Schedules (continued) Yes 20a Did the organization operate one or more hospital facilities? If "Yes," complete Schedule H . . . 20a No b If "Yes" to line 20a, did the organization attach a copy of its audited financial statements to this return? 20b Did the organization report more than \$5,000 of grants or other assistance to any domestic organization or domestic Yes 21 government on Part IX, column (A), line 1? If "Yes," complete Schedule I, Parts I and II Did the organization report more than \$5,000 of grants or other assistance to or for domestic individuals on Part IX. 22 Nο column (A), line 2? If "Yes," complete Schedule I, Parts I and III Did the organization answer "Yes" to Part VII, Section A, line 3, 4, or 5 about compensation of the organization's Yes 23 current and former officers, directors, trustees, key employees, and highest compensated employees? If "Yes," 24a Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than \$100,000 as of the last day of the year, that was issued after December 31, 2002? If "Yes," answer lines 24b through 24d and Νo 24a **b** Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception? . . . 24b

c Did the organization maintain an escrow account other than a refunding escrow at any time during the year

d Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year? . . .

that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ?

officer, director, trustee, or direct or indirect owner? If "Yes," complete Schedule L, Part IV

301 7701-2 and 301 7701-3? If "Yes," complete Schedule R, Part I 🔧

within the meaning of section 512(b)(13)? If "Yes," complete Schedule R, Part V, line 2

is treated as a partnership for federal income tax purposes? If "Yes," complete Schedule R, Part VI 🔧

Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets?

35a Did the organization have a controlled entity within the meaning of section 512(b)(13)?

a A current or former officer, director, trustee, or key employee? If "Yes," complete Schedule L,

Did the organization engage in an excess benefit transaction with a disqualified person during the year? If "Yes,"

b Is the organization aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and

Did the organization report any amount on Part X, line 5, 6, or 22 for receivables from or payables to any current or former officers, directors, trustees, key employees, highest compensated employees, or disqualified persons?

Did the organization provide a grant or other assistance to an officer, director, trustee, key employee, substantial contributor or employee thereof, a grant selection committee member, or to a 35% controlled entity or family member

Was the organization a party to a business transaction with one of the following parties (see Schedule L, Part IV

b A family member of a current or former officer, director, trustee, or key employee? If "Yes," complete Schedule L, Part

An entity of which a current or former officer, director, trustee, or key employee (or a family member thereof) was an

Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation

Did the organization own 100% of an entity disregarded as separate from the organization under Regulations sections

Was the organization related to any tax-exempt or taxable entity? If "Yes," complete Schedule R, Part II, III, or IV, and

b If 'Yes' to line 35a, did the organization receive any payment from or engage in any transaction with a controlled entity

Section 501(c)(3) organizations. Did the organization make any transfers to an exempt non-charitable related

Did the organization conduct more than 5% of its activities through an entity that is not a related organization and that

Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11b and 197 Note.

Did the organization liquidate, terminate, or dissolve and cease operations? If "Yes," complete Schedule N, Part I .

Did the organization receive more than \$25,000 in non-cash contributions? If "Yes," complete Schedule M . . .

25a Section 501(c)(3), 501(c)(4), and 501(c)(29) organizations.

instructions for applicable filing thresholds, conditions, and exceptions)

24c

Nο

Nο

Nο

Nο

Nο

Nο

Nο

Nο

No

Nο

Nο

Nο

24d

25a

25b

26

27

28a

28b

28c

29

30

31

32

33

34

35a

35h

36

37

Yes

Yes

Form 990 (2016)

orm !	990 (2016)			Page !
Par	t V Statements Regarding Other IRS Filings and Tax Compliance			
	Check if Schedule O contains a response or note to any line in this Part V			
			Yes	No
	Enter the number reported in Box 3 of Form 1096 Enter -0- if not applicable	_		
	Enter the number of Forms W-2G included in line 1a Enter -0- if not applicable 1b			
	Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming (gambling) winnings to prize winners?	1c	Yes	
	Enter the number of employees reported on Form W-3, Transmittal of Wage and Tax Statements, filed for the calendar year ending with or within the year covered by			
ı_		0 2b	Yes	
D	If at least one is reported on line 2a, did the organization file all required federal employment tax returns? Note.If the sum of lines 1a and 2a is greater than 250, you may be required to e-file (see instructions)	20	165	
3a	Did the organization have unrelated business gross income of \$1,000 or more during the year?	3a		No
b	If "Yes," has it filed a Form 990-T for this year? If "No" to line 3b, provide an explanation in Schedule O	3b		
	At any time during the calendar year, did the organization have an interest in, or a signature or other authority over, a financial account in a foreign country (such as a bank account, securities account, or other financial account)?	4a		No
b	If "Yes," enter the name of the foreign country See instructions for filing requirements for FinCEN Form 114, Report of Foreign Bank and Financial Accounts (FBAR)			
5a	Was the organization a party to a prohibited tax shelter transaction at any time during the tax year?	5a		No
	Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction?			No
		5b		110
С	If "Yes," to line 5a or 5b, did the organization file Form 8886-T?	5c		
	Does the organization have annual gross receipts that are normally greater than \$100,000, and did the organization solicit any contributions that were not tax deductible as charitable contributions?	6a		No
b	If "Yes," did the organization include with every solicitation an express statement that such contributions or gifts were not tax deductible?	6b		
7	Organizations that may receive deductible contributions under section 170(c).			
а	Did the organization receive a payment in excess of \$75 made partly as a contribution and partly for goods and service provided to the payor?	s 7a		
b	If "Yes," did the organization notify the donor of the value of the goods or services provided?	7b		
С	Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was required to file Form 8282?	7c		
d	If "Yes," indicate the number of Forms 8282 filed during the year	4		
e	Did the organization receive any funds, directly or indirectly, to pay premiums on a personal benefit contract?	7e		
f	Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract?	7f		
g	If the organization received a contribution of qualified intellectual property, did the organization file Form 8899 as required?	7g		
h	If the organization received a contribution of cars, boats, airplanes, or other vehicles, did the organization file a Form 1098-C?	7h		
	Sponsoring organizations maintaining donor advised funds. Did a donor advised fund maintained by the sponsoring organization have excess business holdings at any time during the year?	8		
9a	Did the sponsoring organization make any taxable distributions under section 4966?	9a		
b	Did the sponsoring organization make a distribution to a donor, donor advisor, or related person?	9b		
.0	Section 501(c)(7) organizations. Enter			
а	Initiation fees and capital contributions included on Part VIII, line 12 10a			
b	Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities 10b			
.1	Section 501(c)(12) organizations. Enter			
а	Gross income from members or shareholders	_		
b	Gross income from other sources (Do not net amounts due or paid to other sources against amounts due or received from them)			
.2a	Section 4947(a)(1) non-exempt charitable trusts. Is the organization filing Form 990 in lieu of Form 1041?	12a		
b	If "Yes," enter the amount of tax-exempt interest received or accrued during the year			
.3	Section 501(c)(29) qualified nonprofit health insurance issuers.	-		
а	Is the organization licensed to issue qualified health plans in more than one state? Note. See the instructions for additional information the organization must report on Schedule O	13a		
b	Enter the amount of reserves the organization is required to maintain by the states in which the organization is licensed to issue qualified health plans	134		
С	Enter the amount of reserves on hand	1		
		٦		No
.4a	Did the organization receive any payments for indoor tanning services during the tax year?	14a		

orm	990 (2016	o)					Page 6
Par		overnance, Management, and DisclosureFor each "Yes" response to lines 2 to 8, 8b, or 10b below, describe the circumstances, processes, or changes in Schedo			" respo	nse to li	_
		eck if Schedule O contains a response or note to any line in this Part VI					✓
Se	ction A.	Governing Body and Management					
1a	Enter the	number of voting members of the governing body at the end of the tax year	1a	26		Yes	No
	body, or	ire material differences in voting rights among members of the governing if the governing body delegated broad authority to an executive committee or ommittee, explain in Schedule O					
b	Enter the	number of voting members included in line 1a, above, who are independent	1b	26			
2		officer, director, trustee, or key employee have a family relationship or a busines rector, trustee, or key employee?	ss rela	tionship with any other	2		No
3		rganization delegate control over management duties customarily performed by s, directors or trustees, or key employees to a management company or other p			3		No
4	Did the o	rganization make any significant changes to its governing documents since the	prior F	Form 990 was filed?	4		No
5	Did the o	rganization become aware during the year of a significant diversion of the organ	nizatio	n's assets? .	5		No
6	Did the o	rganızatıon have members or stockholders?			6		No
7a		rganization have members, stockholders, or other persons who had the power to the governing body?	o elec	t or appoint one or more	7a		No
b		governance decisions of the organization reserved to (or subject to approval by) other than the governing body?	mem	bers, stockholders, or	7b		No
8	Did the o	rganization contemporaneously document the meetings held or written actions (v	undert	caken during the year by			
а	The gove	rning body?			8a	Yes	
b	Each com	nmittee with authority to act on behalf of the governing body?			8b	Yes	
9		any officer, director, trustee, or key employee listed in Part VII, Section A, who consor's mailing address? <i>If "Yes," provide the names and addresses in Schedule O</i>			9		No
Se	ction B.	Policies (This Section B requests information about policies not requi	ired b	y the Internal Revenu	e Code	∍.)	
						Yes	No
10a	Did the o	rganization have local chapters, branches, or affiliates?			10a		No
b		did the organization have written policies and procedures governing the activitie ches to ensure their operations are consistent with the organization's exempt pu			10b		
11a	Has the of form?	organization provided a complete copy of this Form 990 to all members of its go	vernin	g body before filing the	11a	Yes	
b	Describe	in Schedule O the process, if any, used by the organization to review this Form	990				
12a	Did the o	rganization have a written conflict of interest policy? If "No," go to line 13			12a	Yes	
b	Were officonflicts?	cers, directors, or trustees, and key employees required to disclose annually int	erests	that could give rise to	12b	Yes	
c		rganization regularly and consistently monitor and enforce compliance with the O how this was done	policy •	? If "Yes," describe in	12c	Yes	
13	Did the o	rganization have a written whistleblower policy?			13	Yes	
14		rganization have a written document retention and destruction policy?			14	Yes	
15	Did the p	rocess for determining compensation of the following persons include a review a comparability data, and contemporaneous substantiation of the deliberation and	and ap	proval by independent			
а		nization's CEO, Executive Director, or top management official			15a	Yes	
	_	icers or key employees of the organization			15b	Yes	
		o line 15a or 15b, describe the process in Schedule O (see instructions)					
16a	Did the o	rganization invest in, contribute assets to, or participate in a joint venture or sir ntity during the year?	mılar a	errangement with a	16a		No
b	If "Yes,"	did the organization follow a written policy or procedure requiring the organizati enture arrangements under applicable federal tax law, and take steps to safegua					
	status wi	th respect to such arrangements?			16b		
		Disclosure					
17		states with which a copy of this Form 990 is required to be filed►		000 T (F01/)(F)			
18	avaılable	104 requires an organization to make its Form 1023 (or 1024 if applicable), 990 for public inspection. Indicate how you made these available. Check all that app	oly	, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,			
19	Describe	website Another's website Upon request Other (explain in Science Of Whether (and if so, how) the organization made its governing documents and the statements of the statements of the statement					
20	State the	nd financial statements available to the public during the tax year name, address, and telephone number of the person who possesses the organi ALMERTREE 111 CONGRESS AVENUE SUITE 700 AUSTIN, TX 78701 (512) 583	zation	's books and records			
	- OTINA E	TELERINEE TIT CONCRESS AVENUE SOTTE 700 AUSTIN, TA 70701 (S12) 303	- /20	•			- (

