

Form **990**
Department of the Treasury
Internal Revenue Service

Return of Organization Exempt From Income Tax

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

OMB No 1545-0047
2017
Open to Public Inspection

A For the 2017 calendar year, or tax year beginning 10-01-2017, and ending 09-30-2018

B Check if applicable
 Address change
 Name change
 Initial return
 Final return/terminated
 Amended return
 Application pending

C Name of organization
AUSTIN CONVENTION AND VISITORS BUREAU

Doing business as
VISIT AUSTIN

Number and street (or P O box if mail is not delivered to street address) Room/suite
111 CONGRESS AVENUE NO 700

City or town, state or province, country, and ZIP or foreign postal code
AUSTIN, TX 78701

D Employer identification number
75-2648097

E Telephone number
(512) 474-5171

G Gross receipts \$ 17,730,623

F Name and address of principal officer
THOMAS NOONAN
111 CONGRESS AVENUE NO 700
AUSTIN, TX 78701

H(a) Is this a group return for subordinates? Yes No

H(b) Are all subordinates included? Yes No
If "No," attach a list (see instructions)

H(c) Group exemption number ▶

I Tax-exempt status 501(c)(3) 501(c) (6) ◀ (insert no) 4947(a)(1) or 527

J Website: ▶ WWW VISITAUSTIN ORG

K Form of organization Corporation Trust Association Other ▶

L Year of formation 1998

M State of legal domicile TX

Part I Summary

1 Briefly describe the organization's mission or most significant activities
MARKETING AUSTIN NATIONALLY AND INTERNATIONALLY AS A PREMIER BUSINESS AND LEISURE DESTINATION

2 Check this box if the organization discontinued its operations or disposed of more than 25% of its net assets

| | |
|--|--------|
| 3 Number of voting members of the governing body (Part VI, line 1a) | 29 |
| 4 Number of independent voting members of the governing body (Part VI, line 1b) | 29 |
| 5 Total number of individuals employed in calendar year 2017 (Part V, line 2a) | 80 |
| 6 Total number of volunteers (estimate if necessary) | 5 |
| 7a Total unrelated business revenue from Part VIII, column (C), line 12 | 0 |
| 7b Net unrelated business taxable income from Form 990-T, line 34 | 48,050 |

| | Prior Year | Current Year |
|---|------------|--------------|
| 8 Contributions and grants (Part VIII, line 1h) | 0 | 0 |
| 9 Program service revenue (Part VIII, line 2g) | 16,735,421 | 15,987,329 |
| 10 Investment income (Part VIII, column (A), lines 3, 4, and 7d) | 3,633 | 6,011 |
| 11 Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e) | 298,040 | 826,085 |
| 12 Total revenue—add lines 8 through 11 (must equal Part VIII, column (A), line 12) | 17,037,094 | 16,819,425 |
| 13 Grants and similar amounts paid (Part IX, column (A), lines 1-3) | 500,424 | 700,000 |
| 14 Benefits paid to or for members (Part IX, column (A), line 4) | 0 | 0 |
| 15 Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10) | 5,726,753 | 5,758,060 |
| 16a Professional fundraising fees (Part IX, column (A), line 11e) | 0 | 0 |
| b Total fundraising expenses (Part IX, column (D), line 25) ▶ 0 | | |
| 17 Other expenses (Part IX, column (A), lines 11a-11d, 11f-24e) | 10,318,784 | 10,251,719 |
| 18 Total expenses Add lines 13-17 (must equal Part IX, column (A), line 25) | 16,545,961 | 16,709,779 |
| 19 Revenue less expenses Subtract line 18 from line 12 | 491,133 | 109,646 |

| | Beginning of Current Year | End of Year |
|---|---------------------------|-------------|
| 20 Total assets (Part X, line 16) | 11,303,310 | 10,507,296 |
| 21 Total liabilities (Part X, line 26) | 3,072,135 | 2,227,481 |
| 22 Net assets or fund balances Subtract line 21 from line 20 | 8,231,175 | 8,279,815 |

Part II Signature Block

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge

Sign Here

Signature of officer _____ Date 2019-07-25
GINA PALMERTREE DIRECTOR OF FINANCE
Type or print name and title _____

Paid Preparer Use Only
Print/Type preparer's name SEAN HOLCOMB Preparer's signature SEAN HOLCOMB Date 2019-07-25 Check if self-employed PTIN P01249221
Firm's name ▶ MAXWELL LOCKE & RITTER LLP Firm's EIN ▶ 74-2900215
Firm's address ▶ 401 CONGRESS AVENUE SUITE 1100 Phone no (512) 370-3200
AUSTIN, TX 787019682

Part III Statement of Program Service Accomplishments

Check if Schedule O contains a response or note to any line in this Part III

1 Briefly describe the organization's mission
 PROMOTING CONVENTIONS, TRAVEL AND TOURISM IN AND TO THE CITY OF AUSTIN, AND PROVIDING RELATED SERVICES TO CONVENTION ATTENDEES, TRAVELERS, AND TOURISTS

2 Did the organization undertake any significant program services during the year which were not listed on the prior Form 990 or 990-EZ? Yes No
 If "Yes," describe these new services on Schedule O

3 Did the organization cease conducting, or make significant changes in how it conducts, any program services? Yes No
 If "Yes," describe these changes on Schedule O

4 Describe the organization's program service accomplishments for each of its three largest program services, as measured by expenses. Section 501(c)(3) and 501(c)(4) organizations are required to report the amount of grants and allocations to others, the total expenses, and revenue, if any, for each program service reported

4a (Code) (Expenses \$ including grants of \$) (Revenue \$)
 See Additional Data

4b (Code) (Expenses \$ including grants of \$) (Revenue \$)
 See Additional Data

4c (Code) (Expenses \$ including grants of \$) (Revenue \$)
 See Additional Data

4d Other program services (Describe in Schedule O)
 (Expenses \$ including grants of \$) (Revenue \$)

4e Total program service expenses ▶

Part IV Checklist of Required Schedules

| | Yes | No |
|---|-----|----|
| 1 Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)? <i>If "Yes," complete Schedule A</i> | | No |
| 2 Is the organization required to complete <i>Schedule B, Schedule of Contributors</i> (see instructions)? | | No |
| 3 Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? <i>If "Yes," complete Schedule C, Part I</i> | | No |
| 4 Section 501(c)(3) organizations. Did the organization engage in lobbying activities, or have a section 501(h) election in effect during the tax year? <i>If "Yes," complete Schedule C, Part II</i> | | |
| 5 Is the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization that receives membership dues, assessments, or similar amounts as defined in Revenue Procedure 98-19? <i>If "Yes," complete Schedule C, Part III</i> | | No |
| 6 Did the organization maintain any donor advised funds or any similar funds or accounts for which donors have the right to provide advice on the distribution or investment of amounts in such funds or accounts? <i>If "Yes," complete Schedule D, Part I</i> 🗑️ | | No |
| 7 Did the organization receive or hold a conservation easement, including easements to preserve open space, the environment, historic land areas, or historic structures? <i>If "Yes," complete Schedule D, Part II</i> 🗑️ | | No |
| 8 Did the organization maintain collections of works of art, historical treasures, or other similar assets? <i>If "Yes," complete Schedule D, Part III</i> 🗑️ | | No |
| 9 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 services? <i>If "Yes," complete Schedule D, Part IV</i> 🗑️ | | No |
| 10 Did the organization, directly or through a related organization, hold assets in temporarily restricted endowments, permanent endowments, or quasi-endowments? <i>If "Yes," complete Schedule D, Part V</i> 🗑️ | | No |
| 11 If the organization's answer to any of the following questions is "Yes," then complete Schedule D, Parts VI, VII, VIII, IX, or X as applicable | | |
| a Did the organization report an amount for land, buildings, and equipment in Part X, line 10? <i>If "Yes," complete Schedule D, Part VI</i> 🗑️ | Yes | |
| b Did the organization report an amount for investments—other securities in Part X, line 12 that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part VII</i> 🗑️ | | No |
| c Did the organization report an amount for investments—program related in Part X, line 13 that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part VIII</i> 🗑️ | | No |
| 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 in Part X, line 16? <i>If "Yes," complete Schedule D, Part IX</i> 🗑️ | | No |
| e Did the organization report an amount for other liabilities in Part X, line 25? <i>If "Yes," complete Schedule D, Part X</i> 🗑️ | Yes | |
| f 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)? <i>If "Yes," complete Schedule D, Part X</i> 🗑️ | | No |
| 12a Did the organization obtain separate, independent audited financial statements for the tax year? <i>If "Yes," complete Schedule D, Parts XI and XII</i> 🗑️ | | No |
| b Was the organization included in consolidated, independent audited financial statements for the tax year? <i>If "Yes," and if the organization answered "No" to line 12a, then completing Schedule D, Parts XI and XII is optional</i> 🗑️ | Yes | |
| 13 Is the organization a school described in section 170(b)(1)(A)(ii)? <i>If "Yes," complete Schedule E</i> | | No |
| 14a Did the organization maintain an office, employees, or agents outside of the United States? | | No |
| 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? <i>If "Yes," complete Schedule F, Parts I and IV</i> | | No |
| 15 Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or other assistance to or for any foreign organization? <i>If "Yes," complete Schedule F, Parts II and IV</i> | | No |
| 16 Did the organization report on Part IX, column (A), line 3, more than \$5,000 of aggregate grants or other assistance to or for foreign individuals? <i>If "Yes," complete Schedule F, Parts III and IV</i> | | No |
| 17 Did the organization report a total of more than \$15,000 of expenses for professional fundraising services on Part IX, column (A), lines 6 and 11e? <i>If "Yes," complete Schedule G, Part I</i> (see instructions) | | No |
| 18 Did the organization report more than \$15,000 total of fundraising event gross income and contributions on Part VIII, lines 1c and 8a? <i>If "Yes," complete Schedule G, Part II</i> | | No |
| 19 Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a? <i>If "Yes," complete Schedule G, Part III</i> | | No |

