

JUN 23, 2017  
Sylvia

DARIN  
7/3/17

### Sample Draft Letter

Dear Mayor and City Council Members,

This letter is to request that the following recommendation of the Hispanic/Latino Quality of Life Commission be added to the Visitors Impact Task Force report and implemented.

**Being that the major Hispanic/Latino cultural Institutions are located in the downtown quadrant and create programs for the community and stimulate tourism, the Hispanic/Latino Quality of Life Resource Advisory Commission recommends that sustainable funding from the annual excesses, as identified in the financing model, and funding mechanisms resulting from the expansion of the Convention Center be allocated to the identified needs of the infrastructure, capitalization and facility improvement of the Emma Barrientos Mexican American Cultural Center and Mexic-Arte Museum.**

The Visitors Impact Task Force Report is recommending the expansion of the Austin Convention Center. The Task Force has also identified several funding sources for the expansion and funding sources. The funds will support the expansion of the convention center and create additional funding mechanisms for projects and amenities in the vicinity or downtown quadrant. These funding sources that were identified by the Task Force include the following:

1. "Waterfall or ending balance bucket fund from each year it is available  
And in the future with the Expansion of the Convention Center
2. Waller Creek TIF, Tax Increment Finance
3. TPID - Tourism Public Improvement District (TPID) is defined as a district is made up of hotel properties a certain city area. These properties pay a 2% assessment on their occupied rooms for the purpose of generating funds to market and promote a city as a convention and tourism destination.

The Hispanic Quality of Life Report in 2013 set forth a vision for the City of Austin and made recommendations for the City of Austin to provide support to fully develop facilities and operations of the Hispanic/Latino major arts cultural institutions - the Emma Barrientos Mexican American Cultural Center and Mexic-Arte Museum. The Report states:

"Our Hispanic/Latino arts organizations have been historically underfunded. The current level of public participation and financial support is not sufficient for Hispanic/Latino institutions to meet the demands of the growing demographics in Austin. These institutions face significant funding and support barriers to their sustainability and development. An Institutional Capitalization Initiative for the Hispanic/Latino Institutions should be created to provide support for facility development and sustainability. The creation of appropriate operation and facility support must accompany the development of buildings."

If the Convention Center is to expand, and Hotel Occupancy Taxes are to increase, and as other funding mechanisms are developed, the Latino cultural institutions must be included within uses of this funding. The Hispanic/Latino community has been as part of the development of Austin since its founding. Today our community makes up over 39% of the populations. Our community continues to contribute to make Austin what is today and what is attracting tourism and growth. Our institutions must also grow and develop as the City continues to flourish.

Respectfully submitted,

Hispanic/Latino Quality of Life Resource Advisory Commission

City Staff working on Report

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