orm 990 (2	2016)	Page 7					
Part VII	ompensation of Officers, Directors,Trustees, Key Employees, Highest Compensated Employees, nd Independent Contractors						
	Check if Schedule O contains a response or note to any line in this Part VII						
Section	A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees						
La Complete	e this table for all persons required to be listed. Report compensation for the calendar year ending with or within the organization's	tax					

year • List all of the organization's current officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation Enter -0- in columns (D), (E), and (F) if no compensation was paid

• List all of the organization's current key employees, if any See instructions for definition of "key employee" • List the organization's five current highest compensated employees (other than an officer, director, trustee or key employee)

who received reportable compensation (Box 5 of Form W-2 and/or Box 7 of Form 1099-MISC) of more than \$100,000 from the organization and any related organizations

Check this box if neither the organization nor any related organization compensated any current officer, director, or trustee

(B)

(A)

• List all of the organization's former officers, key employees, or highest compensated employees who received more than \$100,000 of reportable compensation from the organization and any related organizations

• List all of the organization's former directors or trustees that received, in the capacity as a former director or trustee of the organization, more than \$10,000 of reportable compensation from the organization and any related organizations

List persons in the following order individual trustees or directors, institutional trustees, officers, key employees, highest compensated employees, and former such persons

(C)

(D)

Name and Title Average Position (do not check more Reportable Reportable Estimated hours per than one box, unless person compensation compensation amount of other week (list is both an officer and a from the from related compensation any hours director/trustee) organization (Worganizations from the for related 2/1099-MISC) (W- 2/1099organization and Highest compensated employee Individual trustee or director Former organizations MISC) related Institutional Trustee below dotted employee organizations line) See Additional Data Table

(F)

(E)

ECPR

8008 SPICEWOOD LANE AUSTIN, TX 78759

compensation from the organization ▶ 7

Part VII Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees (continued)

Page 8

	(A) Name and Title	(B) Average hours per week (list any hours	than c	one bo	ox, u in off tor/ti	t che inles ficer	eck moss person and a	son	compensa from th organizatio	Reportable Rocompensation con from the froorganization (W- organization)		w-	(F) Estimated amount of other compensation from the organization and		
		for related organizations below dotted line)	Individual trustee or director	Institutional Trustee	Officer	Key employee	Highest compensated employee	Former	2/1099-M	150)	2/1099-MISC)	,	organizati relati organiza	ed	
See	Addıtıonal Data Table			_	\vdash		 	\vdash				+			
				\vdash	\forall	\vdash		\forall				+			
				\vdash		\vdash						+			
		<u> </u>													
_												ightrightarrowthick			
												\perp			
					Ш			Ш				\perp			
		1			\square			Н				\perp			
		1			\vdash			\vdash				+			
1b 9	Sub-Total		<u></u>		لل		<u> </u>	Ш		$\overline{}$		\perp			
c 1	Total from continuation sheets to I Total (add lines 1b and 1c)						•		1,583,	269		0		194,114	
2	Total number of individuals (includin of reportable compensation from the	g but not limited	to thos			bove	e) who	rece				<u>-I</u>		-> (, + + +	
													Yes	No	
3	Did the organization list any former line 1a? <i>If "Yes," complete Schedule</i>			ee, k	еу еі •	mplo •	oyee, (or hiệ	ghest compe • • •	nsated • •	employee on	3		No	
4	For any individual listed on line 1a, i organization and related organization individual										n the	4	Yes		
5	Did any person listed on line 1a rece services rendered to the organization									or ındı	vidual for		162	<u> </u>	
Se	ection B. Independent Contrac				10	., 34		2011				5		No	
1	Complete this table for your five high	nest compensate										npen	sation		
		(A) and business addre		,	2.14	9					(B)		(C Compen		
	WORKS		_						ADV	ERTISIN				,620,159	
AUST.	AYLOR STREET IN, TX 78703														
	NE CONGRESS PLAZA								REN	Т				562,721	
3116 COMMERCE STREET DALLAS, TX 75226 BRAND USA ADVERTISING							G G	\dashv		200,000					
1725	EYE STNW STE 800													, = 0	
	IINGTON, DC 20006 NTOWN TOURS					—			TOU	RS				145,579	
	ONGWOOD COVE NAY, TX 78734														
FCDC									DI ID	10 DEL	ATTONIC				

2 Total number of independent contractors (including but not limited to those listed above) who received more than \$100,000 of

137,223

PUBLIC RELATIONS

Part		II Statement of	Revenue									rage 3
				a respo	onse or note to any	line in this	Part VIII					🗆
						(A) Total rev		(I Relat exe fund	B) ted or empt ction	(C) Unrelated business revenue		(D) Revenue excluded from under sections
	1:	a Federated campaig	ns	1a				reve	enue			512-514
nts nts		b Membership dues		1b	<u> </u>							
irai 10 u		c Fundraising events		1c	<u> </u>							
S. G An		d Related organizatio		1d	<u> </u>							
Gifts, Grants illar Amounts		e Government grants (c			<u> </u>							
Contributions, Gifts, Grants and Other Similar Amounts			•	1e	<u> </u>							
Contributions, and Other Sim		f All other contributions and similar amounts n		1f								
but the	١.	above	one included									
ĒĎ		g Noncash contribute in lines 1a-1f \$	ons included									
ang Sengan		1 Total. Add lines 1a-1	1f		>							
	┵				Business	s Code					Т	
Ę	2 a	GOV'T CONTRACTS-AUS	STIN			900099	15,4	73,733	15,473	3,733		
4		SPONSORSHIPS				900099	8	94,642	894	1,642		
Service Revenue	c	HOUSING & REGISTRAT	TION SERVICES			900099	3	56,937	356	5,937		
Ę.	d	BROCHURE RACK PLACE	EMENT			900099		10,109	10),109		
S	е	, -		_								
Program	f	All other program se	rvice revenue									
ě	g	Total.Add lines 2a-2i	f		1 6,	735,421						
	3	Investment income (ii	ncluding divid	ends,	ınterest, and other	1						
	9	similar amounts) .			•	•	3,633	3				3,633
		Income from investme		-		-	194	1				194
	5	Royalties	(ı) Rea		(II) Personal	<u> </u>	15-				-	
	6a	Gross rents	(I) Rea	1	(II) Personal	\dashv						
	Ŀ	Less rental expenses										
		Rental income or				-						
		(loss)										
	C	Net rental income o		•								
	_	Cross amount	(ı) Securit	ties	(II) Other	4						
	/a	Gross amount from sales of assets other										
		than inventory										
	Ŀ	Less cost or				1						
		other basis and sales expenses										
		Gain or (loss)										
		l Net gain or (loss) .			•							
ø.	8a	Gross income from f (not including \$	_	ents of								
Other Revenue		contributions reporte			ļ							
eve		See Part IV, line 18				4						
r R		Less direct expense : Net income or (loss)		b sing ev	rents							
the		Gross income from g			rents •	1						
0		See Part IV, line 19]							
				a		4						
		Less direct expense Net income or (loss)		b	les .							
		Gross sales of invent		uctivit	ies >	1						
		returns and allowand	ces		J							
				а		_						
		Less cost of goods s		b		<u>}</u>	297,438	,	297,438			
	•	Net income or (loss) Miscellaneous		inven	Business Code		297,430	<u>'</u>	297,436			
	11	-aOTHER REVENUE	Revenue		90009	19	408	3	408			
		OTTLK KEVENOE										
	ŀ				<u> </u>						+	
	١	-										
	_				-	1						
	C	•										
		1 011 - 12				1					-	
		I All other revenue . Total. Add lines 11a				1						
					•		408	8				
	12	! Total revenue. See	Instructions		· · · · •	:	17,037,094		17,033,267		0	3,827
											F	orm 990 (2016)

