

Evaluate
TPID

Executive Summary of Allowable uses for:

- HOT
- TPID
- Parking Enterprise
- Rental Car Fees

Some analysis of the elasticity of hotel taxes on room demand

Examine current HOT revenue to establish baseline in order to identify revenue (> baseline) that can be used for new, legal uses

Consider current allocation of HOT and determine if there should be changes

Total Revenue projections from all potential tourism based funding sources

Generate list of eligible, beneficial uses separate from any recommendations about quantities of funds

Develop a least-cost alternative for comparison to all other spending proposals. (minimize the rate)

Identify STR tax opportunities short term HOT tax for all type I, and even non-permitted STRs

Brainstorm potential uses without regard to existing & statutory limitations.

A sources & uses statement with some recommended prioritization

Brainstorm/ recognize from property taxpayer viewpoint the impacts of tourism

A vision for how Convention Center can best interact with surroundings

Fund the ACVB at % per contract

Expand Convention Center

Consider and decide on whether to expand Convention Center (and if yes, how to fund)

The VITF should recommend what specific area improvements are included with convention center expansion (ir. Palm School)

Long-range vision of Austin's place in tourism market, our unique draws, and how to maintain/ build on them

- Discuss a strategic vision for the city
- Improve visitors numbers

What is beyond conventions

Acknowledge two paths-

- with expansion
- without expansion (convention center)

Allocate HOT to a central music organization (a501c3) that can support the commercial music industry

Support the draft Cultural Tourism Plan for COA & compare to National state practices for Best Practices.

Strategic support for community cultural events to help with expansion and tourism development

Support tourism marketing at MACC, AARC & Carver

Include arts venues and cultural centers within the Convention Expansion plan

Support cultural Tourism Plan (inc. Landmark Music venues, working with ACVB on marketing, spotlight industry

Increase park and visitor information center funding

Evaluate Requests and understand their impact on tourism

prioritization of historically under represented communities and development of tourism opportunities

make entities that are eligible aware of monies available

Connect eligiable recipients /projects with existing marketing expertise

recommend council goes to state to get bracketed to fund tourism services & infrastructure in downtown entertainment districts

maximize \$ to austin- lobby next legislature for 2% more

Funding for "crown jewel" parks (i.e., tourist draw parks)

Revise criteria and guidelines for Heritage grants

Transparent funding process for heritage projects and programs

Move admin. of Heritage Grants to an entity whose mission is historic preservation

Historic Grants eligible for private venues within historic entertainment districts and cultural districts

List of eligible heritage historical recipients

Remove existing city imposed parameters regarding the use of heritage funds

Change Grant rules so all historic preservation \$ is used

Establish a separate heritage tourism fund

Equalize grant funding to give more funding to newer organizations and evaluate older organizations to make sure that newer programs do not die out

Reallocate funds based on incremental increases in HOT revenues

Fund (HOT) allocation create flexibility

Look at alternate funding tools

Ensure all beneficiaries are transparent

Recommend that decision makers recognize that lack of all needed info will persist

Relax Restrictions on Historic grants and increase annual amount to be closer to state cap.

Fund improvements to downtown historic squares, butler trail, Barton springs - all thru new heritage tourism and/ or parks tourism HOT accounts

Generate list of eligible, beneficial uses separate from any recommendations about quantities of funds.

- HOT
- TPID
- PARKING ENTERPRISE
- RENTAL CAR FEES

SOME ANALYSIS OF THE ELASTICITY OF HOTEL TAXES ON ROOM DEMAND.

Examine current HOT revenue to establish baseline in order to identify revenue (> baseline) that can be used for new, legal uses.

Long-range vision of Austin's place in tourism market, our unique draws, and how to maintain/build on them.

Consider current allocation of HOT and determine if there should be changes.

TOTAL REVENUE PROJECTIONS FROM ALL POTENTIAL TOURISM BASED FUNDING SOURCES.

Develop a least-cost alternative for comparison to all other spending proposals. (Minimize the rate)

Identify STR tax opportunities. Short term HOT tax for all type I, and even non-permitted STRs.

MAXIMIZE \$ TO AUSTIN - e.g. Lobby Next Lege. for 2% more

A SOURCES & USES STATEMENT WITH SOME RECOMMENDED PRIORITIZATION

Brainstorm/recognize from property taxpayer viewpoint the impacts of tourism.

A vision for how Convention Center can best interact with surroundings.

Expand Convention Center

Consider and decide on whether to expand Convention Center (and if yes, how to fund).

The VTP should recommend what specific area improvements are included at Conv. Ctr. Expansion (i.e. Bk School)

DISCUSS A STRATEGIC VISION FOR THE CITY - IMPROVE VISITOR'S NUMBERS

WHAT IS BEYOND CONVENTIONS

Acknowledge two paths - with expansion without expansion (Conv. Center)

Allocate HOT to a central music organization (a 501c3) that can support the commercial music industry.

Support the draft Cultural Tourism Plan for COA + compare to Nat'l State practices for Best Practices.

• strategic support for community cultural events to help w/ expansion and tourism dupunt.

Support tourism marketing at MACC, AARC & Carver

Include arts venues and cultural centers w/ the Convention Expansion plan.

Support Cultural Tourism Plan (inc. Landmark Music Venues, working w/ ACVB on marketing, Spotlight industry)

EVALUATE REQUESTS AND UNDERSTAND THEIR IMPACT ON TOURISM

Recommend council goes to state to get bracketed to fund tourism services & infrastructure in downtown entertainment districts.

Brainstorm potential uses without regard to existing & statutory limitations.

MAKE ENTITIES THAT ARE ELIGIBLE AWARE OF MONIES AVAILABLE

CONNECT ELIGIBLE RECIPIENTS/PROJECTS WITH MARKETING EXPERTISE

LIST OF ELIGIBLE HISTORICAL RECIPIENTS

Revise criteria and guidelines for Heritage Grants

• prioritization of historically under-represented communities, and dupunt of tourism opportunities

Move admin. of Heritage Grants to an entity whose mission is historic preservation

Historic Grants eligible for private venues within historic entertain. Districts & cultural districts.

Remove existing city imposed parameters regarding the use of heritage funds

CHANGE GRANT RULES SO ALL HISTORIC PRESERVATION \$ IS USED

• transparent funding process for heritage projects and programs

ENSURE ALL BENEFICIARIES ARE TRANSPARENT

Reallocate Funds based on incremental increases in HOT revenues

Recommend that decision makers recognize that lack of all needed info will persist.

FUND (HOT) ALLOCATE CREATE FLEXIBILITY

LOOK AT ALTERNATE FUNDING TOOLS

What are some of your initial ideas for task force recommendations?



Respond at PollEv.com/cityofaustin



Text **CITYOFAUSTIN** to **22333** once to join, then text your message

"Equalize grant funding to give more funding to newer organizations and evaluate older organizations to make sure that newer programs do not die out and o"

about a minute ago

"Fund improvements to downtown historic squares, Butler Trail, Barton Springs - all thru new heritage tourism and/or parks tourism HOT accounts."

11 minutes ago

"RELAX RESTRICTIONS ON HISTORIC GRANTS AND INCREASE ANNUAL AMOUNT TO BE CLOSER TO STATE CAP"

12 minutes ago

"Establish a separate heritage tourism fund"

13 minutes ago

"Increased park and visitor information center funding"