



City of Austin

301 W. Second Street
Austin, TX

Agenda

Questions and Answers Report

Mayor Steve Adler

Mayor Pro Tem Kathie Tovo, District 9

Council Member Ora Houston, District 1

Council Member Delia Garz, District 2

Council Member Sabino "Pio" Renteria, District 3

Council Member Gregorio Casar, District 4

Council Member Ann Kitchen, District 5

Council Member Jimmy Flannigan, District 6

Council Member Leslie Pool, District 7

Council Member Ellen Troxclair, District 8

Council Member Alison Alter, District 10

Thursday, October 18, 2018

Austin City Hall

The City Council Questions and Answers Report was derived from a need to provide City Council Members an opportunity to solicit clarifying information from City Departments as it relates to requests for council action. After a City Council Regular Meeting agenda has been published, Council Members will have the opportunity to ask questions of departments via the City Manager's Agenda Office. This process continues until 5:00 p.m. the Tuesday before the Council meeting. The final report is distributed at noon to City Council the Wednesday before the council meeting.

QUESTIONS FROM COUNCIL

2. **Agenda Item #2:** Approve an ordinance amending City Code Chapter 15-9 to allow the remetering and resale of electric service for the purpose of electric vehicle charging.

QUESTION: Can Austin Energy enable existing Austin Energy Plug-in EVerywhere™ customers to utilize their existing phone application, "key fob"/card, and payment program to access 3rd party charging stations?

COUNCIL MEMBER GARZA'S OFFICE

ANSWER:

Currently there are significant technical and individual organizational business model barriers to having a universal platform for national and regional charging infrastructure. This is an industry-wide issue that is being addressed as the use of electric vehicles and charging stations become more widespread; however, U.S. EV station manufacturers and EV network providers have been slow to adopt integration and interoperability standards into their products and platforms. The Texas Electric Transportation Resources Alliance (TxETRA), of which Austin Energy is a member, is also working to support statewide open standards along with the Texas Commission on Environmental Quality (TCEQ). Industry opinion is that separate "key fobs" will be replaced over time by a single payment system such as credit cards and smart phone pay apps.

One indirect advantage of having 3rd party EV charging is it reduces the number of high usage

cars off of the AE Plug-in Everywhere DCFast network allowing more accessibility to current members.

QUESTION: Can Austin Energy allocate revenue from 3rd party electric sales of EV charging back into Austin Energy's EV program?

COUNCIL MEMBER KITCHEN'S OFFICE

ANSWER:

Any revenue earned from 3rd party electric sales will be used to cover the expense of purchasing that power from the energy market. Austin Energy does not allocate specific customer account revenue to specific programs, but does see funding transportation electrification programs as a priority. As such, funding levels seek to maintain a leadership and proactive position in the EV market to include:

1. \$1.5M - EV DCFast Expansion Capital Improvement Project (CIP) FY19
2. \$1.5M - EV infrastructure upgrades and expansion CIP FY19-FY20
3. \$2.0M + \$1.6M grant funds - EV DCFast funding to match TCEQ grant award
4. \$450,000/year - O&M for EV customer incentives (up from \$315,000 budgeted in FY18)
5. \$1,029,798/year - EV team operations to include staffing and station maintenance.

- 10. Agenda Item #10:** Authorize award and execution of a construction contract with Blastco Texas, Inc., for the Forest Ridge Ground Storage Reservoir Improvements project in the amount of \$2,255,064 plus a \$225,506.40 contingency, for a total contract amount not to exceed \$2,480,570.40. (Note: This contract will be awarded in compliance with City Code Chapter 2-9A (Minority Owned and Women Owned Business Enterprise Procurement Program) through the achievements of Good Faith Efforts with 1.33% MBE and 22.99% WBE participation.)

QUESTION: Should this item be approved, when does staff believe they will begin this work? Please provide a list of the stakeholders Austin Water intends to engage as construction begins.
COUNCIL MEMBER ALTER'S OFFICE

ANSWER:

We expect the construction contract notice to proceed will be issued in mid-to-late November 2018. Austin Water will engage the Jester Homeowner's Association before starting construction on the subject project.

- 12. Agenda Item #12:** Approve a resolution adopting the Austin Convention and Visitors Bureau (doing business as Visit Austin) 2018-2019 Marketing Plan and Proposed Budget of \$15,714,496, setting the contract payment as required by chapter 351 of the Texas Tax Code; and authorizing the City Manager to file the approved documents with the City Clerk's Office as required by the Texas Tax Code.