Part IV Checklist of Required Schedules (continued)

| | Yes | No |
|--|-----|----|
| 20a Did the organization operate one or more hospital facilities? <i>If "Yes," complete Schedule H</i> | | No |
| b If "Yes" to line 20a, did the organization attach a copy of its audited financial statements to this return? | | |
| 21 Did the organization report more than \$5,000 of grants or other assistance to any domestic organization or domestic government on Part IX, column (A), line 1? <i>If "Yes," complete Schedule I, Parts I and II</i> | Yes | |
| 22 Did the organization report more than \$5,000 of grants or other assistance to or for domestic individuals on Part IX, column (A), line 2? <i>If "Yes," complete Schedule I, Parts I and III</i> | | No |
| 23 Did the organization answer "Yes" to Part VII, Section A, line 3, 4, or 5 about compensation of the organization's current and former officers, directors, trustees, key employees, and highest compensated employees? <i>If "Yes," complete Schedule J</i> | 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? <i>If "Yes," answer lines 24b through 24d and complete Schedule K. If "No," go to line 25a</i> | | No |
| b Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception? | | |
| c Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease any tax-exempt bonds? | | |
| d Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year? | | |
| 25a Section 501(c)(3), 501(c)(4), and 501(c)(29) organizations. Did the organization engage in an excess benefit transaction with a disqualified person during the year? <i>If "Yes," complete Schedule L, Part I</i> | | |
| b Is the organization aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ? <i>If "Yes," complete Schedule L, Part I</i> | | |
| 26 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? <i>If "Yes," complete Schedule L, Part II</i> | | No |
| 27 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 of any of these persons? <i>If "Yes," complete Schedule L, Part III</i> | | No |
| 28 Was the organization a party to a business transaction with one of the following parties (see Schedule L, Part IV instructions for applicable filing thresholds, conditions, and exceptions) | | |
| a A current or former officer, director, trustee, or key employee? <i>If "Yes," complete Schedule L, Part IV</i> | | No |
| b A family member of a current or former officer, director, trustee, or key employee? <i>If "Yes," complete Schedule L, Part IV</i> | | No |
| c An entity of which a current or former officer, director, trustee, or key employee (or a family member thereof) was an officer, director, trustee, or direct or indirect owner? <i>If "Yes," complete Schedule L, Part IV</i> | | No |
| 29 Did the organization receive more than \$25,000 in non-cash contributions? <i>If "Yes," complete Schedule M</i> | | No |
| 30 Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? <i>If "Yes," complete Schedule M</i> | | No |
| 31 Did the organization liquidate, terminate, or dissolve and cease operations? <i>If "Yes," complete Schedule N, Part I</i> | | No |
| 32 Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? <i>If "Yes," complete Schedule N, Part II</i> | | No |
| 33 Did the organization own 100% of an entity disregarded as separate from the organization under Regulations sections 301.7701-2 and 301.7701-3? <i>If "Yes," complete Schedule R, Part I</i> | | No |
| 34 Was the organization related to any tax-exempt or taxable entity? <i>If "Yes," complete Schedule R, Part II, III, or IV, and Part V, line 1</i> | Yes | |
| 35a Did the organization have a controlled entity within the meaning of section 512(b)(13)? | | No |
| b If "Yes" to line 35a, did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? <i>If "Yes," complete Schedule R, Part V, line 2</i> | | |
| 36 Section 501(c)(3) organizations. Did the organization make any transfers to an exempt non-charitable related organization? <i>If "Yes," complete Schedule R, Part V, line 2</i> | | |
| 37 Did the organization conduct more than 5% of its activities through an entity that is not a related organization and that is treated as a partnership for federal income tax purposes? <i>If "Yes," complete Schedule R, Part VI</i> | | No |
| 38 Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11b and 19? Note. All Form 990 filers are required to complete Schedule O | Yes | |

Part VI Governance, Management, and Disclosure For each "Yes" response to lines 2 through 7b below, and for a "No" response to lines 8a, 8b, or 10b below, describe the circumstances, processes, or changes in Schedule O See instructions

Check if Schedule O contains a response or note to any line in this Part VI [X]

Section A. Governing Body and Management

Table with 3 columns: Question, Yes, No. Rows include: 1a (29), 1b (29), 2, 3, 4, 5, 6, 7a, 7b, 8a, 8b, 9.

Section B. Policies (This Section B requests information about policies not required by the Internal Revenue Code.)

Table with 3 columns: Question, Yes, No. Rows include: 10a, 10b, 11a, 11b, 12a, 12b, 12c, 13, 14, 15a, 15b, 16a, 16b.

Section C. Disclosure

Table with 3 columns: Question, Yes, No. Rows include: 17, 18, 19, 20.

Part VIII Statement of Revenue

Check if Schedule O contains a response or note to any line in this Part VIII

| | | | (A) Total revenue | (B) Related or exempt function revenue | (C) Unrelated business revenue | (D) Revenue excluded from tax under sections 512-514 | |
|--|---|---|----------------------|--|---|--|--|
| Contributions, Gifts, Grants and Other Similar Amounts | 1a Federated campaigns . . . | 1a | | | | | |
| | b Membership dues . . . | 1b | | | | | |
| | c Fundraising events . . . | 1c | | | | | |
| | d Related organizations | 1d | | | | | |
| | e Government grants (contributions) | 1e | | | | | |
| | f All other contributions, gifts, grants, and similar amounts not included above | 1f | | | | | |
| | g Noncash contributions included in lines 1a-1f \$ _____ | | | | | | |
| | h Total. Add lines 1a-1f | | | | | | |
| Program Service Revenue | | Business Code | | | | | |
| | 2a GOV'T CONTRACTS-AUSTIN | 900099 | 15,245,700 | 15,245,700 | | | |
| | b SPONSORSHIPS | 900099 | 636,572 | 636,572 | | | |
| | c HOUSING & REGISTRATION SERVICES | 900099 | 98,887 | 98,887 | | | |
| | d BROCHURE RACK PLACEMENT | 900099 | 6,170 | 6,170 | | | |
| | e _____ | | | | | | |
| | f All other program service revenue | | | | | | |
| g Total. Add lines 2a-2f | | 15,987,329 | | | | | |
| Other Revenue | 3 Investment income (including dividends, interest, and other similar amounts) | | 6,011 | | | 6,011 | |
| | 4 Income from investment of tax-exempt bond proceeds | | | | | | |
| | 5 Royalties | | 68 | | | 68 | |
| | 6a Gross rents | (i) Real | (ii) Personal | | | | |
| | | b Less rental expenses | | | | | |
| | | c Rental income or (loss) | | | | | |
| | | d Net rental income or (loss) | | | | | |
| | 7a Gross amount from sales of assets other than inventory | (i) Securities | (ii) Other | | | | |
| | | b Less cost or other basis and sales expenses | | | | | |
| | | c Gain or (loss) | | | | | |
| | | d Net gain or (loss) | | | | | |
| | 8a Gross income from fundraising events (not including \$ _____ of contributions reported on line 1c) See Part IV, line 18 | a | | | | | |
| | | b Less direct expenses | b | | | | |
| | | c Net income or (loss) from fundraising events | | | | | |
| | 9a Gross income from gaming activities See Part IV, line 19 | a | | | | | |
| b Less direct expenses | | b | | | | | |
| c Net income or (loss) from gaming activities | | | | | | | |
| 10a Gross sales of inventory, less returns and allowances | a | 1,234,918 | | | | | |
| | b Less cost of goods sold | b | 911,198 | | | | |
| | c Net income or (loss) from sales of inventory | | 323,720 | 323,720 | | | |
| Miscellaneous Revenue | Business Code | | | | | | |
| 11a PCMA CONVENTION REIMBURSEMENT | 900099 | 498,876 | 498,876 | | | | |
| b OTHER REVENUE | 900099 | 3,421 | 3,421 | | | | |
| c _____ | | | | | | | |
| d All other revenue | | | | | | | |
| e Total. Add lines 11a-11d | | 502,297 | | | | | |
| 12 Total revenue. See Instructions | | 16,819,425 | 16,813,346 | 0 | 6,079 | | |