Form 990 (2016)				Page 10
Part IX Statement of Functional Expenses Section 501(c)(3) and 501(c)(4) organizations must complete all co	lumns All other orga	nızatıons must com	plete column (A)	
Check if Schedule O contains a response or note to any	line in this Part IX .			🗆
Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.	(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraisingexpenses
Grants and other assistance to domestic organizations and domestic governments See Part IV, line 21	500,424	·		
2 Grants and other assistance to domestic individuals See Part IV, line 22				
3 Grants and other assistance to foreign organizations, foreign governments, and foreign individuals See Part IV, line 15 and 16				
4 Benefits paid to or for members				
5 Compensation of current officers, directors, trustees, and key employees	1,026,200			
6 Compensation not included above, to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B)				
7 Other salaries and wages	3,581,098			
8 Pension plan accruals and contributions (include section 401 (k) and 403(b) employer contributions)	209,655			
9 Other employee benefits	604,860			
10 Payroll taxes	304,940			
11 Fees for services (non-employees)				
a Management				
b Legal	291,212			
c Accounting	28,400			
d Lobbying				
e Professional fundraising services See Part IV, line 17				
f Investment management fees				
g Other (If line 11g amount exceeds 10% of line 25, column	589,060			
(A) amount, list line 11g expenses on Schedule O)	303,000			
12 Advertising and promotion	3,975,284			
13 Office expenses	738,055			
14 Information technology				
15 Royalties				
16 Occupancy	1,064,696			
17 Travel	1,707,810			
18 Payments of travel or entertainment expenses for any federal, state, or local public officials	-,,			
19 Conferences, conventions, and meetings	1,021,797			
20 Interest	28,401			
21 Payments to affiliates	271,910			
22 Depreciation, depletion, and amortization	235,812			
23 Insurance	48,265			
24 Other expenses Itemize expenses not covered above (List miscellaneous expenses in line 24e If line 24e amount exceeds 10% of line 25, column (A) amount, list line 24e expenses on Schedule O)	,			
a RESEARCH	173,830			
b DUES AND SUBSCRIPTIONS	127,224			
c MISCELLANEOUS	17,028			
d				
e All other expenses				
25 Total functional expenses. Add lines 1 through 24e	16,545,961			
26 Joint costs. Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation Check here In the following SOR 98-2 (ASC 958-720)				

Form **990** (2016)

Page **11**

58.785

11,303,310

1,259,787

663,990

26,450

466.321

655.587

3,072,135

8,226,800

8,231,175

11.303.310

Form **990** (2016)

4,375

14

15

16

17

18

19

20

21

22

23

24

25

26

27

28

29

30

31 32

33

34

58.785

10,132,308

596.211

461,140

199,999

573.517

595.099

2,425,966

7.701.967

7,706,342

10,132,308

4.375

Form 990 (2016)

14

15

16

17

18

19

20

21

23

24

26

27

28

29

31

32

33

34

Liabilities 22

Fund Balances

Assets or 30

Net

Intangible assets

Grants payable . . .

Deferred revenue . . .

Complete Part X of Schedule D

Temporarily restricted net assets

Permanently restricted net assets

Total net assets or fund balances

Total liabilities and net assets/fund balances

Unrestricted net assets

Other assets See Part IV, line 11 . . .

Tax-exempt bond liabilities

persons Complete Part II of Schedule L .

and other liabilities not included on lines 17-24)

complete lines 27 through 29, and lines 33 and 34.

Organizations that do not follow SFAS 117 (ASC 958), check here > and complete lines 30 through 34.

Capital stock or trust principal, or current funds

Paid-in or capital surplus, or land, building or equipment fund . . .

Retained earnings, endowment, accumulated income, or other funds

Total liabilities. Add lines 17 through 25 .

Accounts payable and accrued expenses

Total assets.Add lines 1 through 15 (must equal line 34) .

Escrow or custodial account liability Complete Part IV of Schedule D

key employees, highest compensated employees, and disqualified

Secured mortgages and notes payable to unrelated third parties Unsecured notes and loans payable to unrelated third parties .

Loans and other payables to current and former officers, directors, trustees,

Other liabilities (including federal income tax, payables to related third parties,

Organizations that follow SFAS 117 (ASC 958), check here ▶ ✓ and

1	Cash-non-interest-bearing	1,491	1	1,49
2	Savings and temporary cash investments	5,571,310	2	7,659,830
3	Pledges and grants receivable, net		3	
4	Accounts receivable, net	2,197,063	4	1,213,772
5	Loans and other receivables from current and former officers, directors,			

	_	reages and grants reservable, net 1 1 1 1 1 1 1		_	
	4	Accounts receivable, net	2,197,063	4	1,213,772
	5	Loans and other receivables from current and former officers, directors, trustees, key employees, and highest compensated employees. Complete Part II of Schedule L		5	
S	6	Loans and other receivables from other disqualified persons (as defined under section 4958(f)(1)), persons described in section 4958(c)(3)(B), and contributing employers and sponsoring organizations of section 501(c)(9) voluntary employees' beneficiary organizations (see instructions) Complete Part II of Schedule L		6	
ets	7	Notes and loans receivable, net		7	

		II of Schedule L		5	
s	6	Loans and other receivables from other disqualified persons (as defined under section 4958(f)(1)), persons described in section 4958(c)(3)(B), and contributing employers and sponsoring organizations of section 501(c)(9) voluntary employees' beneficiary organizations (see instructions) Complete Part II of Schedule L		6	
eta	7	Notes and loans receivable, net		7	
SS	8	Inventories for sale or use	265,225	8	197,945
⋖	9	Prepaid expenses and deferred charges	315,341	9	643,896
	10a	Land, buildings, and equipment cost or other			

ts	-	section 4958(f)(1)), persons described in sectio contributing employers and sponsoring organiza- voluntary employees' beneficiary organizations Part II of Schedule L		6			
Assets	,	Notes and loans receivable, net			205 225		407.045
S	8	Inventories for sale or use		•	265,225	8	197,945
٩	9	Prepaid expenses and deferred charges	315,341	9	643,896		
	10a	Land, buildings, and equipment cost or other basis Complete Part VI of Schedule D	10a	1,916,969			
	ь	Less accumulated depreciation	10 b	834,331	1,311,840	10 c	1,082,638
	11	Investments—publicly traded securities .			411,253	11	444,953
	12	Investments—other securities See Part IV, line		12			
	13	Investments—program-related See Part IV, line		13			

If the organization changed either its oversight process or selection process during the tax year, explain in Schedule O

3a

3b

Nο

Form 990 (2016)

3a As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Single

b If "Yes," did the organization undergo the required audit or audits? If the organization did not undergo the required

audit or audits, explain why in Schedule O and describe any steps taken to undergo such audits

Audit Act and OMB Circular A-133?

Additional Data

Software ID:

Software Version:

EIN: 75-2648097

Name: AUSTIN CONVENTION AND VISITORS BUREAU

Form 990 (2016)

Form 990, Part III, Line 4a:

CONVENTION SALES GENERATED 726.899 HOTEL ROOM NIGHTS (115% OF GOAL) CONVENTION CENTER BOOKINGS REPRESENTED 224.688 OF THOSE ROOM NIGHTS (94% OF GOAL) 3,164 LEADS WERE GENERATED REPRESENTING OVER 3 9 MILLION ROOM NIGHTS SIGNIFICANT BOOKINGS INCLUDE - GLOBOFORCE IN APRIL 2018 BRINGING IN AN ESTIMATED 3,000 ATTENDEES - INTERNATIONAL LITERACY ASSOCIATION IN JULY 2018 BRINGING IN AN ESTIMATED 19,000 ATTENDEES - PALO ALTO NETWORKS IN JUNE 2019 AND 2020 BRINGING IN AN ESTIMATED 18.000 ATTENDEES/YEAR - BLACKBOARD IN JULY 2019 BRINGING IN AN ESTIMATED 7.000 ATTENDES - EMERGENCY NURSES ASSOCIATION IN SEPTEMBER 2019 BRINGING IN AN ESTIMATED 7,800 ATTENDEES - GERONTOLOGICAL SOCIETY OF AMERICA IN NOVEMBER 2019 BRINGING IN AN ESTIMATED 6,900 ATTENDEES - SOCIETY FOR NEURO-ONCOLOGY IN NOVEMBER 2020 IN AN ESTIMATED 5,300 ATTENDEES - TEXAS EMS CONFERENCE IN NOVEMBER 2020, 2021 AND 2022 BRINGING IN AN ESTIMATED 4.500 ATTENDEES/YEAR - NATIONAL ASSOCIATION OF COLLEGES AND EMPLOYERS IN JUNE 2021 BRINGING IN AN ESTIMATED 2,000 ATTENDEES - ASSOCIATION FOR PROFESSIONALS IN INFECTION CONTROL AND EPIDEMIOLOGY IN JUNE 2021 BRINGING IN AN ESTIMATED 3,000 ATTENDEES - NATIONAL ASSOCIATION OF STUDENT FINANCIAL AID ADMINISTRATORS IN JUNE 2022 BRINGING IN AN ESTIMATED 7.500 ATTENDEES - USA RUGBY IN FEBRUARY 2017 BRINGING 8.000 ATTENDEES - TRIPLE CROWN SPORTS IN JULY 2017 BRINGING 3.600 ATTENDEES THE AUSTIN SPORTS COMMISSION GENERATED 103,789 HOTEL ROOM NIGHTS AND GENERATED 74 LEADS SIGNIFICANT BOOKINGS INCLUDE - USA RUGBY IN FEBRUARY 2017 BRINGING 8,000 ATTENDEES - TRIPLE CROWN SPORTS IN JULY 2017 BRINGING 3,600 ATTENDEES LARGE EVENTS HOSTED IN AUSTIN - DELL MATCH PLAY IN MARCH 2017 WITH 5,000 ATTENDEES - USA BMX IN APRIL 2017 WITH 4,000 ATTENDEES - PROFESSIONAL BULL RIDING IN SEPTEMBER 2017 WITH 11,000 ATTENDEES THE AUSTIN FILM COMMISSION FACILITATED OVER 39.437 PRODUCTION LEADS AND GENERATED 163 LOCATION PACKAGES FOR POTENTIAL PROJECTS PRODUCTION STARTS WERE AT 63 FOR THE YEAR, LEADING TO 1,045 PRODUCTION DAYS AUSTIN'S ESTABLISHED DIGITAL EFFORTS CONTINUED TO GROW WE HAD 2,122,341 UNIQUE VISITS TO OUR WEBSITE, AUSTINTEXAS ORG - A 5% INCREASE OVER THE PREVIOUS YEAR LOOKING AT SOCIAL MEDIA CHANNELS, OUR FACEBOOK FANS WERE UP 5%, VISITAUSTINTX TWITTER FOLLOWERS WERE UP 17% AND OUR VISITAUSTINTX INSTAGRAM ACCOUNT GREW 31% OUR TOTAL IMPRESSIONS FOR ALL OF OUR SOCIAL MEDIA ACCOUNTS WAS 35 3 MILLION AND WE HAD 481,600 ENGAGEMENTS INCREASING TRAVELER PREFERENCE AND USE OF DIGITAL MEDIA ALSO EXTENDS TO OUR PRINTED PUBLICATIONS AS EVIDENCED BY NUMBER OF VISITOR GUIDE VIRTUAL VIEWS 40.434 (23% INCREASE) VISITOR GUIDE, PRINTED, REQUESTS TOTALED 86.696. A 26% INCREASE SUBSCRIBERSHIP FOR OUR LEISURE EMAIL MARKETING PROGRAM CONTINUES TO GROW WE HAD 233.430 SUBSCRIBERS. A 69% INCREASE OUR AUSTIN INSIDER BLOG HAD 545.834 UNIQUE PAGEVIEWS. WHICH WAS A 100% INCREASE PUBLICITY GENERATED BY THE COMMUNICATIONS DEPARTMENT TOTALED \$104,555,952 AND MORE THAN 110 MILLION MEDIA VIEWS AND IMPRESSIONS IT INCLUDED COVERAGE IN SUCH NATIONAL AND INTERNATIONAL MEDIA OUTLETS AS TRAVEL + LEISURE, USA TODAY, THE SUN, LONELY PLANET, VIRGIN AUSTRALIA, WASHINGTON POST, GOLF COM, JUSTLUXE, NBC, YAHOO COM, TRAVELOCITY. AIR NEW ZEALAND AND THE LONDON EVENING STANDARD BUILDING ON THE SUCCESS OF EXPERIENTIAL MARKETING WITH THE AUSTIN AIRSTREAM TRAILER, THE TRAILER HIT THE ROAD AGAIN FOR FIVE DAYS OF ACTIVATIONS IN DALLAS AND HOUSTON RESULTS - ONSITE EVENT IMPRESSIONS - 443,000 - TOTAL IMPRESSIONS - 5M - EMAIL SIGN-UPS - 663 - SWEEPS ENTRIES 1,706 - VISITAUSTIN ORG LANDING PAGE VIEWS 4,478 - SOCIAL MEDIA ENGAGEMENTS 3 48M -HOSTED PERFORMANCES BY FIVE AUSTIN MUSICIANS

Form 990, Part III, Line 4b: MUSIC MARKETING OFFICE PROVIDED BOOKING REFERRALS FOR AUSTIN MUSICIANS FOR 271 EVENTS AND HAD A TOTAL OF 944 MUSIC INQUIRIES THE MUSIC OFFICES'

PROFILE PERFORMANCES FROM AUSTIN ARTISTS IN ADDITION, THE MUSIC OFFICE HOSTED AUSTIN MUSIC SHOWCASES AND PERFORMANCES IN NEW YORK CITY, DC.

NASHVILLE, ATLANTA, CHICAGO AND MORE AS WELL AS INTERNATIONAL EVENTS IN TORONTO (ON), SYDNEY (AUS), MEXICO CITY (MX) IN CONJUNCTION WITH THE BUREAU'S SALES AND MARKETING EFFORTS THE MUSIC OFFICE HIRED 37 ACTS/MUSICIANS TO PERFORM AT "DAYBIRD LOCAL LIVE MUSIC SERIES" A NEW SUMMER

MUSIC SERIES WHICH TOOK PLACE AT 5 MUSIC VENUES IN DOWNTOWN AUSTIN, INCLUDING THE AUSTIN VISITOR CENTER. THEY ALSO PARTNERED WITH ACL LIVE IN

KEY ACCOMPLISHMENTS INCLUDE PARTNERSHIP WITH ALL ATX AND THE RELEASE OF ALL ATX BACK TO THE ARMADILLO CD, ATTENDED/HOSTED MEDIA AT AUSTIN CITY LIMITS FESTIVAL, SXSW AND THE VISIT AUSTIN AIRSTREAM EAST COAST TOUR WHICH SAW OVER 5MM IMPRESSIONS (DIGITAL/IN PERSON), AND FEATURED 5 HIGH-

THEIR LIVE MUSIC SERIES, "THE WINE DOWN, AND THE MUSIC INDUSTRY MANAGER WAS A MEMBER OF THE HAAM (HEALTH ALLIANCE OF AUSTIN MUSICIANS)

DEVELOPMENT COUNCIL

Form 990, Part III, Line 4c:

LEADING DOMESTIC AND INTERNATIONAL TRAVEL TRADE CLIENTS FROM THE USA, CANADA, MEXICO, EUROPE, AUSTRALIA, AND ASIA THE AUSTIN CONVENTION AND VISITORS BUREAU'S TOURISM DEPARTMENT FOCUSED ON ACHIEVING DIRECT GROWTH WITH TOUR PROVIDERS AND PARTNERSHIPS WITH MAJOR INDUSTRY ENTITIES INCLUDING BRAND USA, UNITED STATES TRAVEL ASSOCIATION, AND THE TEXAS TOURISM OFFICE IN FY 2016-2017, THE TOURISM DEPARTMENT ISSUED PARTNER LEADS AND WAS SUCCESSFUL IN INCREASING PRODUCT MIX BY 8 PERCENT, THE DEPARTMENT ALSO FACILITATED A 28% INCREASE IN NEW AGREEMENTS BETWEEN LOCAL SUPPLIERS AND KEY AGGREGATORS THAT CAN EXPAND THE SALES AND MARKETING REACH OF THE AUSTIN HOSPITALITY BUSINESSES CONVENTION SERVICES.

THE TOURISM DEPARTMENT PARTICIPATED IN TRAVEL TRADESHOWS, SALES MISSIONS, HOSTED EDUCATIONAL FAMILIARIZATION TRIPS AND SITE VISITS TARGETING

PROVIDED MEETING SERVICES TO 2.450 MEETINGS AND PROVIDED 10.213 HOURS OF REGISTRATION STAFFING FOR MEETINGS AND CONVENTIONS ADDITIONALLY. CONVENTION SERVICES CONDUCTED 124 SITE VISITS AND PLANNING MEETINGS CONVENTION HOUSING ASSIGNED 17.611 RESERVATIONS THE TEAM ALSO MET WITH 242 LOCAL BUSINESSES TO EDUCATE THEM ON WORKING WITH THE CONVENTION AND MEETINGS MARKET IN AUSTIN VISIT AUSTIN'S ADVERTISING EFFORTS

CONTINUED TO GENERATE AWARENESS OF AND INTEREST IN AUSTIN AS A TRAVEL DESTINATION THROUGH TARGETED MEDIA CHANNELS AND CREATIVE MESSAGING THAT EMPHASIZED THE LIVE MUSIC CAPITAL OF THE WORLD@ BRAND THE CAMPAIGN GENERATED MORE THAN 128 3M ONLINE IMPRESSIONS WITH AN AVERAGE CLICK-THROUGH RATE OF 34% - MORE THAN TWO TIMES HIGHER THAN INTERACTIVE ADVERTISING BUREAU BENCHMARK A MIX OF NEW AND PROVEN MARKETING TACTICS WORKED TOGETHER TO EXCEED GOALS AND DELIVER INSIGHTS FOR FUTURE INITIATIVES. PARTNERING WITH LOCAL AND NATIONAL INFLUENCERS PROVIDED AN EXTENDED REACH FOR VISIT AUSTIN THROUGH SOCIAL MEDIA ENGAGEMENT AND EXCLUSIVE CONTENT - ENGAGEMENT RATE OF 11 91% EXCEEDED INDUSTRY BENCHMARKS BY 190% OUR HERITAGE AND DIVERSITY ADVERTISING CAMPAIGN DELIVERED OVER 16MM+ IMPRESSIONS, GARNERING AN OVERALL 0 30% CLICK-THROUGH RATE ESTIMATED HOTEL REVENUE DIRECTLY ATTRIBUTED TO VISIT AUSTIN MARKETING WAS \$3,177,769

Form 990, Part VII - Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors (D) (E) (F) Name and Title Average Position (do not check more Reportable Reportable Estimated hours per than one box, unless compensation compensation amount of other person is both an officer week (list from the from related compensation any hours and a director/trustee) organization organizations from the for related (W-2/1099-(W-2/1099organization and Highest compensat Former Individual trustee or director Institutional MISC) organizations MISC) related below dotted organizations employee line) 40 00 GENE MCMENAMIN

BOARD CHAIR		×	Х		0	(
JILL GRIFFIN	1 00	×	x		0	
IMMEDIATE PAST CHAIR		^	^			·
GREG CHANON	1 00	×			0	
DIRECTOR		^				

Х

Х

Х

Х

Χ

Х

0

......