QUESTION:

(Draft Visit Austin Marketing Plan) For objectives 2 and 3 on page 16 please provide detail on goals based on the requested budget dollar amount up for approval. Please explain how and why each is different from the previous year, if applicable.

(Proposed Budget Document) Please explain what % of each "Budget by Program" line item is funded by a transfer of dollars from the Austin Convention Center operating budget.

(Proposed Budget Document) Please explain what % of each "Budget by Program" line item is dedicated to convention center activities, including staff costs/time/share of FTEs.

Please provide a copy of the reserve policy(ies) for Visit Austin; if the policy(ies) reference reserves in months of operation please translate to dollars.

(Draft Visit Austin Marketing Plan) Regarding “Hotel Room Nights Booked” and “Convention Center Lead Room Nights” on page 12, please provide data for the past 5 years, as available.
COUNCIL MEMBER ALTER’S OFFICE.

ANSWER:

1) *(Draft Visit Austin Marketing Plan) For objectives 2 and 3 on page 16 please provide detail on goals based on the requested budget dollar amount up for approval. Please explain how and why each is different from the previous year, if applicable.*

- Key Objectives (1 & 2) are constant and will remain as our main strategy to meet hotel booking room night goals on a yearly basis. Additional objectives may arise because of specific sales activities/tactics that may be affected by budget dollars.
 - Objective 1 - Increase In-house Bookings for All Hotels
 - By Budget review on 10/18, the FY 1819 annual sales goals will be set and reflected in the marketing plan. The goal will be broken down between the hotel room night goal (B+C room nights) and the convention center room night goal (A room nights). Please note, hotel bookings (only B,C room nights) are increasing due to new hotel inventory and increased availability.
 - See attached chart for 2012-2017 Annual Goal vs. Production with in-house and center broken down as well as the TAP Benchmark (Attachment A)
 - The TAP report provides benchmarking data to strategically measure performance. The benchmark increases with hotel growth so we anticipate another increase beyond 2020 with new hotel product opening.
 - Objective 2 - Maximize Business for the Convention Center
 - By Budget review on 10/18, the FY 1819 annual sales goals will be set and reflected in the marketing plan. The goal will be broken down between the hotel room night goal (B+C room nights) and the convention center room night goal (A room nights). Please note, the convention center goal (A room nights) will remain flat due to lack of availability and convention center size.
 - See attached chart for 2012-2017 Annual Goal vs. Production with in-house and center broken down as well as the TAP Benchmark (Attachment A)
 - As a reminder, the “A” Convention Center production numbers do not include SXSW, consumer shows or convention center groups booked within 18 months, etc.
 - Objective 3 - Showcase Austin Clients through hosting industry events in market (US Chamber Top 100 Assns, AMC Institute, ASAE Five Star, FICP)
 - Key events and site visits to Austin provide Visit Austin the opportunity to showcase our community to new customers. When clients experience the city first-hand, they are much more likely to book. For example, in FY16/17, definite site visit conversions are at 64%. In 2019, industry events include AMC Institute (representing 190 companies that manage 2,000 associations with \$1.5 billion in association revenue and \$600 million in meeting spend in 2016), American Society of

Association Executives (representing national and international association CEO's) ; as well as FICP (Financial and Insurance meeting professionals).

- 2) *(Proposed Budget Document) Please explain what % of each "Budget by Program" line item is funded by a transfer of dollars from the Austin Convention Center operating budget.*

Please see Attachment B - Visit Austin - Budget Response.

- 3) *(Proposed Budget Document) Please explain what % of each "Budget by Program" line item is dedicated to convention center activities, including staff costs/time/share of FTEs.*

Please see Attachment C - Visit Austin, Convention Center Activity Estimates.

As you can see from the Visit Austin - Budget Response, each department (to varying degrees) supports our convention sales efforts. As we drive visitors and convention business to the destination, the hotel tax that is generated benefits the convention center, heritage and arts; therefore, all of our activities support all three entities. Per your request, we have made estimates to each line to attempt to delineate between convention center and other activities. Because we don't track time by the categories requested, these are good faith estimates to attempt to provide you with this information.