Part IX Statement of Functional Expenses

Section 501(c)(3) and 501(c)(4) organizations must complete all columns. All other organizations must complete 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) Fundraising expenses |
|---|-----------------------|---------------------------------|--|-----------------------------|
| 1 Grants and other assistance to domestic organizations and domestic governments. See Part IV, line 21. | 700,000 | | | |
| 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. | 1,087,349 | | | |
| 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. | 3,604,831 | | | |
| 8 Pension plan accruals and contributions (include section 401 (k) and 403(b) employer contributions). | 192,986 | | | |
| 9 Other employee benefits. | 550,877 | | | |
| 10 Payroll taxes. | 322,017 | | | |
| 11 Fees for services (non-employees) | | | | |
| a Management. | | | | |
| b Legal. | 245,458 | | | |
| c Accounting. | 21,150 | | | |
| 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 (A) amount, list line 11g expenses on Schedule O). | 290,248 | | | |
| 12 Advertising and promotion. | 5,415,224 | | | |
| 13 Office expenses. | 627,693 | | | |
| 14 Information technology. | | | | |
| 15 Royalties. | | | | |
| 16 Occupancy. | 1,031,667 | | | |
| 17 Travel. | 631,603 | | | |
| 18 Payments of travel or entertainment expenses for any federal, state, or local public officials. | | | | |
| 19 Conferences, conventions, and meetings. | 936,717 | | | |
| 20 Interest. | 17,354 | | | |
| 21 Payments to affiliates. | 374,495 | | | |
| 22 Depreciation, depletion, and amortization. | 218,518 | | | |
| 23 Insurance. | 47,162 | | | |
| 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 DUES AND SUBSCRIPTIONS | 203,755 | | | |
| b RESEARCH | 180,380 | | | |
| c MISCELLANEOUS | 10,295 | | | |
| d | | | | |
| e All other expenses | | | | |
| 25 Total functional expenses. Add lines 1 through 24e. | 16,709,779 | | | |
| 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 <input type="checkbox"/> if following SOP 98-2 (ASC 958-720) | | | | |

Part X Balance Sheet

Check if Schedule O contains a response or note to any line in this Part IX

| | | (A) Beginning of year | | (B) End of year |
|--|---|--------------------------|------------|--------------------|
| Assets | 1 Cash—non-interest-bearing | 1,491 | 1 | 1,491 |
| | 2 Savings and temporary cash investments | 7,659,830 | 2 | 5,981,962 |
| | 3 Pledges and grants receivable, net | | 3 | |
| | 4 Accounts receivable, net | 1,213,772 | 4 | 2,015,989 |
| | 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 | |
| | 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 | |
| | 7 Notes and loans receivable, net | | 7 | |
| | 8 Inventories for sale or use | 197,945 | 8 | 200,407 |
| | 9 Prepaid expenses and deferred charges | 643,896 | 9 | 985,689 |
| | 10a Land, buildings, and equipment cost or other basis Complete Part VI of Schedule D | 1,900,384 | | |
| | b Less accumulated depreciation | 1,021,358 | | |
| | | 1,082,638 | 10c | 879,026 |
| | 11 Investments—publicly traded securities | 444,953 | 11 | 383,947 |
| | 12 Investments—other securities See Part IV, line 11 | | 12 | |
| | 13 Investments—program-related See Part IV, line 11 | | 13 | |
| | 14 Intangible assets | | 14 | |
| 15 Other assets See Part IV, line 11 | 58,785 | 15 | 58,785 | |
| 16 Total assets. Add lines 1 through 15 (must equal line 34) | 11,303,310 | 16 | 10,507,296 | |
| Liabilities | 17 Accounts payable and accrued expenses | 1,259,787 | 17 | 535,348 |
| | 18 Grants payable | 663,990 | 18 | 994,845 |
| | 19 Deferred revenue | 26,450 | 19 | 87,818 |
| | 20 Tax-exempt bond liabilities | | 20 | |
| | 21 Escrow or custodial account liability Complete Part IV of Schedule D | | 21 | |
| | 22 Loans and other payables to current and former officers, directors, trustees, key employees, highest compensated employees, and disqualified persons Complete Part II of Schedule L | | 22 | |
| | 23 Secured mortgages and notes payable to unrelated third parties | 466,321 | 23 | |
| | 24 Unsecured notes and loans payable to unrelated third parties | | 24 | |
| | 25 Other liabilities (including federal income tax, payables to related third parties, and other liabilities not included on lines 17-24) Complete Part X of Schedule D | 655,587 | 25 | 609,470 |
| | 26 Total liabilities. Add lines 17 through 25 | 3,072,135 | 26 | 2,227,481 |
| Net Assets or Fund Balances | 27 Organizations that follow SFAS 117 (ASC 958), check here <input checked="" type="checkbox"/> and complete lines 27 through 29, and lines 33 and 34. Unrestricted net assets | 8,226,800 | 27 | 8,275,440 |
| | 28 Temporarily restricted net assets | 4,375 | 28 | 4,375 |
| | 29 Permanently restricted net assets | | 29 | |
| | 30 Organizations that do not follow SFAS 117 (ASC 958), check here <input type="checkbox"/> and complete lines 30 through 34. Capital stock or trust principal, or current funds | | 30 | |
| | 31 Paid-in or capital surplus, or land, building or equipment fund | | 31 | |
| | 32 Retained earnings, endowment, accumulated income, or other funds | | 32 | |
| | 33 Total net assets or fund balances | 8,231,175 | 33 | 8,279,815 |
| | 34 Total liabilities and net assets/fund balances | 11,303,310 | 34 | 10,507,296 |

Part XI Reconciliation of Net Assets

Check if Schedule O contains a response or note to any line in this Part XI

| | | | |
|-----------|---|-----------|------------|
| 1 | Total revenue (must equal Part VIII, column (A), line 12) | 1 | 16,819,425 |
| 2 | Total expenses (must equal Part IX, column (A), line 25) | 2 | 16,709,779 |
| 3 | Revenue less expenses Subtract line 2 from line 1 | 3 | 109,646 |
| 4 | Net assets or fund balances at beginning of year (must equal Part X, line 33, column (A)) | 4 | 8,231,175 |
| 5 | Net unrealized gains (losses) on investments | 5 | -61,006 |
| 6 | Donated services and use of facilities | 6 | |
| 7 | Investment expenses | 7 | |
| 8 | Prior period adjustments | 8 | |
| 9 | Other changes in net assets or fund balances (explain in Schedule O) | 9 | 0 |
| 10 | Net assets or fund balances at end of year Combine lines 3 through 9 (must equal Part X, line 33, column (B)) | 10 | 8,279,815 |

Part XII Financial Statements and Reporting

Check if Schedule O contains a response or note to any line in this Part XII

| | Yes | No |
|---|-----|----|
| <p>1 Accounting method used to prepare the Form 990 <input type="checkbox"/> Cash <input checked="" type="checkbox"/> Accrual <input type="checkbox"/> Other _____ If the organization changed its method of accounting from a prior year or checked "Other," explain in Schedule O</p> | | |
| <p>2a Were the organization's financial statements compiled or reviewed by an independent accountant? If 'Yes,' check a box below to indicate whether the financial statements for the year were compiled or reviewed on a separate basis, consolidated basis, or both <input type="checkbox"/> Separate basis <input type="checkbox"/> Consolidated basis <input type="checkbox"/> Both consolidated and separate basis</p> | | No |
| <p>b Were the organization's financial statements audited by an independent accountant? If 'Yes,' check a box below to indicate whether the financial statements for the year were audited on a separate basis, consolidated basis, or both <input type="checkbox"/> Separate basis <input checked="" type="checkbox"/> Consolidated basis <input type="checkbox"/> Both consolidated and separate basis</p> | Yes | |
| <p>c If "Yes," to line 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the audit, review, or compilation of its financial statements and selection of an independent accountant? If the organization changed either its oversight process or selection process during the tax year, explain in Schedule O</p> | Yes | |
| <p>3a As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Single Audit Act and OMB Circular A-133?</p> | | No |
| <p>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</p> | | |

Additional Data

Software ID:

Software Version:

EIN: 75-2648097

Name: AUSTIN CONVENTION AND VISITORS BUREAU

Form 990 (2017)

Form 990, Part III, Line 4a:

FOR 2018 - CONVENTION SALES GENERATED 729,435 HOTEL ROOM NIGHTS (111% OF GOAL) CONVENTION CENTER BOOKINGS REPRESENTED 253,747 OF THOSE ROOM NIGHTS (110% OF GOAL) 3,488 LEADS WERE GENERATED REPRESENTING OVER 4.2 MILLION ROOM NIGHTS SIGNIFICANT BOOKINGS INCLUDE - RESTAURANT FACILITY MANAGEMENT ASSOCIATION 19-FEB 1,700 - INDEED MAY 2019 AND 2020 1,500 - SCENTSY, INC 19-JUL 7,000 - PURE STORAGE 19-SEP 2,500 - PIVOTAL 19-OCT 3,000 - MCKESSON 20-JUL 5,000 - SPICEWORKS 20-SEP 4,000 - ATHENAHEALTH, INC 20-OCT 3,000 - SIRIUSDECISIONS INC MAY 2021 AND 2022 5,000 - TEXAS ASSOCIATION OF SECONDARY SCHOOL PRINCIPALS JUNE 2021 AND 2022 2,600 - NATIONAL ASSOCIATION OF COUNTIES 21-JUL 3,200 - AMERICAN ASSOCIATION OF GYNECOLOGIC LAPAROSCOPISTS NOVEMBER 2021 2,500 - AMERICAN MEDICAL SOCIETY FOR SPORTS MEDICINE 22-APR 1,700 - GOVERNMENT FINANCE OFFICERS ASSOCIATION 22-JUN 6,000 - AMERICAN SCHOOL COUNSELOR ASSOCIATION 22-JUL 3,200 - NATIONAL ELECTRICAL CONTRACTORS ASSOCIATION 22-OCT 6,000 - SOCIETY OF HOSPITAL MEDICINE 23-MAR 2,500 - TEXAS LIBRARY ASSOCIATION 23-APR 8,000 - AMERICAN SOCIETY OF PLASTIC SURGEONS 23-OCT 5,500 CONVENTION SERVICES PROVIDED MEETING SERVICES TO 2,364 MEETINGS AND PROVIDED 6,912 HOURS OF REGISTRATION STAFFING FOR MEETINGS AND CONVENTIONS ADDITIONALLY, CONVENTION SERVICES CONDUCTED 121 SITE VISITS AND PLANNING MEETINGS CONVENTION HOUSING ASSIGNED 6,717 RESERVATIONS THE TEAM ALSO MET WITH 174 LOCAL BUSINESSES TO EDUCATE THEM ON WORKING WITH THE CONVENTION AND MEETINGS MARKET IN AUSTIN THE AUSTIN SPORTS COMMISSION GENERATED 68,247 HOTEL ROOM NIGHTS AND GENERATED 58 LEADS AND COMPLETED 10 SITE VISITS SIGNIFICANT BOOKINGS INCLUDE - AUSTIN MARATHON IN FEBRUARY 2018 BRINGING IN 15,337 RUNNERS - THE SPRING LEAGUE IN MARCH/APRIL 2018 BRINGING IN 160 NFL/CFL CALIBER ATHLETES FOR A TWO-WEEK SCOUTING COMBINE - TRIPLE CROWN SPORTS IN JULY 2018 BRINGING IN 3,600 SOFTBALL PLAYERS - USA BMX FOR SEPTEMBER 2019 BRINGING IN 2,000 RACERS LARGE EVENTS HOSTED IN AUSTIN - DELL MATCH PLAY IN MARCH 2018 WITH 10,000 ATTENDEES - FIA WORLD RALLYCROSS IN SEPTEMBER 2018 WITH 18,526 ATTENDEES THE AUSTIN FILM COMMISSION FACILITATED OVER 49,498 PRODUCTION LEADS AND GENERATED 172 LOCATION PACKAGES FOR POTENTIAL PROJECTS PRODUCTION STARTS WERE AT 61 FOR THE YEAR, LEADING TO 805 PRODUCTION DAYS AUSTIN'S ESTABLISHED DIGITAL EFFORTS CONTINUED TO GROW WE HAD 2,696,719 UNIQUE VISITS TO OUR WEBSITE, AUSTINTXAS.ORG, A 27% INCREASE OVER THE PREVIOUS YEAR OUR AUSTIN INSIDER BLOG HAD 1,512,168 PAGEVIEWS, WHICH WAS A 144% INCREASE LOOKING AT SOCIAL MEDIA MARKETING, FANS ON ALL OUR SOCIAL MEDIA ACCOUNTS COMBINED WERE UP 9% WITH OUR VISITAUSTINTX INSTAGRAM ACCOUNT GROWING 18% OUR TOTAL IMPRESSIONS FOR ALL OF OUR SOCIAL MEDIA ACCOUNTS WAS 55.6 MILLION AND WE HAD 453,800 ENGAGEMENTS INCREASING TRAVELER PREFERENCE AND USE OF DIGITAL MEDIA ALSO EXTENDS TO OUR PUBLICATIONS AS EVIDENCED BY NUMBER OF VISITOR GUIDE REQUESTS 133,147 SUBSCRIBERSHIP FOR OUR LEISURE EMAIL MARKETING PROGRAM CONTINUES TO GROW WE HAD 249,680 SUBSCRIBERS OUR AUSTIN INSIDER BLOG HAD 545,834 UNIQUE PAGEVIEWS, WHICH WAS A 100% INCREASE PUBLICITY GENERATED BY THE COMMUNICATIONS DEPARTMENT TOTALED A CIRCULATION OF MORE THAN 400 MILLION MEDIA VIEWS AND IMPRESSIONS IT INCLUDED COVERAGE IN SUCH NATIONAL AND INTERNATIONAL MEDIA OUTLETS AS FORBES, LONELY PLANET, FOOD NETWORK, THE GOLF CHANNEL, HARPER'S BAZAAR, GAY STAR NEWS, NATIONAL GEOGRAPHIC TRAVELER AND TATLER BUILDING ON THE SUCCESS OF EXPERIENTIAL MARKETING WITH THE AUSTIN AIRSTREAM TRAILER, THE TRAILER HIT THE ROAD AGAIN ON A WEST COAST TOUR MAKING STOPS IN DENVER, CO, LOS ANGELES, CA, SEATTLE, WA, AND MULTIPLE EVENTS IN PORTLAND, OR RESULTS - TOTAL OVERALL IMPRESSIONS 11.4M - ONSITE EVENT IMPRESSIONS 1.1M - TOTAL DIGITAL ENGAGEMENTS 7.2M - EARNED MEDIA IMPRESSIONS 3.1M - FLYWAY SWEEPSTAKES ENTRIES 14,808 - VISITAUSTIN.ORG LANDING PAGE VIEWS 35,917 - HOSTED 6 PERFORMANCES BY AUSTIN-BASED MUSICIANS

Form 990, Part III, Line 4b:

MUSIC MARKETING OFFICE PROVIDED BOOKING REFERRALS FOR AUSTIN MUSICIANS FOR 279 EVENTS AND HAD A TOTAL OF 1069 MUSIC INQUIRIES. THE MUSIC OFFICES' KEY ACCOMPLISHMENTS INCLUDE ATTENDED/HOSTED MEDIA AT AUSTIN CITY LIMITS FESTIVAL, HOT LUCK FOOD & MUSIC FESTIVAL, SOUTH BY SOUTHWEST MUSIC FESTIVAL AND CONFERENCES, LEVITATION MUSIC FESTIVAL. THE VISIT AUSTIN EXPERIENTIAL WEST COAST TOUR WHICH SAW OVER 11.4MM IMPRESSIONS (DIGITAL/IN PERSON/EARNED MEDIA), AND FEATURED 6 HIGH-PROFILE PERFORMANCES FROM AUSTIN ARTISTS. IN ADDITION, THE MUSIC OFFICE HOSTED AUSTIN MUSIC SHOWCASES AND PERFORMANCES NATIONALLY IN PHILADELPHIA, NASHVILLE, NYC, DC, CHICAGO, DALLAS, ORLANDO, LOS ANGELES, PORTLAND, DENVER AND MORE AS WELL AS INTERNATIONAL EVENTS IN LONDON (UK), MEXICO CITY (MX), AND TORONTO (ON) IN CONJUNCTION WITH THE BUREAU'S SALES AND MARKETING EFFORTS. THEY ALSO PARTNERED WITH ACL LIVE IN 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. SHOWCASED 21 AUSTIN BUSINESSES DURING THE TOUR.

Form 990, Part III, Line 4c:

THE TOURISM DEPARTMENT PARTICIPATED IN TRAVEL TRADESHOWS, SALES MISSIONS, HOSTED EDUCATIONAL FAMILIARIZATION TRIPS AND SITE VISITS TARGETING 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 2017-2018, THE TOURISM DEPARTMENT ISSUED PARTNER LEADS AND WAS SUCCESSFUL IN INCREASING PRODUCT IN ALL MARKETS THE TOURISM STAFF ALSO WORKED WITH AUSTIN AIRPORT TO SECURE SERVICE WITH LUFTHANSA AIRLINES AND WESTJET AIRLINES BOTH AIRLINES LAUNCHED NONSTOP SERVICE TO AUSTIN IN MAY 2019 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 181M ONLINE IMPRESSIONS WITH AN AVERAGE CLICK-THROUGH RATE OF 1.15%, MORE THAN TWENTY TIMES THE INDUSTRY BENCHMARK OF 0.05% ACCORDING TO DOUBLECLICK (GOOGLE DISPLAY ADVERTISING) A MIX OF NEW AND PROVEN MARKETING TACTICS WORKED TOGETHER TO EXCEED GOALS AND DELIVER INSIGHTS FOR FUTURE INITIATIVES PARTNERING WITH NATIONAL INFLUENCERS PROVIDED AN EXTENDED REACH FOR VISIT AUSTIN THROUGH SOCIAL MEDIA ENGAGEMENT AND EXCLUSIVE CONTENT REACHING MORE THAN 550K UNIQUE USERS WITH AN ENGAGEMENT RATE OF 2.79%, EXCEEDING INDUSTRY BENCHMARKS BY 85% CUSTOM ONLINE VIDEO ALSO PROVED TO BE A VALUABLE ASSET, EARNING OVER 2.6M VIEWS OUR HERITAGE AND DIVERSITY ADVERTISING EFFORTS DELIVERED OVER 9M IMPRESSIONS, GARNERING AN OVERALL 0.12% CLICK-THROUGH RATE ESTIMATED HOTEL REVENUE DIRECTLY ATTRIBUTED TO VISIT AUSTIN MARKETING WAS \$25,059,905