................

......

......

......

......

1 00

1 00

1 00

1 00

1 00 1 00

IMMEDIATE PAST CHAIR					
GREG CHANON	1 00				
DIRECTOR	***************************************	×			
ALBERT BLACK	1 00	v			
DIRECTOR		_ ^			
	1.00				

LANCE STUMPF

MARK TESTER

GLENN WEST

SCOTT BLALOCK

AT LARGE

AT LARGE

AT LARGE

DIRECTOR

DIRECTOR

DAVID BULL

DIRECTOR

JACK BOONE

Form 990, Part VII - Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors (D) (E) (F) Name and Title Average Position (do not check more Reportable Reportable Estimated hours per than one box, unless compensation compensation amount of other week (list person is both an officer from the from related compensation any hours and a director/trustee) organization organizations from the for related (W-2/1099-(W-2/1099organization and Highest compensatemplovee Former Individual trustee or director Institutional related organizations MISC) MISC) below dotted organizations employee line) 1 00 BILLY CARTER Χ DIRECTOR 1 00 JERRY CONWAY Х 0

1 00

1 00

1 00

1 00

1 00

1 00

1 00

1 00

......

................

......

......

................

......

Х

Х

Х

Х

Х

Χ

Х

0

DIRECTOR

JOHN DAIGRE

MICHAEL GIRARD

ROB HAGELBERG

DIRECTOR

DIRECTOR

DIRECTOR

KERRY HALL

JESSE HERMAN

GARY MANLEY

ARCHIE MCAFEE

DIRECTOR

DIRECTOR

DIRECTOR

DIRECTOR

JENNIFER CURRIER
DIRECTOR

Compensated Employees, and Independent Contractors (D) (E) (F) Name and Title Average Position (do not check more Reportable Reportable Estimated hours per than one box, unless compensation compensation amount of other person is both an officer week (list from the from related compensation and a director/trustee) any hours organization organizations from the for related (W-2/1099-(W-2/1099organization and Officer Highest compensatemplovee Former Individual trustee or director organizations Institutional MISC) related MISC) director below dotted organizations employee line) 1 00 TEDDY MCDANIEL Χ DIRECTOR

Form 990, Part VII - Compensation of Officers, Directors, Trustees, Key Employees, Highest

1 00

1 00

1 00

1 00

1 00

40 00

Х

Х

Х

Χ

Х

......

......

......

......

......

DREW MCQUADE

FRANK SPILLMAN

MARK WASHINGTON

ROBERT WATSON

DIRECTOR

TOM STACY

DIRECTOR

DIRECTOR

DIRECTOR

TOM NOONAN

PRESIDENT & CEO

DIRECTOR							
JEFF NEWBERG	1 00	l			0	0	
DIRECTOR		_ ^			٥	0	
FORREST PREECE	1 00	l 🗸			0	0	
DIRECTOR		_ ^			· ·	٥	
TOM SCHURR	1 00						

JEFF NEWBERG	1 00	×			0	0	0
DIRECTOR		^				0	0
FORREST PREECE	1 00	×			0	0	0
DIRECTOR		^				0	
TOM SCHURR	1 00	×			0	0	0
DIRECTOR		^			Ĭ	Ĭ	

0

0

0

16,819

248,108

Compensated Employees, and Independent Contractors (C) (D) (E) Name and Title Average Position (do not check more Reportable Reportable hours per than one box, unless compensation amount of other compensation week (list person is both an officer from the from related any hours and a director/trustee) organization organizations

(F)

Estimated

compensation

from the

28,258

14,891

Form 990, Part VII - Compensation of Officers, Directors, Trustees, Key Employees, Highest

	for related organizations below dotted line)	Individual trustee or director	Institutional Trustee	Officer	key employee	Highest compensated employee	Former	(W- 2/1099- MISC)	(W- 2/1099- MISC)	organization and related organizations
ROBERT LANDER PRESIDENT, EMERITUS	5 00			×				301,274	0	10,500
STEPHEN GENOVESI	40 00									

ROBERT LANDER	5 00		v		301,274	0	10,500
PRESIDENT, EMERITUS					301,274		10,500
STEPHEN GENOVESI	40 00		v		228,756	0	31,224
SENIOR VICE PRESIDENT-SALES					220,730	0	31,224
JULIE CHASE	40 00					_	
WICE PRECIDENT CMO			×		156,418	0	33,101

STEPHEN GENOVESI	40 00		x		228,756	0	-
SENIOR VICE PRESIDENT-SALES			,		220,730	, and the second	
JULIE CHASE	40 00		x		156,418	0	-
VICE PRESIDENT-CMO			~		130,110	,	
AMY BROWN	40 00	l .		<	126 201		

SENIOR VICE PRESIDENT-SALES				l			
JULIE CHASE	40 00		x		156,418	0	33,101
VICE PRESIDENT-CMO						_	
AMY BROWN	40 00				425.004		40.500
DIRECTOR OF SALES				×	136,381	0	18,583
MARY KAY HACKLEY	40 00						

VICE PRESIDENT-CMO							
AMY BROWN	40 00			×	136,381	0	18,583
DIRECTOR OF SALES					130,301		10,303
MARY KAY HACKLEY	40 00			v	131.730	0	18,722
VICE PRESIDENT-STRATEGIC ALLIANCES				^	131,730		10,722

DIRECTOR OF SALES							
MARY KAY HACKLEY	40 00			×	131.730	0	18.722
VICE PRESIDENT-STRATEGIC ALLIANCES				^	131,730		10,722
JAMES DOHERTY	40 00						
	•••••			Х	129,802	0	22,016

Х

129,058

121,742

VICE PRESIDENT-STRATEGIC ALLIANCES				Х	131,/30	0	
JAMES DOHERTY	40 00			Х	129,802	0	
DIRECTOR - EASTERN REGIONAL SALES				^	123,002		

40 00

40 00

......

KRISTEN PARKER

LINDA ATKINS

DIRECTOR - EASTERN REGIONAL SALES

VICE PRESIDENT OF SERVICES

efile GRAPHIC print - DO NOT PROCESS SCHEDULE D

As Filed Data -

Supplemental Financial Statements

► Complete if the organization answered "Yes," on Form 990,

OMB No 1545-0047

DLN: 93493220012208

(Form 990)

Part IV, line 6, 7, 8, 9, 10, 11a, 11b, 11c, 11d, 11e, 11f, 12a, or 12b. ► Attach to Form 990. Open to Public Department of the Treasury Information about Schedule D (Form 990) and its instructions is at www.irs.gov/form990. Inspection Internal Revenue Service Name of the organization **Employer identification number** AUSTIN CONVENTION AND VISITORS BUREAU 75-2648097 Organizations Maintaining Donor Advised Funds or Other Similar Funds or Accounts. Complete if the organization answered "Yes" on Form 990, Part IV, line 6. (a) Donor advised funds (b)Funds and other accounts 1 Total number at end of year 2 Aggregate value of contributions to (during 3 Aggregate value of grants from (during year) Aggregate value at end of year 5 Did the organization inform all donors and donor advisors in writing that the assets held in donor advised funds are the organization's property, subject to the organization's exclusive legal control? ☐ Yes Did the organization inform all grantees, donors, and donor advisors in writing that grant funds can be used only for charitable purposes and not for the benefit of the donor or donor advisor, or for any other purpose conferring impermissible private benefit? ☐ No Part II Conservation Easements. Complete if the organization answered "Yes" on Form 990, Part IV, line 7. Purpose(s) of conservation easements held by the organization (check all that apply) Preservation of land for public use (e.g., recreation or education) Preservation of an historically important land area Protection of natural habitat Preservation of a certified historic structure Preservation of open space 2 Complete lines 2a through 2d if the organization held a qualified conservation contribution in the form of a conservation easement on the last day of the tax year Held at the End of the Year Total number of conservation easements 2a Total acreage restricted by conservation easements 2b Number of conservation easements on a certified historic structure included in (a) 2c C Number of conservation easements included in (c) acquired after 8/17/06, and not on a historic structure listed in the National Register 3 Number of conservation easements modified, transferred, released, extinguished, or terminated by the organization during the tax year > Number of states where property subject to conservation easement is located > 5 Does the organization have a written policy regarding the periodic monitoring, inspection, handling of violations, and enforcement of the conservation easements it holds? Staff and volunteer hours devoted to monitoring, inspecting, handling of violations, and enforcing conservation easements during the year 6 Amount of expenses incurred in monitoring, inspecting, handling of violations, and enforcing conservation easements during the year Does each conservation easement reported on line 2(d) above satisfy the requirements of section 170(h)(4)(B)(i) and section 170(h)(4)(B)(II)? □ No In Part XIII, describe how the organization reports conservation easements in its revenue and expense statement, and balance sheet, and include, if applicable, the text of the footnote to the organization's financial statements that describes the organization's accounting for conservation easements Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets. Complete if the organization answered "Yes" on Form 990, Part IV, line 8. If the organization elected, as permitted under SFAS 116 (ASC 958), not to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide, in Part XIII, the text of the footnote to its financial statements that describes these items If the organization elected, as permitted under SFAS 116 (ASC 958), to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide the following amounts relating to these items (i) Revenue included on Form 990, Part VIII, line 1 (ii) Assets included in Form 990, Part X If the organization received or held works of art, historical treasures, or other similar assets for financial gain, provide the 2

Revenue included on Form 990, Part VIII, line 1

Assets included in Form 990, Part X

following amounts required to be reported under SFAS 116 (ASC 958) relating to these items