- 4) *Please provide a copy of the reserve policy(ies) for Visit Austin; if the policy(ies) reference reserves in months of operation please translate to dollars.*

Visit Austin does not have a reserve policy. Industry best standards for non-profits, including destination marketing organizations, call for reserve funds of 90-120 days. Reserve funds are critical to destination marketing organizations, like Visit Austin, which are dependent on travel generated hotel occupancy tax for funding. Travel can be the hardest hit industry during economic cycles and reserves ensure continued sales and marketing efforts during down turns, as well as covering operational expenses such as salary, equipment, etc. should the need arise.

Visit Austin has established reserves in the amount of \$2.6 million through the approved budget process over the course of a few years (this was tested and verified by the City Auditors). Based on the proposed budget of \$15.1 million this would equate to approximately 63 days of reserves which is below industry standards.

- 5) *(Draft Visit Austin Marketing Plan) Regarding "Hotel Room Nights Booked" and "Convention Center Lead Room Nights" on page 12, please provide data for the past 5 years, as available.*

- See attached chart showing 2012-2017 Hotel Room Nights Booked (B + C Room Night production) per year (Attachment D)
- See attached chart showing 2012-2017 Convention Center (A) Lead Room Nights by year *note this does not include SXSW, consumer shows (Attachment E).

QUESTION/ANSWER:

Additional questions were sent directly to Visit Austin Staff. The Agenda Office does not have the original questions. The summary of questions and responses are below.

Attached you will find the following detailed information on the questions regarding budget and marketing plan.

- 1) Maps and list of hotels by council district in Austin.
 - 1A- Map of Downtown Hotels
 - 1B- List of all COA Hotels by District
- 2) Goals by department and explanations for any goals that have been reduced.
 - 2A- Convention Sales • Knowland Group's TAP Solutions • DI Study: Beyond the Contracted Room
 - 2B- Convention Services
 - 2C- Tourism
 - 2D- Austin Film Commission
 - 2E- Music Office
 - 2F- Austin Sports Commission
 - 2G-Marketing/Communications
- 3) Chart of Hospitality Jobs in Austin since 1992
- 4) Chart of ATX Hotel Supply Growth vs. HOT Collection (1990-2017)
- 5) Examples of hotel community give back programs to local Austin charities
- 6) Examples of convention delegation donations/charitable acts as a thank you to Austin during their meetings.
- 7) Convention Room Night Bookings from the last two years in both in-house (one hotel bookings) and the Convention Center showing how these room nights are layered into future years (Austin's Hot Occupancy Insurance Program).
- 8) Smith Travel Research Data that shows how HOT is leveling here in Austin, and the segmentation of hotel room usage in the Austin Market. As well as the Rate/Occupancy differences between CBD and the rest of Austin. The CBD HOT Collection per room is 58% higher than the rest of Austin both in last year's production and for the 2019 forecast.
- 9) Lost business analysis methodology: "behind-the-scenes" of the lost business pie chart. NOTE: this represents the most recent analysis completed-FY 1718 as of Sept 4. There are 4 tabs: • Tab 1 - By RelCode - calculation of % by release code NOTE: the analyzed data represents 88% of all the lost leads/lost opps; this is the net total after removing multi-year bids • Tab 2 - the pie chart • Tab 3 - raw data • Tab 4 - lost code subtotals; multi-year opportunities and same acct/different mtg noted by highlights
- 10) PR Strategy
- 11) Visit Austin Dues Data.

- 32. Agenda Item #32:** Authorize award and execution of a multi-term contract with Ennis-Flint, Inc. D/B/A Ennis Paint Inc. D/B/A Ennis Traffic Safety Solutions, to provide traffic paints and pavement marking materials, for up to five years for a total contract amount not to exceed \$2,350,000. (Note: This solicitation was reviewed for subcontracting opportunities in accordance with City Code Chapter 2-9D Minority Owned and Women Owned Business Enterprise Procurement Program. For the goods required for this solicitation, there were no subcontracting opportunities; therefore, no subcontracting goals were established).

QUESTION:

How many paint crews does the City have? Please describe the volume they handle across the city.

COUNCIL MEMBER ALTER'S OFFICE

ANSWER:

The city currently has a markings crews of 5 individuals performing the long line striping (Traffic Paint) and a Contractor. The City also has a crosswalk/stop line installation crew (Thermoplastic).