Form 990, Part VII - Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors

| (A) Name and Title | (B) Average hours per week (list any hours for related organizations below dotted line) | (C) Position (do not check more than one box, unless person is both an officer and a director/trustee) | | | | | | (D) Reportable compensation from the organization (W- 2/1099-MISC) | (E) Reportable compensation from related organizations (W- 2/1099-MISC) | (F) Estimated amount of other compensation from the organization and related organizations |
|---|--|---|-----------------------|---------|--------------|------------------------------|--------|---|--|---|
| | | Individual trustee or director | Institutional Trustee | Officer | Key employee | Highest compensated employee | Former | | | |
| GENE MCMENAMIN BOARD CHAIR | 1 00 | X | | X | | | | 0 | 0 | 0 |
| JILL GRIFFIN IMMEDIATE PAST CHAIR | 1 00 | X | | X | | | | 0 | 0 | 0 |
| GREG CHANON DIRECTOR | 1 00 | X | | | | | | 0 | 0 | 0 |
| ALBERT BLACK DIRECTOR | 1 00 | X | | | | | | 0 | 0 | 0 |
| RANDY CLARKE DIRECTOR | 1 00 | X | | | | | | 0 | 0 | 0 |
| MARK TESTER AT LARGE | 1 00 | X | | | | | | 0 | 0 | 0 |
| GLENN WEST AT LARGE | 1 00 | X | | | | | | 0 | 0 | 0 |
| SCOTT BLALOCK DIRECTOR | 1 00 | X | | | | | | 0 | 0 | 0 |
| BILLY CARTER DIRECTOR | 1 00 | X | | | | | | 0 | 0 | 0 |
| JENNIFER CURRIER DIRECTOR | 1 00 | X | | | | | | 0 | 0 | 0 |

Form 990, Part VII - Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors

| (A) Name and Title | (B) Average hours per week (list any hours for related organizations below dotted line) | (C) Position (do not check more than one box, unless person is both an officer and a director/trustee) | | | | | | (D) Reportable compensation from the organization (W- 2/1099-MISC) | (E) Reportable compensation from related organizations (W- 2/1099-MISC) | (F) Estimated amount of other compensation from the organization and related organizations |
|-------------------------------------|--|---|-----------------------|---------|--------------|------------------------------|--------|---|--|---|
| | | Individual trustee or director | Institutional Trustee | Officer | Key employee | Highest compensated employee | Former | | | |
| JOHN DAIGRE DIRECTOR | 1 00 | X | | | | | | 0 | 0 | 0 |
| MICHAEL GIRARD DIRECTOR | 1 00 | X | | | | | | 0 | 0 | 0 |
| ROB GILLETTE DIRECTOR | 1 00 | X | | | | | | 0 | 0 | 0 |
| ROB HAGELBERG DIRECTOR | 1 00 | X | | | | | | 0 | 0 | 0 |
| KERRY HALL DIRECTOR | 1 00 | X | | | | | | 0 | 0 | 0 |
| TAM HAWKINS DIRECTOR | 1 00 | X | | | | | | 0 | 0 | 0 |
| JESSE HERMAN DIRECTOR | 1 00 | X | | | | | | 0 | 0 | 0 |
| CINDY LO DIRECTOR | 1 00 | X | | | | | | 0 | 0 | 0 |
| GARY MANLEY DIRECTOR | 1 00 | X | | | | | | 0 | 0 | 0 |
| SKEETER MILLER DIRECTOR | 1 00 | X | | | | | | 0 | 0 | 0 |

Form 990, Part VII - Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors

| (A) Name and Title | (B) Average hours per week (list any hours for related organizations below dotted line) | (C) Position (do not check more than one box, unless person is both an officer and a director/trustee) | | | | | | (D) Reportable compensation from the organization (W- 2/1099-MISC) | (E) Reportable compensation from related organizations (W- 2/1099-MISC) | (F) Estimated amount of other compensation from the organization and related organizations |
|--|--|---|-----------------------|---------|--------------|------------------------------|--------|---|--|---|
| | | Individual trustee or director | Institutional Trustee | Officer | Key employee | Highest compensated employee | Former | | | |
| JACK MURRAY DIRECTOR | 1 00 | X | | | | | | 0 | 0 | 0 |
| FORREST PREECE DIRECTOR | 1 00 | X | | | | | | 0 | 0 | 0 |
| RODNEY SIEBELS DIRECTOR | 1 00 | X | | | | | | 0 | 0 | 0 |
| FRANK SPILLMAN DIRECTOR | 1 00 | X | | | | | | 0 | 0 | 0 |
| TOM STACY DIRECTOR | 1 00 | X | | | | | | 0 | 0 | 0 |
| STEVEN STOUT DIRECTOR | 1 00 | X | | | | | | 0 | 0 | 0 |
| TOM VOSS DIRECTOR | 1 00 | X | | | | | | 0 | 0 | 0 |
| MARK WASHINGTON DIRECTOR | 1 00 | X | | | | | | 0 | 0 | 0 |
| ROBERT WATSON DIRECTOR | 1 00 | X | | | | | | 0 | 0 | 0 |
| TOM NOONAN PRESIDENT & CEO | 40 00 1 00 | | | X | | | | 409,874 | 0 | 50,078 |

| Form 990, Part VII - Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors | | | | | | | | | | |
|---|--|---|-----------------------|---------|--------------|------------------------------|--------|---|--|---|
| (A) Name and Title | (B) Average hours per week (list any hours for related organizations below dotted line) | (C) Position (do not check more than one box, unless person is both an officer and a director/trustee) | | | | | | (D) Reportable compensation from the organization (W- 2/1099-MISC) | (E) Reportable compensation from related organizations (W- 2/1099-MISC) | (F) Estimated amount of other compensation from the organization and related organizations |
| | | Individual trustee or director | Institutional Trustee | Officer | Key employee | Highest compensated employee | Former | | | |
| STEPHEN GENOVESI SENIOR VICE PRESIDENT-SALES | 40 00 | | | X | | | | 228,373 | 0 | 38,828 |
| JULIE CHASE VICE PRESIDENT-CMO | 40 00 | | | X | | | | 163,086 | 0 | 33,520 |
| MARY KAY HACKLEY VICE PRESIDENT-STRATEGIC ALLIANCES | 40 00 | | | X | | | | 139,952 | 0 | 23,638 |
| AMY BROWN DIRECTOR OF SALES | 40 00 | | | | | X | | 139,680 | 0 | 19,614 |
| SARAH MCCABE DIRECTOR - CENTRAL REGIONAL SALES | 40 00 | | | | | X | | 132,104 | 0 | 13,280 |
| JAMES DOHERTY DIRECTOR - EASTERN REGIONAL SALES | 40 00 | | | | | X | | 119,682 | 0 | 21,804 |
| KRISTEN PARKER DIRECTOR - EASTERN REGIONAL SALES | 40 00 | | | | | X | | 110,881 | 0 | 29,995 |
| LINDA ATKINS VICE PRESIDENT OF SERVICES | 40 00 | | | | | X | | 123,481 | 0 | 17,215 |

SCHEDULE D
(Form 990)

Department of the Treasury
Internal Revenue Service

Supplemental Financial Statements
► Complete if the organization answered "Yes," on Form 990, Part IV, line 6, 7, 8, 9, 10, 11a, 11b, 11c, 11d, 11e, 11f, 12a, or 12b. Attach to Form 990.
Information about Schedule D (Form 990) and its instructions is at www.irs.gov/form990.

OMB No 1545-0047
2017
Open to Public Inspection

Name of the organization
AUSTIN CONVENTION AND VISITORS BUREAU

Employer identification number
75-2648097

Part I 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 year) | | |
| 3 Aggregate value of grants from (during year) | | |
| 4 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? | <input type="checkbox"/> Yes <input type="checkbox"/> No | |
| 6 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? | <input type="checkbox"/> Yes <input type="checkbox"/> No | |

Part II Conservation Easements. Complete if the organization answered "Yes" on Form 990, Part IV, line 7.

1 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 | |
|---|-----------------------------|--|
| a Total number of conservation easements | 2a | |
| b Total acreage restricted by conservation easements | 2b | |
| c Number of conservation easements on a certified historic structure included in (a) | 2c | |
| d Number of conservation easements included in (c) acquired after 8/17/06, and not on a historic structure listed in the National Register | 2d | |

3 Number of conservation easements modified, transferred, released, extinguished, or terminated by the organization during the tax year ► _____

4 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? Yes No

6 Staff and volunteer hours devoted to monitoring, inspecting, handling of violations, and enforcing conservation easements during the year ► _____

7 Amount of expenses incurred in monitoring, inspecting, handling of violations, and enforcing conservation easements during the year ► \$ _____

8 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)? Yes No

9 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

Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets.
Complete if the organization answered "Yes" on Form 990, Part IV, line 8.