Par	3111	Organizations Mai	intaining Coll	ections of	Art, Hist	orical T	reası	ires, or	Other	Similar As	sets (continue	d)	
3		the organization's acqui (check all that apply)	isition, accession	, and other re	ecords, che	eck any of	the fo	llowing th	nat are a	sıgnıfıcant u	se of its	s collecti	on	
а		Public exhibition				d 🗌	Loan	or excha	nge prog	ırams				
b		Scholarly research				e 🗌	Othe	r						
c		Preservation for future	generations											
4	Provide Part	de a description of the or	rganızatıon's coll	ections and e	xplain how	they furt	her the	e organiza	ation's ex	xempt purpo	se in			
5		ig the year, did the organ is to be sold to raise fund								nılar	□ Ye	es [] N o	
Pai	rt IV	Escrow and Custo Complete if the orga X, line 21.			on Form 9	990, Par	t IV, lı	ne 9, or	reporte	ed an amou	nt on I	Form 99	90, Pa	rt
1a		e organization an agent, ded on Form 990, Part X		an or other int	termediary	for contr	ibution	s or othe	r assets	not	☐ Ye	es 🗆] No	
b	If "Y∈	es," explain the arrangen	nent in Part XIII	and complete	the follow	ıng table				А	mount			
c	Begin	nning balance		•				ľ	1c					
d	_	ions during the year						ľ	1d					
е		butions during the year						ľ	1e					
f	Endın	ng balance							1f					
2a	Did th	- he organization include a	an amount on Fo	rm 990, Part 1	X, line 21,	for escro	w or cu	ıstodial ad	count lia	ability?	□ Ye		No	
b	If "Ye	es," explain the arrangem										г		
Pa	rt V	Endowment Fund	s. Complete ıf											
	_			(a)Current y	year (b) Prior ye	ar	(c)Two ye	ars back	(d)Three yea	rs back	(e)Four	years b	ack_
	-	ing of year balance .												
		outions												
		estment earnings, gains												
		or scholarships												
е		expenditures for facilities ograms	5											
f	Admını	istrative expenses												
g	End of	year balance												
2	Provid	de the estimated percent	tage of the curre	nt year end b	alance (lın	e 1g, colu	ımn (a)) held as	;					
а	Board	d designated or quasi-en	dowment 🟲											
b	Perm	anent endowment 🕨												
С	Temp	orarily restricted endowi	ment 🟲											
	The p	percentages on lines 2a,	2b, and 2c shoul	d equal 100%	6									
3а		here endowment funds n nization by	not in the posses	sion of the or	ganızatıon	that are l	neld an	id adminis	stered fo	r the	_	Y	es N	lo
	(i) ur	nrelated organizations .										a(i)	\perp	
b		elated organizations .es" on 3a(ii), are the rela		s listed as red	 quired on S	 Schedule I	۲۶ .	· · ·				a(ii) 3b	\pm	_
4	Descr	ribe in Part XIII the inten	nded uses of the	organization's	s endowme	ent funds								
Pa	rt VI	Land, Buildings, a					T) (:			225 -	, .	4.0		
	Descri	Complete If the organization of property	anization answ (a) Cost or oth (investme	er basis (n Form 9 (b) Cost or o					m 990, Par lepreciation		e 10. (d)Book	/alue	
1a	Land													
	Buildin	-												
		nold improvements				1 7	55,288			546,345			70	8,943
		nent					26,033	1		272,471				3,562
							35,648			15,515				20,133
		Ines 1a through 1e (Col	lumn (d) must er	ual Form 990) Part X c	olumn (B		10(c)) -	_	15,515				12.638

(b) Book value		of valuation year market value
•		,
_		
•		
rganization answei	red 'Yes' on Form 99	0, Part IV, line 11c.
(b) Book value		l of valuation year market value
on Form 990, Part I\	/, line 11d See Form 99	90, Part X, line 15 (b) Book value
	000 5-17/111	>
		e or lif.
(b) Book	value	
	444,953	
	210,634	
	rganization answer (b) Book value on Form 990, Part IV	rganization answered 'Yes' on Form 99 (b) Book value Cost or end-of- on Form 990, Part IV, line 11d See Form 99 red 'Yes' on Form 990, Part IV, line 11d See Form 99 Additional to the second of t

Part XI

2

3

4

5

1

2

5

Part XIII

b

Part XII

Schedule D (Form 990) 2016

Page 4

1,609,149

17,037,094

17,037,094

18,280,139

16,545,961

Schedule D (Form 990) 2015

Other (Describe in Part XIII)

Subtract line 2e from line 1

Add lines 4a and 4b .

Add lines 4a and 4b .

Return Reference

See Additional Data Table

	Amounts included on line 1 but not on Form 990, Part VIII, line 12
а	Net unrealized gains (losses) on investments
b	Donated services and use of facilities
С	Recoveries of prior year grants
d	Other (Describe in Part XIII)
e	Add lines 2a through 2d

Amounts included on Form 990, Part VIII, line 12, but not on line 1 Investment expenses not included on Form 990, Part VIII, line 7b.

Total expenses and losses per audited financial statements

Supplemental Information

Amounts included on line 1 but not on Form 990, Part IX, line 25

Total revenue Add lines 3 and 4c. (This must equal Form 990, Part I, line 12) .

Total expenses Add lines 3 and 4c. (This must equal Form 990, Part I, line 18) . . .

Provide the descriptions required for Part II, lines 3, 5, and 9, Part III, lines 1a and 4, Part IV, lines 1b and 2b,

2e	
3	

4c

5

1

4c

5

33,700

1,575,449

_	Amounts morated on the 1 part lost of 1 of 11 pps, 1 are 17, the 25				
а	Donated services and use of facilities	2a	1,575,449		
ь	Prior year adjustments	2b			
С	Other losses	2 c			
d	Other (Describe in Part XIII)	2d	158,729		
е	Add lines 2a through 2d			2e	1,734,178
3	Subtract line 2e from line 1			3	16,545,961
4	Amounts included on Form 990, Part IX, line 25, but not on line 1:				
а	Investment expenses not included on Form 990, Part VIII, line 7b	4a			
ь	Other (Describe in Part XIII)	4b			

Part V, line 4, Part X, line 2, Part XI, lines 2d and 4b, and Part XII, lines 2d and 4b Also complete this part to provide any additional information

Reconciliation of Revenue per Audited Financial Statements With Revenue per Return Complete if the organization answered 'Yes' on Form 990, Part IV, line 12a.

2a

2b

2c 2d

4a

4b

Explanation

Reconciliation of Expenses per Audited Financial Statements With Expenses per Return. Complete if the organization answered 'Yes' on Form 990, Part IV, line 12a.

Page 5	Schedule D (Form 990) 2015			
	ormation (continued)	Part XIII Supplemental Info		
	Explanation	Return Reference		

Schedule D (Form 990) 2016

Additional Data

Software ID: Software Version:

EIN: 75-2648097

Name: AUSTIN CONVENTION AND VISITORS BUREAU

Explanation

Supplemental Information

PART XII, LINE 2D - OTHER **AUSTIN COMMISSION ON SPORTS 158,729** ADJUSTMENTS

efile GRAPHIC print -	DO NOT PROCESS	As Filed Data -				D	LN: 93493220012208
Schedule I (Form 990) Department of the Treasury Internal Revenue Service		OMB No 1545-0047 2016 Open to Public Inspection					
Name of the organization						Employer identif	ication number
AUSTIN CONVENTION AND \	ISITORS BUREAU					75-2648097	
Part I General Info	ormation on Grants	and Assistance				•	
			the grants or assistance,		for the grants or assistance	e, and	☑ Yes ☐ No
2 Describe in Part IV the	organization's procedui	res for monitoring the us	se of grant funds in the Ur	ited States			
		nestic Organizations a I can be duplicated if add		nts. Complete if the or	ganızatıon answered "Yes"	on Form 990, Part IV, lir	ne 21, for any recipient
(a) Name and address of organization or government	f (b) EIN	(c) IRC section if applicable	(d) Amount of cash grant	(e) Amount of non- cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
		=					5
For Paperwork Reduction Act				Cat No 50055			chedule I (Form 990) 2016

Schedule I (Form 990) 2016						Page 2
Part III Grants and Other Ass Part III can be duplicate				janization answered "Yes"	" on Form 990, Part IV, line 22	
(a) Type of grant or assista		(b) Number of recipients	(c) Amount of cash grant	(d) Amount of non-cash assistance	(e) Method of valuation (book, FMV, appraisal, other)	(f) Description of non-cash assistance
(1)			·			
(2)						
(3)						
(4)			1			
(5)						
(6)						
(7)			·			· · · · · · · · · · · · · · · · · · ·
Part IV Supplemental I	nformatic	ח. Provide the inf	formation required in	Part I, line 2, Part III	, column (b), and any other a	additional information.
Return Reference	Explanatio	on				
						THE COLUMN TO THE COLUMN TWO COLUMN TO THE COLUMN TWO COLUMN TO THE COLUMN TWO COLUMN TW

PART I, LINE 2

THE AUSTIN CITY COUNCIL APPROVES THE TOTAL ACVB BUDGET/MARKETING PLAN, WHICH INCLUDES THE HERITAGE GRANTS, BUT DOES NOT ALLOCATE A

SPECIFIC AMOUNT FOR HERITAGE GRANTS. THE GRANT APPLICATIONS ARE THEN REVIEWED BY ACVB AND THOSE THAT ARE APPROVED BY ACVB ARE THEN FORWARDED TO THE HISTORIC LANDMARK COMMISSION. THE COMMISSION DETERMINES HOW MUCH EACH APPROVED GRANT APPLICANT WILL RECEIVE. ACVB IS IN CHARGE OF DETERMINING THE TOTAL AMOUNT OF THE HERITAGE GRANTS TO BE GIVEN EACH YEAR AND HAS DECISION AUTHORITY ON WHICH PROJECTS ARE ELIGIBLE FOR THE GRANTS ACVB PAYS WHEN THE GRANTEE SUBMITS EXPENSES FOR REIMBURSEMENT AND A PHYSICAL INSPECTION IS DONE ON THE PROPERTY TO ENSURE THAT THE REPAIR WORK MET WITH THE GRANT SPECIFICATIONS