Actual FY18 Long Line Striping with In-House Crew

Arterials: 48 centerline miles (13% of total arterial centerline miles with markings)

Non-Arterials: 52 centerline miles (10% of total non-arterial centerline miles with markings)

Actual FY18 Long Line Striping with Contractor (\$950,000)

Arterials: 157 centerline miles (42% of total arterial centerline miles with markings)

Non-Arterials: 77 centerline miles (15% of total non-arterial centerline miles with markings)

Actual FY18 Crosswalk Striping with In-House Crew

Crosswalk Count Maintained: 884 crosswalks (15% of total crosswalk count)

Projected FY19 Crosswalk Striping with Contractor (\$500,000)

Projected Crosswalk Count Maintained: 376 crosswalks (6% of total crosswalk count)

Austin Transportation Department, Signs and Markings Division has an Annual Markings Maintenance Plan that systematically allocates resources for maintenance and both a Longline and Crosswalk applications require the commodities within this contract.

35. **Agenda Item #35:** Approve the waiver of City Code Section 14-8-28 (Approval of Permit) and issuance of a street closure permit for the Austin Marathon to be held on Sunday, February 17, 2019, from 7:00 a.m. to 5:00 p.m.

QUESTION:

Will access to the City's Lions Municipal Golf Course be prohibited at any time during the event activities? Will people accessing the course need to have anything specific (a pass, etc.) during the marathon in order to access the City facility?

COUNCIL MEMBER ALTER'S OFFICE

ANSWER:

A specific access route has been created for access to Lions Municipal Golf Course. Please see attached. Several APD officers work this portion of the race to safely get golfers in and out. Lions Municipal Golf Course management messages out this access route to its users. This portion of the race has remained unchanged for over 10 years and area is cleared of runners by 10:30 a.m.

37. **Agenda Item #37:** Approve a resolution directing the City Manager to research best practices and provide a report on the implementation of a public plaza program.

QUESTION: Can City Staff please provide an estimate on the impact to City resources, including City Staff time, required to accomplish the task(s) required in this resolution if approved?

COUNCIL MEMBER FLANNIGAN'S OFFICE

ANSWER:

We estimate it would take about 260-300 hours of staff time to respond to this resolution. This would include time researching the best practices from institutional sources and practices by other cities, interviewing local and national experts, interviewing local stakeholders, meetings with other City departments and private agencies (ex. utilities), compiling data, creating a plaza

process and writing the recommendation memo.

- 38. Agenda Item #38:** Approve a resolution relating to improving compatibility between residents, lodging establishments, and music-related businesses.

QUESTION:

Can City Staff please provide an estimate on the impact to City resources, including City Staff time, required to accomplish the task(s) required in this resolution if approved?

COUNCIL MEMBER FLANNIGAN'S OFFICE

ANSWER:

City staff would evaluate a percentage of time from 2 FTEs in the Music Office (management level and staff level) to dedicate to responding to this resolution. Should this resolution be approved staff would develop a work-plan that could better estimate resources required to include staff time.

QUESTION

Is this item intended to encourage staff to continue work on the latest/previous version of the "agent of change" policy, or is it the intention that a new process begin to draft a different policy? Will the feedback taken from the previous stakeholder engagement also be included in this process?

COUNCIL MEMBER HOUSTON'S OFFICE

ANSWER:

This resolution is intended to direct staff to propose programs, rules and ordinances necessary to improve compatibility between residents, lodging establishments, and entertainment related businesses, after conducting a stakeholder process. The City Council has previously directed City staff to develop an "agent of change" policy. City staff and community stakeholders worked on this previously, but were unable to come to a workable agreement. Since that time, some stakeholder groups have met on their own and expressed a continued interest in moving forward on addressing shared issues. This resolution asks City staff to re-engage in a stakeholder process that includes that community input and opens the public discussion to find workable solutions for improving sound-related compatibility. It is my hope and expectation that City staff would develop its proposal based on the new elaboration of positions by some of the stakeholders, lessons learned from the previous effort, as well as the successful Red River Extended Hours Pilot (Response provided by Mayor Adler's office).

- 39. Agenda Item #39:** Approve a resolution directing the City Manager to develop a program to incentivize the opening of grocery stores and other responsible investments in federally qualified Opportunity Zones within the City of Austin.

QUESTION: Can City Staff please provide an estimate on the impact to City resources, including City Staff time, required to accomplish the task(s) required in this resolution if approved?

COUNCIL MEMBER FLANNIGAN'S OFFICE

ANSWER:

Staff does not have an estimate of staff time to address this resolution. Because the City Council approved additional resources in the current fiscal years budget, to include FTEs to advance programs that will incentive community benefits, EDD can accommodate the request within current resources

QUESTION: Please provide a map of the opportunity zones.

