



# City of San Antonio

## Agenda Memorandum

**File Number:**  
**{{item.tracking\_number}}**

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**Agenda Item Number:** {{item.number}}

**Agenda Date:** November 16, 2021

**In Control:** Airport Advisory Commission Meeting

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**DEPARTMENT:** Aviation Department

**DEPARTMENT HEAD:** Jesus H. Saenz Jr.

**COUNCIL DISTRICTS IMPACTED:** Citywide

**SUBJECT:**

The Power of Recovery [Marc Anderson, CEO, Visit San Antonio]

**SUMMARY:**

Visit San Antonio CEO Marc Anderson will brief the Airport Advisory Commission members on the recovery of the convention and hospitality industries in San Antonio.

**BACKGROUND INFORMATION:**

Both the San Antonio Airport System and Visit San Antonio are focused on attracting visitors to San Antonio to support its economy. Visit San Antonio, formed in 2016, serves as the primary sales and marketing entity for the Henry B. Gonzalez Convention Center, responsible for booking major events and conventions at the facility, as well as responsible for providing the imaging and marketing campaigns for the City.

In April 2021, the Visit San Antonio Board of Directors named Marc Anderson as its new President and CEO, effective June 1.

**ISSUE:**

Visit San Antonio CEO Marc Anderson will brief the Airport Advisory Commission on the status of the recovery of the convention and hospitality industries in San Antonio.

**FISCAL IMPACT:**

This item is for briefing purposes only.

**ALTERNATIVES:**

This item is for briefing purposes only.

**RECOMMENDATION:**

This item is for briefing purposes only.