Additional Data

ST EDWARD'S UNIVERSITY

3001 SOUTH CONGRESS

AUSTIN, TX 78704

AVENUE

74-1109641

Software ID: **Software Version:**

501(C)(3)

EIN: 75-2648097

Name: AUSTIN CONVENTION AND VISITORS BUREAU

Form 990, Schedule I, Part	II, Grants and	Other Assistance to	Domestic Organiza	tions and Domest	ic Governments.		
(a) Name and address of organization or government	(b) EIN	(c) IRC section if applicable	(d) Amount of cash grant	(e) Amount of non- cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
AUSTIN THEATRE ALLIANCE 713 CONGRESS AVENUE AUSTIN, TX 78701	74-2975922	501(C)(3)	164,500				HISTORICAL PRESERVATION

45,000

HISTORICAL

PRESERVATION

(a) Name and address of (b) EIN (c) IRC section (d) Amount of cash (e) Amount of non-(f) Method of valuation (a) Description of (h) Purpose of grant (book, FMV, appraisal, organization ıf applıcable grant cash non-cash assistance or assistance other) or government assistance PEASE PARK CONSERVANCY 46-2388316 501(C)(3) 43.334 HISTORICAL PO BOX 50065 PRESERVATION

HISTORICAL PRESERVATION

30,000

Form 990, Schedule I, Part II, Grants and Other Assistance to Domestic Organizations and Domestic Governments.

501(C)(3)

74-0493310

AUSTIN, TX 78763
AUSTIN WOMAN'S CLUB

708 SAN ANTONIO AUSTIN, TX 78701

Form 990, Schedule I, Part II, Grants and Other Assistance to Domestic Organizations and Domestic Governments. (a) Name and address of (d) Amount of cash (e) Amount of non-(f) Method of valuation (a) Description of (h) Purpose of grant (b) EIN (c) IRC section organization ıf applıcable grant cash (book, FMV, appraisal, non-cash assistance or assistance other) or government assistance 74-1400026 501(C)(3) 14.740 NEILL COCHRAN HOUSE HISTORICAL MUSEUM PRESERVATION 2310 SAN GABRIEL STREET

AUSTIN. TX 78705

DLN: 93493220012208

OMB No 1545-0047

2015

Schedule J (Form 990)

Compensation Information

For certain Officers, Directors, Trustees, Key Employees, and Highest **Compensated Employees** ▶ Complete if the organization answered "Yes" on Form 990, Part IV, line 23.

▶ Attach to Form 990. ▶ Information about Schedule J (Form 990) and its instructions is at www.irs.qov/form990.

Open to Public Inspection

Department of the Treasury Internal Revenue Service

Name of the organization

Employer identification number

AUS	IN CONVENTION AND VISITORS BUREAU						
				75-2648097			
Pa	t I Questions Regarding Compensation						
						Yes	No
1a	Check the appropriate box(es) if the organization provide	ed a	ny of the following to or for a person l	isted on Form			
	990, Part VII, Section A, line 1a Complete Part III to	prov	vide any relevant information regardi	ng these items			
	□ First-class or charter travel	Γ	Housing allowance or residence for	personal use			
	☐ Travel for companions	•	Payments for business use of perso				
	Tax idemnification and gross-up payments	•	Health or social club dues or initiat				
	Discretionary spending account	Γ	Personal services (e g , maid, chau	ffeur, chef)			
b	If any of the boxes in line 1a are checked, did the organ reimbursement or provision of all of the expenses descr				1b		
2	Did the organization require substantiation prior to reim directors, trustees, officers, including the CEO/Executive		· · · · · · · · · · · · · · · · · · ·		2	Yes	
3	Indicate which, if any, of the following the filing organizatorganization's CEO/Executive Director Check all that a used by a related organization to establish compensation	appl	y Do not check any boxes for metho	ds			
	Compensation committee	Γ	Written employment contract				
	□ Independent compensation consultant	Ľ	Compensation survey or study				
	Form 990 of other organizations	Ľ	Approval by the board or compensa	ition committee			
4	During the year, did any person listed on Form 990, Par or a related organization	tVΙ	I, Section A, line 1a with respect to	the filing organization			
а	Receive a severance payment or change-of-control pay	mer	nt?		4a		Νo
b	b Participate in, or receive payment from, a supplemental nonqualified retirement plan?						Νo
c	Participate in, or receive payment from, an equity-base	d co	mpensation arrangement?		4c		Νo
	If "Yes" to any of lines 4a-c, list the persons and provide	de th	ne applicable amounts for each item i	n Part III			
	Only 501(c)(3), 501(c)(4), and 501(c)(29) organization	ıs m	ust complete lines 5-9.				
5	For persons listed on Form 990, Part VII, Section A, lincompensation contingent on the revenues of	ne 1	a, did the organization pay or accrue	any			
а	The organization?				5a		
b	Any related organization?				5b		
	If "Yes," on line 5a or 5b, describe in Part III						
6	For persons listed on Form 990, Part VII, Section A, lin compensation contingent on the net earnings of	ne 1	a, did the organization pay or accrue	any			
а	The organization?				6 a		
b	Any related organization?				6b		
	If "Yes," on line 6a or 6b, describe in Part III						
7	For persons listed on Form 990, Part VII, Section A, lin payments not described in lines 5 and 6? If "Yes," desc			on-fixed	7		
8	Were any amounts reported on Form 990, Part VII, paid subject to the initial contract exception described in Re in Part III				8		
9	If "Yes" on line 8, did the organization also follow the resection 53, 4958-6(c)?	butt	table presumption procedure describ	ed in Regulations	<u> </u>		

Part II Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees. Use duplicate copies if additional space is needed.

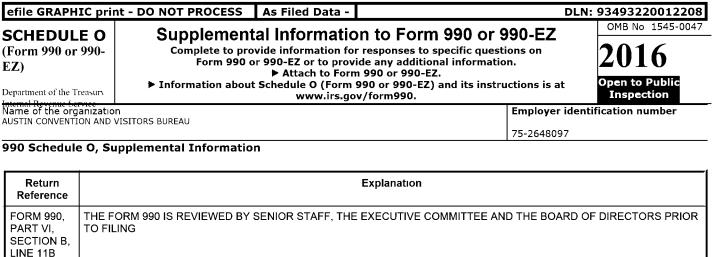
For each individual whose compensation must be reported on Schedule J, report compensation from the organization on row (i) and from related organizations, described in the

instructions, on row (ii) Do not list any individuals that are not listed on Form 990, Part VII

Note. The sum of columns (B)(+)-(+++)	for each listed individ	ual must equal the tota	I amount of Form 990,	Part VII, Section A, lin	e 1a, applicable colui	nn (D) and (E) amount	s for that individual	
(A) Name and Title		(B) Breakdown o	f W-2 and/or 1099-MIS	SC compensation	(C) Retirement and	(D) Nontaxable	(E) Total of columns	(F) Compensation in	
		Base (1) compensation	(II) Bonus & Incentive compensation	(iII) Other reportable compensation	other deferred compensation	benefits	(B)(ı)-(D)	column(B) reported as deferred on prior Form 990	
1 TOM NOONAN PRESIDENT & CEO	(i)	213,492	34,616	0	2,560	14,259	264,927	0	
	(ii)	0	0	0	0	0	0	0	
2 ROBERT LANDER PRESIDENT, EMERITUS	(i)	261,234	40,040	0	9,000	1,500	311,774	0	
,	(ii)	0	0	0	0	0	0	0	
3 STEPHEN GENOVESI SENIOR VICE PRESIDENT-	(i)	184,681	44,075	0	16,406	14,818	259,980	0	
SALES	(ii)	0	0	0	0	0	0	0	
4 JULIE CHASE VICE PRESIDENT-CMO	(i)	131,418	25,000	0	24,000	9,101	189,519	0	
	(ii)	0	0	0	0	0	0	0	
5 AMY BROWN DIRECTOR OF SALES	(i)	110,256	26,125	0	9,547	9,036	154,964	0	
	(ii)	0	0	0	0	0	0	0	
6 MARY KAY HACKLEY VICE PRESIDENT-STRATEGIC	(i)	107,738	23,992	0	9,312	9,410	150,452	0	
ALLIANCES	(ii)	0	0	0	0	0	0	0	
7 JAMES DOHERTY DIRECTOR - EASTERN	(i)	103,355	26,447	0	12,980	9,036	151,818	0	
REGIONAL SALES	(ii)	0	0	0	0	0	0	0	
8 KRISTEN PARKER DIRECTOR - EASTERN	(i)	104,823	24,235	0	17,500	10,758	157,316	0	
REGIONAL SALES	(ii)	0	0	0	0	0	0	0	

Return Reference	Explanation					
Provide the information, explanation, or descriptions required for Part I, lines 1a, 1b, 3, 4a, 4b, 4c, 5a, 5b, 6a, 6b, 7, and 8, and for Part II Also complete this part for any additional information						
Part III Supplemental Information						
Schedule J (Form 990) 2015	Page 3					

Schedule J (Form 990) 2015



Return Explanation
Reference

FORM 990,	THE ORGANIZATION REVIEWS THE REQUIRED ANNUAL DISCLOSURES AS PROVIDED BY OFFICERS, DIRECTOR
PART VI,	S AND KEY EMPLOYEES TO ENSURE COMPLIANCE WITH THE CONFLICT OF INTEREST POLICY
SECTION B,	
LINE 12C	