COUNCIL MEMBER ALTER'S OFFICE

ANSWER:

The interactive map of designated Opportunity Zones in Austin is located at the link below:
<http://austin.maps.arcgis.com/apps/webappviewer/index.html?id=e49000a25cf749b88c4be0c6730fe621>.

- 40. Agenda Item #40:** Approve a resolution that encourages employers to inform and allow employees to take paid time off to vote in elections and that directs the City Manager to explore whether a company's efforts to promote civic engagement may be considered as a way of meeting the requirement of providing a community benefit when awarding city program or economic development incentive funds.

QUESTION: Can City Staff please provide an estimate on the impact to City resources, including City Staff time, required to accomplish the task(s) required in this resolution if approved?

COUNCIL MEMBER FLANNIGAN'S OFFICE

ANSWER:

Economic Development Department will include a company's efforts to promote civic engagement, further defined as "employers [efforts] to inform and allow employees to take paid time off to vote in elections," as part of the project evaluation and incentive development process. This can be met with an existing resources.

QUESTION: 1. Is there a possibility to do a seal of approval campaign (seal/sticker at the business indicating they participate with the City)? 2. What would be the associated cost for this and who might cover it? 3. Please explain the City's own policy on leave for voting purposes.

COUNCIL MEMBER ALTER'S OFFICE

ANSWER:

1. Economic Development will include a company's efforts to promote civic engagement, further defined as "employers [efforts] to inform and allow employees to take paid time off to vote in elections," as part of the project evaluation and incentive development process.
2. Regarding a seal of approval campaign, staff does not have an estimated cost for implementation of a campaign and would require additional details to develop an estimate. A department would be identified following a more refined scope of work related to a campaign.
3. Currently, the Personnel Policies allow for Administrative Leave to be used for voting:

Administrative Leave

A Department Director may grant an employee administrative leave for a purpose approved by the City Manager. Examples of administrative leave include but are not limited to: blood bank donations, work hours lost on the day of an on the job injury, power failure, bomb threat, reduced work day by administrative directive, visits to other cities on City business, etc. Time off, when necessary, to vote in National, State, County and Municipal elections shall also be considered administrative leave. Time charged to administrative leave will be shown as regular time worked.

Further clarification was sent yesterday from the City manager:

To encourage and allow for employees to vote in the upcoming election, Department Directors can approve Administrative Leave (ADL), up to two hours, for employees to vote during their scheduled work hours. Employees must seek pre-approval from their supervisor before using Administrative Leave.

QUESTION:

1. Has early voting always been allowed by state law? If not, when did early voting become allowed by state law, and what was the legislative intent behind expanding the time that citizens could vote beyond Election Day?
2. Are City of Austin voters required, during early voting or on Election Day, to vote in their geographic precincts, or can they vote at any polling location?
3. Can staff please provide a map that shows a both Austin's city limits and the number and location of all early voting locations therein?

COUNCIL MEMBER TROXCLAIR'S OFFICE

ANSWER

1. Texas has allowed early voting since 1905. Acts of 1905, 29th Leg., 1st C.S., Ch. 11. In 1905, early voting was allowed for citizens expected to be absent from the county on Election Day. Since 1905, the Legislature has created two forms of early voting: 1) by mail, and 2) by personal appearance. In regards to early voting by personal appearance, in 1987, the Legislature provided "no excuse" early voting by personal appearance - meaning any registered voter could vote during the early voting period. In other words, a registered voter did not have to have an "excuse" such as age, disability or absence from the county to early vote by personal appearance. Acts of 1987, 70th Leg., Ch. 472. The bill analysis does not include legislative intent, just an explanation of how the law would change if the bill were enrolled.
2. Travis and Williamson Counties use "vote centers" which allow voters to vote at any polling location (within their respective county). Hays County voters on Election Day must vote at the polling location within their precinct; during early voting voters can vote at any polling location. During early voting, a registered voter may vote at any early voting location. In 2009, the Legislature provided for the "countywide polling place program" for Election Day voting. Acts of 2009, 81st Leg. Ch. 606. If a county meets the requirements (community input, political party input, specific voting systems, and commissioner court approval), it may apply to participate in the program. If the county receives approval from the Secretary of State, it may establish countywide polling places, also known as "vote centers." This allows any registered voter to vote at any election day polling place. Travis County and Williamson County participate in the program. Hays County does not, and registered voters must appear in their county election precinct polling place if voting on Election Day.
3. See attachment.