1a 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

b 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 ► \$ _____

2 If the organization received or held works of art, historical treasures, or other similar assets for financial gain, provide the following amounts required to be reported under SFAS 116 (ASC 958) relating to these items

a Revenue included on Form 990, Part VIII, line 1 ► \$ _____

b Assets included in Form 990, Part X ► \$ _____

Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets *(continued)*

- 3** Using the organization's acquisition, accession, and other records, check any of the following that are a significant use of its collection items (check all that apply)
- a** Public exhibition
 - b** Scholarly research
 - c** Preservation for future generations
 - d** Loan or exchange programs
 - e** Other
- 4** Provide a description of the organization's collections and explain how they further the organization's exempt purpose in Part XIII
- 5** During the year, did the organization solicit or receive donations of art, historical treasures or other similar assets to be sold to raise funds rather than to be maintained as part of the organization's collection? Yes No

Part IV Escrow and Custodial Arrangements.

Complete if the organization answered "Yes" on Form 990, Part IV, line 9, or reported an amount on Form 990, Part X, line 21.

- 1a** Is the organization an agent, trustee, custodian or other intermediary for contributions or other assets not included on Form 990, Part X? Yes No
- b** If "Yes," explain the arrangement in Part XIII and complete the following table
- | | Amount |
|--|--------|
| c Beginning balance | |
| d Additions during the year | |
| e Distributions during the year | |
| f Ending balance | |
- 2a** Did the organization include an amount on Form 990, Part X, line 21, for escrow or custodial account liability? Yes No
- b** If "Yes," explain the arrangement in Part XIII Check here if the explanation has been provided in Part XIII

Part V Endowment Funds. Complete if the organization answered "Yes" on Form 990, Part IV, line 10.

| | (a) Current year | (b) Prior year | (c) Two years back | (d) Three years back | (e) Four years back |
|---|------------------|----------------|--------------------|----------------------|---------------------|
| 1a Beginning of year balance | | | | | |
| b Contributions | | | | | |
| c Net investment earnings, gains, and losses | | | | | |
| d Grants or scholarships | | | | | |
| e Other expenditures for facilities and programs | | | | | |
| f Administrative expenses | | | | | |
| g End of year balance | | | | | |

- 2** Provide the estimated percentage of the current year end balance (line 1g, column (a)) held as
- a** Board designated or quasi-endowment ▶
 - b** Permanent endowment ▶
 - c** Temporarily restricted endowment ▶
- The percentages on lines 2a, 2b, and 2c should equal 100%
- 3a** Are there endowment funds not in the possession of the organization that are held and administered for the organization by
- | | | |
|--|------------|-----------|
| (i) unrelated organizations | Yes | No |
| 3a(i) | | |
| (ii) related organizations | Yes | No |
| 3a(ii) | | |
| b If "Yes" on 3a(ii), are the related organizations listed as required on Schedule R? | | |
| 3b | | |
- 4** Describe in Part XIII the intended uses of the organization's endowment funds

Part VI Land, Buildings, and Equipment.

Complete if the organization answered "Yes" on Form 990, Part IV, line 11a. See Form 990, Part X, line 10.

| Description of property | (a) Cost or other basis (investment) | (b) Cost or other basis (other) | (c) Accumulated depreciation | (d) Book value |
|--|--------------------------------------|---------------------------------|------------------------------|----------------|
| 1a Land | | | | |
| b Buildings | | | | |
| c Leasehold improvements | | 1,255,288 | 674,652 | 580,636 |
| d Equipment | | 609,448 | 327,547 | 281,901 |
| e Other | | 35,648 | 19,159 | 16,489 |
| Total. Add lines 1a through 1e (Column (d) must equal Form 990, Part X, column (B), line 10(c)) . . . ▶ | | | | 879,026 |

Part VII Investments—Other Securities. Complete if the organization answered "Yes" on Form 990, Part IV, line 11b. See Form 990, Part X, line 12.

| (a) Description of security or category (including name of security) | (b) Book value | (c) Method of valuation Cost or end-of-year market value |
|--|----------------------|---|
| (1) Financial derivatives | | |
| (2) Closely-held equity interests | | |
| (3) Other _____ | | |
| (A) | | |
| (B) | | |
| (C) | | |
| (D) | | |
| (E) | | |
| (F) | | |
| (G) | | |
| (H) | | |
| Total. (Column (b) must equal Form 990, Part X, col (B) line 12) | | |

Part VIII Investments—Program Related. Complete if the organization answered 'Yes' on Form 990, Part IV, line 11c. See Form 990, Part X, line 13.

| (a) Description of investment | (b) Book value | (c) Method of valuation Cost or end-of-year market value |
|--|----------------|---|
| (1) | | |
| (2) | | |
| (3) | | |
| (4) | | |
| (5) | | |
| (6) | | |
| (7) | | |
| (8) | | |
| (9) | | |
| Total. (Column (b) must equal Form 990, Part X, col (B) line 13) | | |

Part IX Other Assets. Complete if the organization answered 'Yes' on Form 990, Part IV, line 11d. See Form 990, Part X, line 15

| (a) Description | (b) Book value |
|--|----------------|
| (1) | |
| (2) | |
| (3) | |
| (4) | |
| (5) | |
| (6) | |
| (7) | |
| (8) | |
| (9) | |
| Total. (Column (b) must equal Form 990, Part X, col (B) line 15) | |

Part X Other Liabilities. Complete if the organization answered 'Yes' on Form 990, Part IV, line 11e or 11f. See Form 990, Part X, line 25.

| 1. (a) Description of liability | (b) Book value |
|--|----------------|
| (1) Federal income taxes | |
| DEFERRED COMPENSATION OBLIGATION | 383,947 |
| DEFERRED LEASE OBLIGATION | 225,523 |
| (3) | |
| (4) | |
| (5) | |
| (6) | |
| (7) | |
| (8) | |
| (9) | |
| Total. (Column (b) must equal Form 990, Part X, col (B) line 25) | 609,470 |

2. Liability for uncertain tax positions In Part XIII, provide the text of the footnote to the organization's financial statements that reports the organization's liability for uncertain tax positions under FIN 48 (ASC 740) Check here if the text of the footnote has been provided in Part XIII

Part XI Reconciliation of Revenue per Audited Financial Statements With Revenue per Return

Complete if the organization answered 'Yes' on Form 990, Part IV, line 12a.

| | | | |
|----------|---|-----------|------------|
| 1 | Total revenue, gains, and other support per audited financial statements | 1 | 17,271,455 |
| 2 | Amounts included on line 1 but not on Form 990, Part VIII, line 12 | | |
| a | Net unrealized gains (losses) on investments | 2a | -61,006 |
| b | Donated services and use of facilities | 2b | 513,036 |
| c | Recoveries of prior year grants | 2c | |
| d | Other (Describe in Part XIII) | 2d | |
| e | Add lines 2a through 2d | 2e | 452,030 |
| 3 | Subtract line 2e from line 1 | 3 | 16,819,425 |
| 4 | Amounts included on Form 990, Part VIII, line 12, but not on line 1 | | |
| a | Investment expenses not included on Form 990, Part VIII, line 7b | 4a | |
| b | Other (Describe in Part XIII) | 4b | |
| c | Add lines 4a and 4b | 4c | 0 |
| 5 | Total revenue Add lines 3 and 4c . (This must equal Form 990, Part I, line 12) | 5 | 16,819,425 |

Part XII Reconciliation of Expenses per Audited Financial Statements With Expenses per Return.

Complete if the organization answered 'Yes' on Form 990, Part IV, line 12a.

| | | | |
|----------|--|-----------|------------|
| 1 | Total expenses and losses per audited financial statements | 1 | 17,145,281 |
| 2 | Amounts included on line 1 but not on Form 990, Part IX, line 25 | | |
| a | Donated services and use of facilities | 2a | 513,036 |
| b | Prior year adjustments | 2b | |
| c | Other losses | 2c | |
| d | Other (Describe in Part XIII) | 2d | -77,534 |
| e | Add lines 2a through 2d | 2e | 435,502 |
| 3 | Subtract line 2e from line 1 | 3 | 16,709,779 |
| 4 | Amounts included on Form 990, Part IX, line 25, but not on line 1: | | |
| a | Investment expenses not included on Form 990, Part VIII, line 7b | 4a | |
| b | Other (Describe in Part XIII) | 4b | |
| c | Add lines 4a and 4b | 4c | 0 |
| 5 | Total expenses Add lines 3 and 4c . (This must equal Form 990, Part I, line 18) | 5 | 16,709,779 |

Part XIII Supplemental Information

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

| Return Reference | Explanation |
|---------------------------|-------------|
| See Additional Data Table | |
| | |
| | |
| | |
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Part XIII Supplemental Information *(continued)*

| Return Reference | Explanation |
|------------------|-------------|
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Additional Data

Software ID:

Software Version:

EIN: 75-2648097

Name: AUSTIN CONVENTION AND VISITORS BUREAU

Supplemental Information

| Return Reference | Explanation |
|---------------------------------------|-------------------------------------|
| PART XII, LINE 2D - OTHER ADJUSTMENTS | AUSTIN COMMISSION ON SPORTS -77,534 |

**Schedule I
(Form 990)**

**Grants and Other Assistance to Organizations,
Governments and Individuals in the United States**

OMB No 1545-0047

2017

**Open to Public
Inspection**

Department of the
Treasury
Internal Revenue Service

Complete if the organization answered "Yes," on Form 990, Part IV, line 21 or 22.
▶ Attach to Form 990.