Return Explanation
Reference

FORM 990, A SURVEY OF SALARY INFORMATION IS PROVIDED BY THE DESTINATION MARKETING ASSOCIATION INTERN ATIONAL AND IS USED IN DETERMINING COMPENSATION IN CONJUNCTION WITH REVIEWS BASED ON OBJEC SECTION B, LINE 15

Return Explanation
Reference

FORM 990, PART VI, SECTION C, LINE 19

Return Explanation

Reference	
FORM 990, PART XII.	THE ORGANIZATION'S OVERSIGHT PROCESS AND ITS PROCESS FOR SELECTION OF AN INDEPENDENT ACCOUNTANT DID NOT CHANGE DURING THE TAX YEAR
LINE 2C	DID NOT CHANGE DOMING THE TAX TEAM

efile GRAPHIC print - DO NOT PROCESS As Filed Data -DLN: 93493220012208 OMB No 1545-0047 **SCHEDULE R Related Organizations and Unrelated Partnerships** 2016 (Form 990) ► Complete if the organization answered "Yes" on Form 990, Part IV, line 33, 34, 35b, 36, or 37. ► Attach to Form 990. ▶ Information about Schedule R (Form 990) and its instructions is at www.irs.gov/form990. Open to Public Department of the Treasury Inspection Internal Revenue Service Name of the organization **Employer identification number** AUSTIN CONVENTION AND VISITORS BUREAU 75-2648097 Identification of Disregarded Entities Complete if the organization answered "Yes" on Form 990, Part IV, line 33. Part I (f) (b) (c) Direct controlling Name, address, and EIN (if applicable) of disregarded entity Legal domicile (state Total income End-of-year assets Primary activity or foreign country) entity

Part II Identification of Related Tax-Exempt Organizations Complete if the organization answered "Yes" on Form 990, Part IV, line 34 because it had one or more related tax-exempt organizations during the tax year. (d) (b) (c) (e) (g) Name, address, and EIN of related organization Primary activity Legal domicile (state Exempt Code section Public charity status Direct controlling Section 512(b) or foreign country) (if section 501(c)(3)) entity (13) controlled entity? Yes No (1) AUSTIN COMMISSION ON SPORTS RECRUIT, RETAIN AND GROW TX 501(C)(6) 301 CONGRESS AVENUE PROFESSIONAL, COLLEGIATE AND AMATEUR SPORTING AUSTIN, TX 78701 EVENT 20-5632288 For Paperwork Reduction Act Notice, see the Instructions for Form 990. Cat No 50135Y Schedule R (Form 990) 2016

(a) Name, address, and EIN related organization	of	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Direct controlling entity	(e) Predominant Income(related, unrelated, excluded from tax under sections 512- 514)	d, total income	(g) Share of e end-of-year assets	(h) Disproprtionate r allocations?		(1) e Code V-UBI amount in box 20 of Schedule K-1 (Form 1065)	managing partner?		ownersl
								Yes	No		Yes No		
									+				
									+				
Identification of Related Organ because it had one or more relate						ization ans	wered "Yes	on F	orm 9	 90, Part IV,	line	34	
		s a corporation		st during th	(d) controlling Typentity (C of	(e)	wered "Yes (f) Share of total Income	Share	(g) e of end- year assets	(h) ntage	 Se (1	L3) conti entity
because it had one or more relate (a) Name, address, and EIN of	ed organizations treated a	s a corporation	on or trus (c) egal micile or foreign	st during th	(d) controlling Typentity (C of	(e) pe of entity corp, S corp,	(f) Share of total	Share	(g) e of end- year	-of- Percer) ntage	 Se (1	ection 5: 13) conti entity
because it had one or more relate (a) Name, address, and EIN of	ed organizations treated a	s a corporation	on or trus (c) egal micile or foreign	st during th	(d) controlling Typentity (C of	(e) pe of entity corp, S corp,	(f) Share of total	Share	(g) e of end- year	-of- Percer) ntage	 Se (1	ection 5: 13) conti entity
(a) Name, address, and EIN of	ed organizations treated a	s a corporation	on or trus (c) egal micile or foreign	st during th	(d) controlling Typentity (C of	(e) pe of entity corp, S corp,	(f) Share of total	Share	(g) e of end- year	-of- Percer) ntage	 Se (1	ection 5: 13) conti entity
because it had one or more relate (a) Name, address, and EIN of	ed organizations treated a	s a corporation	on or trus (c) egal micile or foreign	st during th	(d) controlling Typentity (C of	(e) pe of entity corp, S corp,	(f) Share of total	Share	(g) e of end- year	-of- Percer) ntage	 Se (1	ection 5 13) cont entity
because it had one or more relate (a) Name, address, and EIN of	ed organizations treated a	s a corporation	on or trus (c) egal micile or foreign	st during th	(d) controlling Typentity (C of	(e) pe of entity corp, S corp,	(f) Share of total	Share	(g) e of end- year	-of- Percer) ntage	 Se (1	ection 5: 13) conti entity
because it had one or more relate (a) Name, address, and EIN of	ed organizations treated a	s a corporation	on or trus (c) egal micile or foreign	st during th	(d) controlling Typentity (C of	(e) pe of entity corp, S corp,	(f) Share of total	Share	(g) e of end- year	-of- Percer) ntage	 Se (1	ection 5 13) cont entity
because it had one or more relate (a) Name, address, and EIN of	ed organizations treated a	s a corporation	on or trus (c) egal micile or foreign	st during th	(d) controlling Typentity (C of	(e) pe of entity corp, S corp,	(f) Share of total	Share	(g) e of end- year	-of- Percer) ntage	 Se (1	ection 5 13) cont entity
because it had one or more relate (a) Name, address, and EIN of	ed organizations treated a	s a corporation	on or trus (c) egal micile or foreign	st during th	(d) controlling Typentity (C of	(e) pe of entity corp, S corp,	(f) Share of total	Share	(g) e of end- year	-of- Percer) ntage	 Se (1	ection 5 13) cont entity

Part V Transactions With Related Organizations Complete if the organization answered "Yes" on Form 990, Part IV, line 34, 35b, or 36.	,		
Note. Complete line 1 if any entity is listed in Parts II, III, or IV of this schedule		Yes	No
1 During the tax year, did the organization engage in any of the following transactions with one or more related organizations listed in Parts II-IV?		1	
a Receipt of (i) interest, (ii) annuities, (iii) royalties, or(iv) rent from a controlled entity	1	a	No
b Gift, grant, or capital contribution to related organization(s)	1	b Yes	T
c Gift, grant, or capital contribution from related organization(s)	1	.с	No
d Loans or loan guarantees to or for related organization(s)		d	No
e Loans or loan guarantees by related organization(s)	. 1	.e	No
f Dividends from related organization(s)	1	lf	No
g Sale of assets to related organization(s)	1	.g	No
h Purchase of assets from related organization(s)	1	h	No
i Exchange of assets with related organization(s)	1	li .	No
j Lease of facilities, equipment, or other assets to related organization(s)	. 1	.j	No
k Lease of facilities, equipment, or other assets from related organization(s)	. 1	.k	No
I Performance of services or membership or fundraising solicitations for related organization(s)	1	II I	No
m Performance of services or membership or fundraising solicitations by related organization(s)	<u> </u>	.m	No
	<u>⊢-</u>		-

h	Purchase of assets from related organization(s)	1h		No
i	Exchange of assets with related organization(s)	1i		No
j	Lease of facilities, equipment, or other assets to related organization(s)	1j		No
k	Lease of facilities, equipment, or other assets from related organization(s)	1k	_	No
ı	Performance of services or membership or fundraising solicitations for related organization(s)	11		No
m	Performance of services or membership or fundraising solicitations by related organization(s)	1m		No
n	Sharing of facilities, equipment, mailing lists, or other assets with related organization(s)	1n	Yes	
О	Sharing of paid employees with related organization(s)	10	Yes	
		1-	-	

k Lease of facilities, equipment, or other assets from related organization(s)				1k	No
l Performance of services or membership or fundraising solicitations for related organization(s)				11	No
f m Performance of services or membership or fundraising solicitations by related organization(s)				1m	No
n Sharing of facilities, equipment, mailing lists, or other assets with related organization(s)				1n Yes	
o Sharing of paid employees with related organization(s)				1o Yes	1
p Reimbursement paid to related organization(s) for expenses				1p	No
q Reimbursement paid by related organization(s) for expenses				1q	No
r Other transfer of cash or property to related organization(s)				1r	No
f s Other transfer of cash or property from related organization(s)				1s	No
2 If the answer to any of the above is "Yes," see the instructions for information on who must complete this line	e, including covered i	relationships and trar	nsaction thresholds		
(a) Name of related organization	(b) Transaction	(c) Amount involved	(d) Method of determining am	ount involve	ed

Transaction type (a-s)

Part VI Unrelated Organizations Taxable as a Partnership Complete if the organization answered "Yes" on Form 990, Part IV, line 37.

Provide the following information for each entity taxed as a partnership through which the organization conducted more than five percent of its activities (measured by total assets or gross revenue) that was not a related organization. See instructions regarding exclusion for certain investment partnerships

(a) Name, address, and EIN of entity	(b) Primary activity	domicile	(d) Predominant Income (related, unrelated, excluded from tax under sections 512- 514)		(e) re all partners section 501(c)(3) rganizations?	(f) Share of total Income	(g) Share of end-of-year assets	(h) Disproprtiona allocations?	ite	(1) Code V-UBI amount in box 20 of Schedule K-1 (Form 1065)	(j) General c managin partner?	or g ?	(k) Percentage ownership
			514)	Yes	No	! ,		Yes	No		Yes	No	
										Schedul	e R (Form	1 990	0) 2016

Schedule R (Form 990) 2016 Part VII Supplemental Information Provide additional information for responses to questions on Schedule R (see instructions) Schedule R (Form 990) 2016