- 41. Agenda Item #41:** Approve a resolution directing the City Manager to explore and recommend a process for developing an adult day center at the City-owned Rebekah Baines Johnson Public Health Center, or other potential city-owned facilities.

Sponsors: Council Member Ann Kitchen, Council Member Gregorio Casar, Council Member Sabino 'Pio' Renteria, Mayor Pro Tem Kathie Tovo, Mayor Steve Adler.

QUESTION: Can City Staff please provide an estimate on the impact to City resources, including City Staff time, required to accomplish the task(s) required in this resolution if approved?

COUNCIL MEMBER FLANNIGAN'S OFFICE

ANSWER:

With Council's approval of the item, an APH Assistant Director would be assigned to lead on the response to this item along with other staff as necessary. This would require staff time to review

the existing analysis and a series of meetings with external partners and interested community members, as appropriate. In addition, there would be a series of discussions with City staff from multiple other departments to review City-owned facilities, including the RBJ Public Health Center, and then to develop a recommended process for developing an adult day center. As of now, it is unknown how many staff hours (APH and other City departments) will be put into accomplishing the tasks but staff is comfortable with the March 2019 date to report back.

- 60. Agenda Item #60:** Approve an ordinance amending the Fiscal Year 2018-2019 Capital Budgets of the Parks and Recreation and Library Departments (Ordinance No. 20180911-001) by appropriating from the Economic Development Department Historic Preservation Fund Operating Budget \$8,888,715 for allowable historic restoration and preservation projects or activities as authorized by the Texas Tax Code Section 351.101(a)(5) which permits hotel occupancy tax to be used for activities and projects that promote tourism and the convention industry, including historic restoration projects and activities that are in specific locations in the City.

QUESTION:

1. Please provide a list and anticipated funding amounts for the anticipated projects that will receive funding under the Small Scale Historic Preservation Projects allocation.
2. Please provide a list and anticipated funding amounts for the potential projects that will received funding under the Austin History Center Interior and Exterior Improvements category and how these projects relate to any that may receive possible 2018 bond funding.

COUNCIL MEMBER FLANNIGAN'S OFFICE

ANSWER:

1. Following is a list of the small-scale preservation projects that the Parks and Recreation Department (PAR) may pursue through the Historic Preservation Fund Small Scale Historic Preservation Projects funding source in FY19. PAR is in the process of refining specifications and developing cost estimates or quotes on these projects. These small scale projects should not require a substantial amount of lead time for planning or design and PAR estimates each to be in the range of \$15-\$75K.

- Deep Eddy Pool - Roof over men's shower area
- Mayfield Historic House - Exterior skirting
- Mayfield Historic Sheds - Window restoration and roof replacement
- Barton Springs - Historic wall rehabilitation
- Haskell House - Historic roof replacement
- Zilker Park - Fallout shelter at Caretaker Cottage
- Zilker Park - Pistol range concession building roof replacement
- Zilker Park - Historic Civilian Conservation Corps (1930s Federal New Deal Program) concrete picnic table reconstruction
- Montopolis School - Reserve for building initial stabilization, security, and protection of the building as well as periodic maintenance until full activation

2. The work anticipated to be performed by the additional \$500,000 funding for the Austin History Center (AHC) Interior and Exterior Improvements Project includes wheelchair lift retrofits, replacement of worn ceiling, wall and floor finishes, energy-efficient lighting retrofits and new signage. The AHC is a city, state, and national landmark building that is visited by over 10,000 out of town visitors annually. The portions of the AHC Interior and Exterior Improvements project that are being funded by the HOT funds will go directly to areas of the facility that serve visitors, improving the visitor experience to Austin. Also, as the main research archive documenting the history of Austin, improvements to the AHC building will better position the

AHC to serve the greater historic preservation and heritage tourism activities citywide, all which rely on, in part, accessing and using the history preserved at the AHC. Proposition B (Libraries, Museums & Cultural Centers) of the 2018 Bond Program includes for voter consideration an additional \$2,000,000 for the project. Should this item be approved by voters, funding could be used to redress deteriorated structural components within the landmark building's exterior masonry. However, this project list is subject to change at any time due to unforeseen emergencies, changes in project timelines, or other unexpected circumstances as the bond program is implemented.