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

Name of the organization
AUSTIN CONVENTION AND VISITORS BUREAU

Employer identification number
75-2648097

Part I General Information on Grants and Assistance

- 1 Does the organization maintain records to substantiate the amount of the grants or assistance, the grantees' eligibility for the grants or assistance, and the selection criteria used to award the grants or assistance? Yes No
- 2 Describe in Part IV the organization's procedures for monitoring the use of grant funds in the United States

Part II Grants and Other Assistance to Domestic Organizations and Domestic Governments. Complete if the organization answered "Yes" on Form 990, Part IV, line 21, for any recipient that received more than \$5,000. Part II can be duplicated if additional space is needed.

| (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 noncash assistance | (h) Purpose of grant or assistance |
|--|---------|---------------------------------|--------------------------|-----------------------------------|---|---------------------------------------|------------------------------------|
| (1) See Additional Data | | | | | | | |
| (2) | | | | | | | |
| (3) | | | | | | | |
| (4) | | | | | | | |
| (5) | | | | | | | |
| (6) | | | | | | | |
| (7) | | | | | | | |
| (8) | | | | | | | |
| (9) | | | | | | | |
| (10) | | | | | | | |
| (11) | | | | | | | |
| (12) | | | | | | | |

2 Enter total number of section 501(c)(3) and government organizations listed in the line 1 table ▶ _____ 6

3 Enter total number of other organizations listed in the line 1 table ▶ _____

Part III Grants and Other Assistance to Domestic Individuals. Complete if the organization answered "Yes" on Form 990, Part IV, line 22

Part III can be duplicated if additional space is needed

| (a) Type of grant or assistance | (b) Number of recipients | (c) Amount of cash grant | (d) Amount of noncash assistance | (e) Method of valuation (book, FMV, appraisal, other) | (f) Description of noncash assistance |
|---------------------------------|--------------------------|--------------------------|----------------------------------|---|---------------------------------------|
| (1) | | | | | |
| (2) | | | | | |
| (3) | | | | | |
| (4) | | | | | |
| (5) | | | | | |
| (6) | | | | | |
| (7) | | | | | |

Part IV Supplemental Information. Provide the information required in Part I, line 2; Part III, column (b); and any other additional information.

| Return Reference | Explanation |
|------------------|---|
| 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

Software ID:
Software Version:
EIN: 75-2648097
Name: AUSTIN CONVENTION AND VISITORS BUREAU

Form 990, Schedule I, Part II, Grants and Other Assistance to Domestic Organizations and Domestic 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 |
|--|----------------|--------------------------------------|---------------------------------|--|--|---|---|
| THE CONTEMPORARY AUSTIN - LAGUNA GLORIA 3809 WEST 25TH STREET AUSTIN, TX 78731 | 74-1233816 | 501(C)(3) | 47,455 | | | | HISTORICAL PRESERVATION |
| JOURDAN-BACHMAN PIONEER FARMS 10621 PIONEER FARMS DRIVE AUSTIN, TX 78754 | 74-6060685 | 501(C)(3) | 47,000 | | | | HISTORICAL PRESERVATION |

Form 990, Schedule I, Part II, Grants and Other Assistance to Domestic Organizations and Domestic 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 |
|--|----------------|--------------------------------------|---------------------------------|--|--|---|---|
| BARTON SPRINGS CONSERVANCY 2100 STAMFORD LANE AUSTIN, TX 78703 | 47-2739802 | 501(C)(3) | 45,000 | | | | HISTORICAL PRESERVATION |
| MAYFIELD PARKCOMMUNITY PROJECT 2704 MACKEN AUSTIN, TX 78703 | 74-2380174 | 501(C)(3) | 38,190 | | | | HISTORICAL PRESERVATION |

Form 990, Schedule I, Part II, Grants and Other Assistance to Domestic Organizations and Domestic 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 |
|---|----------------|--------------------------------------|---------------------------------|--|--|---|---|
| CITY OF AUSTIN - PARKS & RECREATION DEPT PO BOX 1088 AUSTIN, TX 78767 | 74-6000085 | GOV | 23,500 | | | | HISTORICAL PRESERVATION |
| HUSTON-TILLOTSON COLLEGE 900 CHICON STREET AUSTIN, TX 78702 | 74-1180151 | 501(C)(3) | 18,000 | | | | HISTORICAL PRESERVATION |

Schedule J
(Form 990)

Department of the Treasury
Internal Revenue Service

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.gov/form990.**

OMB No 1545-0047

2017

Open to Public Inspection

Name of the organization
AUSTIN CONVENTION AND VISITORS BUREAU

Employer identification number
75-2648097

Part I Questions Regarding Compensation

| | Yes | No | | |
|--|--|--|--|--|
| <p>1a Check the appropriate box(es) if the organization provided any of the following to or for a person listed on Form 990, Part VII, Section A, line 1a. Complete Part III to provide any relevant information regarding these items.</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; vertical-align: top;"> <input type="checkbox"/> First-class or charter travel <input type="checkbox"/> Travel for companions <input type="checkbox"/> Tax indemnification and gross-up payments <input type="checkbox"/> Discretionary spending account </td> <td style="width: 50%; vertical-align: top;"> <input type="checkbox"/> Housing allowance or residence for personal use <input type="checkbox"/> Payments for business use of personal residence <input type="checkbox"/> Health or social club dues or initiation fees <input type="checkbox"/> Personal services (e.g., maid, chauffeur, chef) </td> </tr> </table> | <input type="checkbox"/> First-class or charter travel <input type="checkbox"/> Travel for companions <input type="checkbox"/> Tax indemnification and gross-up payments <input type="checkbox"/> Discretionary spending account | <input type="checkbox"/> Housing allowance or residence for personal use <input type="checkbox"/> Payments for business use of personal residence <input type="checkbox"/> Health or social club dues or initiation fees <input type="checkbox"/> Personal services (e.g., maid, chauffeur, chef) | | |
| <input type="checkbox"/> First-class or charter travel <input type="checkbox"/> Travel for companions <input type="checkbox"/> Tax indemnification and gross-up payments <input type="checkbox"/> Discretionary spending account | <input type="checkbox"/> Housing allowance or residence for personal use <input type="checkbox"/> Payments for business use of personal residence <input type="checkbox"/> Health or social club dues or initiation fees <input type="checkbox"/> Personal services (e.g., maid, chauffeur, chef) | | | |
| <p>b If any of the boxes in line 1a are checked, did the organization follow a written policy regarding payment or reimbursement or provision of all of the expenses described above? If "No," complete Part III to explain.</p> | 1b | | | |
| <p>2 Did the organization require substantiation prior to reimbursing or allowing expenses incurred by all directors, trustees, officers, including the CEO/Executive Director, regarding the items checked in line 1a?</p> | 2 | | | |
| <p>3 Indicate which, if any, of the following the filing organization used to establish the compensation of the organization's CEO/Executive Director. Check all that apply. Do not check any boxes for methods used by a related organization to establish compensation of the CEO/Executive Director, but explain in Part III.</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; vertical-align: top;"> <input checked="" type="checkbox"/> Compensation committee <input type="checkbox"/> Independent compensation consultant <input type="checkbox"/> Form 990 of other organizations </td> <td style="width: 50%; vertical-align: top;"> <input checked="" type="checkbox"/> Written employment contract <input checked="" type="checkbox"/> Compensation survey or study <input checked="" type="checkbox"/> Approval by the board or compensation committee </td> </tr> </table> | <input checked="" type="checkbox"/> Compensation committee <input type="checkbox"/> Independent compensation consultant <input type="checkbox"/> Form 990 of other organizations | <input checked="" type="checkbox"/> Written employment contract <input checked="" type="checkbox"/> Compensation survey or study <input checked="" type="checkbox"/> Approval by the board or compensation committee | | |
| <input checked="" type="checkbox"/> Compensation committee <input type="checkbox"/> Independent compensation consultant <input type="checkbox"/> Form 990 of other organizations | <input checked="" type="checkbox"/> Written employment contract <input checked="" type="checkbox"/> Compensation survey or study <input checked="" type="checkbox"/> Approval by the board or compensation committee | | | |
| <p>4 During the year, did any person listed on Form 990, Part VII, Section A, line 1a, with respect to the filing organization or a related organization:</p> <p>a Receive a severance payment or change-of-control payment?</p> <p>b Participate in, or receive payment from, a supplemental nonqualified retirement plan?</p> <p>c Participate in, or receive payment from, an equity-based compensation arrangement?</p> <p>If "Yes" to any of lines 4a-c, list the persons and provide the applicable amounts for each item in Part III.</p> | 4a | No | | |
| | 4b | No | | |
| | 4c | No | | |
| <p>Only 501(c)(3), 501(c)(4), and 501(c)(29) organizations must complete lines 5-9.</p> <p>5 For persons listed on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the revenues of:</p> <p>a The organization?</p> <p>b Any related organization?</p> <p>If "Yes," on line 5a or 5b, describe in Part III.</p> | 5a | | | |
| | 5b | | | |
| <p>6 For persons listed on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the net earnings of:</p> <p>a The organization?</p> <p>b Any related organization?</p> <p>If "Yes," on line 6a or 6b, describe in Part III.</p> | 6a | | | |
| | 6b | | | |
| <p>7 For persons listed on Form 990, Part VII, Section A, line 1a, did the organization provide any nonfixed payments not described in lines 5 and 6? If "Yes," describe in Part III.</p> | 7 | | | |
| <p>8 Were any amounts reported on Form 990, Part VII, paid or accrued pursuant to a contract that was subject to the initial contract exception described in Regulations section 53.4958-4(a)(3)? If "Yes," describe in Part III.</p> | 8 | | | |
| <p>9 If "Yes" on line 8, did the organization also follow the rebuttable presumption procedure described in Regulations section 53.4958-6(c)?</p> | 9 | | | |