QUESTION:

1. Where is Zilker Botanical Gardens in the context of these funds as a future resource? Timeline?
2. Where is Umlauf in the context of these funds as a future resource? Timeline?
3. Can PARD clarify how the additional HOT money (added with a budget amendment in August) is being allocated? I also would like to know how much is set aside for the Montopolis School.

COUNCIL MEMBER KITCHEN'S OFFICE

ANSWER:

1. As part of the master plan process at ZBG, PARD is looking comprehensively at the site through the current planning phase. From there, PARD intends to identify projects that are eligible for HPF funding
2. The historic Charles and Angelina House and Charles Umlauf Studio are eligible for historic designation and assuming that the site will be promoted and open to tourists, the site would likely be eligible for HPF funding. While the Umlauf Sculpture Gardens is a city-owned facility, the site is under the stewardship of partner nonprofit organization. Determination of the timeline and management of a potential restoration project would require additional discussion and coordination with Umlauf Sculpture Gardens. PARD will engage the non-profit in the future to discuss future plans.
3. PARD is working closely with EDD and the Budget Office on this year's allocation. The 8.30.18 budget amendment did augment the total balance of the HPF. Item 60 reflects the 10.4.18 resolution from council in that the total balance of the fund reflects allocations as follows: 70% to city projects, 15% to the Heritage Grant Program and 15% is reserved for potential future historic acquisitions or major preservation projects that would be frequented by tourists and convention delegates. \$500,000 is included in this budget amendment to cover the potential acquisition of the Montopolis School.

Additionally, the proposed PARD Small Scale Historic Preservation Projects line item in Item 60 provides PARD the needed funding to stabilize and secure the building and provide periodic maintenance and operations until the building can be activated.

QUESTION:

1. Do we have a list of what the small scale projects are with a budget of \$323,715?
2. What is the contractual funding for building scan and property acquisition?
3. Does the \$11,202,856 total transfer amount represent the 2018-19 HPF allocation?

COUNCIL MEMBER KITCHEN'S OFFICE.

ANSWER:

1. Following is a list of the small-scale preservation projects that the Parks and Recreation

Department (PARC) may pursue through the Historic Preservation Fund Small Scale Historic Preservation Projects funding source in FY19. PARC is in the process of refining specifications and developing cost estimates or quotes on these projects. These small scale projects should not require a substantial amount of lead time for planning or design and PARC estimates each to be in the range of \$15-\$75K.

- Deep Eddy Pool - Roof over men's shower area
 - Mayfield Historic House - Exterior skirting
 - Mayfield Historic Sheds - Window restoration and roof replacement
 - Barton Springs - Historic wall rehabilitation
 - Haskell House - Historic roof replacement
 - Zilker Park - Fallout shelter at Caretaker Cottage
 - Zilker Park - Pistol range concession building roof replacement
 - Zilker Park - Historic Civilian Conservation Corps (1930s Federal New Deal Program) concrete picnic table reconstruction
 - Montopolis School - Reserve for building initial stabilization, security, and protection of the building as well as periodic maintenance until full activation
2. The contractual funding for building scan and property acquisition line item includes:
- A) A projected estimate of \$500,000 to preserve and protect the property at 500 Montopolis Drive which may become City-owned following eminent domain proceedings. Per a September 12, 2018, memo to Council, the Office of Real Estate continues to work on the acquisition and is anticipated to report back to Council with an update on the eminent domain process no later than December 1, 2018; and
- B) The historic resource building scan will identify tourist-friendly historic sites near convention locations and tourist attractions around the city. It will expand information on local historic assets and maximize tourist and convention visitor activity around existing points of interest. The Historic Landmark Commission Recommendation 20171023-4F.1 supports a citywide historic resource survey. The funding request will fund a consultant to develop style guides and complete the citywide historic building scan.
3. The total budget amendment is for \$8,888,715 which is equal to 70% of the Historic Preservation Fund's budgeted FY 2018-19 ending balance of \$12,698,164. Of that amount, \$7,848,715 will be transferred into the PARC capital budget; \$500,000 will be transferred into the Library capital budget; and, \$540,000 will remain within the Historic Preservation Fund to be utilized for the acquisition of historic property and to conduct a citywide historic building scan.

- 61. Agenda Item #61:** Approve an ordinance establishing classifications and positions in the classified service of the Emergency Medical Services Department; creating and eliminating certain positions; and repealing Ordinance No. 20180911-006 relating to Emergency Medical Services Department classifications and positions.