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)(i)-(iii) for each listed individual must equal the total amount of Form 990, Part VII, Section A, line 1a, applicable column (D) and (E) amounts for that individual

| (A) Name and Title | | (B) Breakdown of W-2 and/or 1099-MISC compensation | | | (C) Retirement and other deferred compensation | (D) Nontaxable benefits | (E) Total of columns (B)(i)-(D) | (F) Compensation in column (B) reported as deferred on prior Form 990 |
|--|------|--|-------------------------------------|-------------------------------------|--|-------------------------|---------------------------------|---|
| | | (i) Base compensation | (ii) Bonus & incentive compensation | (iii) Other reportable compensation | | | | |
| 1 TOM NOONAN PRESIDENT & CEO | (i) | 316,874 | 93,000 | 0 | 22,781 | 27,297 | 459,952 | 0 |
| | (ii) | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 2 STEPHEN GENOVESI SENIOR VICE PRESIDENT- SALES | (i) | 184,792 | 43,581 | 0 | 16,424 | 22,404 | 267,201 | 0 |
| | (ii) | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 3 JULIE CHASE VICE PRESIDENT-CMO | (i) | 131,777 | 31,309 | 0 | 24,000 | 9,520 | 196,606 | 0 |
| | (ii) | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 4 MARY KAY HACKLEY VICE PRESIDENT- STRATEGIC ALLIANCES | (i) | 113,091 | 26,861 | 0 | 14,130 | 9,508 | 163,590 | 0 |
| | (ii) | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 5 AMY BROWN DIRECTOR OF SALES | (i) | 112,800 | 26,880 | 0 | 9,778 | 9,836 | 159,294 | 0 |
| | (ii) | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
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Part III Supplemental Information

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.

| Return Reference | Explanation |
|------------------|-------------|
|------------------|-------------|

SCHEDULE O
(Form 990 or 990-EZ)**Supplemental Information to Form 990 or 990-EZ**

Complete to provide information for responses to specific questions on Form 990 or 990-EZ or to provide any additional information.

▶ Attach to Form 990 or 990-EZ.

▶ Information about Schedule O (Form 990 or 990-EZ) and its instructions is at www.irs.gov/form990.

2017**Open to Public Inspection**

Department of the Treasury
Internal Revenue Service

Name of the organization

AUSTIN CONVENTION AND VISITORS BUREAU

Employer identification number

75-2648097

990 Schedule O, Supplemental Information

| Return Reference | Explanation |
|--|--|
| FORM 990, PART VI, SECTION B, LINE 11B | THE FORM 990 IS REVIEWED BY SENIOR STAFF, THE EXECUTIVE COMMITTEE AND THE BOARD OF DIRECTORS PRIOR TO FILING |

990 Schedule O, Supplemental Information

| Return Reference | Explanation |
|---|---|
| FORM 990, PART VI, SECTION B, LINE 12C | THE ORGANIZATION REVIEWS THE REQUIRED ANNUAL DISCLOSURES AS PROVIDED BY OFFICERS, DIRECTORS AND KEY EMPLOYEES TO ENSURE COMPLIANCE WITH THE CONFLICT OF INTEREST POLICY |

990 Schedule O, Supplemental Information

| Return Reference | Explanation |
|---------------------------------------|---|
| FORM 990, PART VI, SECTION B, LINE 15 | A SURVEY OF SALARY INFORMATION IS PROVIDED BY THE DESTINATION MARKETING ASSOCIATION INTERNATIONAL AND IS USED IN DETERMINING COMPENSATION IN CONJUNCTION WITH REVIEWS BASED ON OBJECTIVE CRITERIA |

990 Schedule O, Supplemental Information

| Return Reference | Explanation |
|--|--|
| FORM 990, PART VI, SECTION C, LINE 19 | THE ORGANIZATION MAKES ITS GOVERNING DOCUMENTS, CONFLICT OF INTEREST POLICY, AND FINANCIAL STATEMENTS AVAILABLE TO THE PUBLIC UPON REQUEST |

990 Schedule O, Supplemental Information

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

**SCHEDULE R
(Form 990)**

Related Organizations and Unrelated Partnerships

OMB No 1545-0047

2017

**Open to Public
Inspection**

- ▶ 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.

Department of the Treasury
Internal Revenue Service

Name of the organization
AUSTIN CONVENTION AND VISITORS BUREAU

Employer identification number

75-2648097

Part I Identification of Disregarded Entities Complete if the organization answered "Yes" on Form 990, Part IV, line 33.

| (a) Name, address, and EIN (if applicable) of disregarded entity | (b) Primary activity | (c) Legal domicile (state or foreign country) | (d) Total income | (e) End-of-year assets | (f) Direct controlling entity |
|---|-------------------------|--|---------------------|---------------------------|----------------------------------|
| | | | | | |
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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.

| (a) Name, address, and EIN of related organization | (b) Primary activity | (c) Legal domicile (state or foreign country) | (d) Exempt Code section | (e) Public charity status (if section 501(c)(3)) | (f) Direct controlling entity | (g) Section 512(b)(13) controlled entity? | |
|---|--|--|----------------------------|---|----------------------------------|--|----|
| | | | | | | Yes | No |
| (1) AUSTIN COMMISSION ON SPORTS 111 CONGRESS AVENUE SUITE 700 AUSTIN, TX 78701 20-5632288 | RECRUIT, RETAIN AND GROW PROFESSIONAL, COLLEGIATE AND AMATEUR SPORTING EVENT | TX | 501(C)(6) | | | | No |
| (2) VISIT AUSTIN FOUNDATION 111 CONGRESS AVENUE SUITE 700 AUSTIN, TX 78701 82-4997347 | DEVELOP AND PROMOTE EDUCATION, JOB TRAINING AND CAREER OPPORTUNITIES | TX | 501(C)(3) | LINE 12A, I | | | No |
| | | | | | | | |
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Part III Identification of Related Organizations Taxable as a Partnership Complete if the organization answered "Yes" on Form 990, Part IV, line 34 because it had one or more related organizations treated as a partnership during the tax year.

| (a) Name, address, and EIN of related organization | (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) | (f) Share of total income | (g) Share of end-of-year assets | (h) Disproportionate allocations? | | (i) Code V-UBI amount in box 20 of Schedule K-1 (Form 1065) | (j) General or managing partner? | | (k) Percentage ownership |
|--|----------------------------|---|--|--|---------------------------------|--|---|----|--|---|----|--------------------------------|
| | | | | | | | Yes | No | | Yes | No | |
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Part IV Identification of Related Organizations Taxable as a Corporation or Trust Complete if the organization answered "Yes" on Form 990, Part IV, line 34 because it had one or more related organizations treated as a corporation or trust during the tax year.

| (a) Name, address, and EIN of related organization | (b) Primary activity | (c) Legal domicile (state or foreign country) | (d) Direct controlling entity | (e) Type of entity (C corp, S corp, or trust) | (f) Share of total income | (g) Share of end-of- year assets | (h) Percentage ownership | (i) Section 512(b) (13) controlled entity? | |
|--|-------------------------|---|-------------------------------------|--|---------------------------------|---|--------------------------------|---|----|
| | | | | | | | | Yes | No |
| | | | | | | | | | |
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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? | | |
| a Receipt of (i) interest, (ii) annuities, (iii) royalties, or (iv) rent from a controlled entity | 1a | No |
| b Gift, grant, or capital contribution to related organization(s) | 1b Yes | |
| c Gift, grant, or capital contribution from related organization(s) | 1c | No |
| d Loans or loan guarantees to or for related organization(s) | 1d | No |
| e Loans or loan guarantees by related organization(s) | 1e | No |
| f Dividends from related organization(s) | 1f | No |
| g Sale of assets to related organization(s) | 1g | No |
| 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 |
| l Performance of services or membership or fundraising solicitations for related organization(s) | 1l | 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 | |
| o Sharing of paid employees with related organization(s) | 1o Yes | |
| 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 |
| 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, including covered relationships and transaction thresholds

| (a) Name of related organization | (b) Transaction type (a-s) | (c) Amount involved | (d) Method of determining amount involved |
|-------------------------------------|-------------------------------|------------------------|--|
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Part VII **Supplemental Information**

Provide additional information for responses to questions on Schedule R (see instructions)