QUESTION:

Please explain what is driving the need for this change to the classifications and positions in the classified service of the Emergency Medical Services Department from the time of its approval during budget deliberations. Please explain if any of these changes will create vacancies elsewhere across the force and if any overtime costs will arise due to these changes. Please

explain how those costs would be covered if they are created.

COUNCIL MEMBER ALTER'S OFFICE

ANSWER (Updated):

The City Council approved additional funds for homelessness during the budget approval process and placed those funds into the Austin Public Health operating budget. Now those funds are being transferred to departments to begin working on homelessness initiatives. Agenda item 17 (File#: 18-3522) proposes approval of an ordinance that, among other things, transfers into the EMS Department operating budget sufficient funds for the addition of one new FTE (Clinical Specialist). The Clinical Specialist will be assigned to the EMS Department's existing HOST program to increase the capacity of the City's homelessness services. This addition will not create any vacancies or increase overtime costs.

In March 2013 the EMS Worker Safety Audit directed the EMS Director to design, implement and monitor a comprehensive safety program. In a recent review of the program conducted by the Chief, supervisory alignment and frequent changes in assignment surfaced as issues requiring improvement. Since the creation of the program, the department has experienced frequent changes in assignment of personnel who fill the Safety Officer role. The reason for the changes in assignment is that the position is staffed with Clinical Specialists who rapidly promote through the civil service promotional process. Further, the Clinical Specialists who fill the Safety Officer role do not have supervisory authority over sworn Commanders, other Clinical Specialists, or Medics. Reclassifying the position to a Commander will create supervisory alignment and stabilize the length of assignment that will allow the department to further develop its safety culture, complete the specialized training required for the Safety Officer, and carry out long-term safety projects. This reclassification will not create a vacancy or increase overtime costs.

- 62. Agenda Item #62:** Authorize negotiation and execution of a 120 month lease agreement, with one ten year extension option, with CCI- Burleson I, a Texas Limited Partnership, for approximately 96,000 square feet of office space for Austin Municipal Court at the Bergstrom Tech Center, Building 310, located at 6800 Burleson Road in an amount not to exceed \$29,977,960.

QUESTION:

1. Following council passing Item 91 on May 10, what process was undertaken in order to arrive at a recommendation other than that which council approved?
2. What criteria were used in order to arrive at that conclusion?
3. Has the originally recommended Partnership amended the financial terms to be more favorable to the City?
4. Did the Partnership that was originally recommended on May 10 perform work based on representations made by the city and would that Partnership be reimbursed for such work if not selected? If it will not be reimbursed, why not?
5. Please provide documentation for these answers.

COUNCIL MEMBER KITCHEN'S OFFICE

ANSWER:

1. Following council passing the item on May 10, the Office of Real Estate Services entered into negotiations with the owner of the MetCenter property. During negotiations with the owner, it was determined that the City may need to pursue other option(s) for Municipal Court due to concerns regarding the tenant improvement allowance and cost of operating expenses.
2. The overall value, amenities, and costs to the City over the term of the entire lease were the criteria used in arriving at the new recommendation. Both property owners were given the

opportunity to provide a best and final proposal to the City.

3. Yes.

4. This question will be addressed in an attorney-client memo from the law department.

5. Based on the responses, there is no documentation for these responses.

- 64. Agenda Item #64:** C14-86-023.01 - Camelback PUD - District 10 - Conduct a public hearing and approve an ordinance amending City Code Title 25 by rezoning property locally known as 6507 Bridge Point Parkway (Coldwater Creek Watershed, Lake Austin Watershed). Applicant's Request: To rezone from planned unit development (PUD) district zoning to planned unit development (PUD) district zoning, to change conditions of zoning. Staff Recommendation: To grant planned unit development (PUD) district zoning with conditions. Zoning and Platting Commission Recommendation: To grant planned unit development (PUD) district zoning with conditions. Owner/Applicant: Loop 360 Land LP (Jonathan Coon). Agent: McClean & Howard, L.L.P. (Jeffrey S. Howard). City Staff: Wendy Rhoades, 512-974-7719. The ordinance may include entitlements triggered by actions on a nearby tract (Champion Tract 3), exemption from or waiver of fees, alternative funding methods, modifications of City regulations, and acquisition of property.

QUESTION/ANSWER: See attachment.



Recommendation for Action

File #: 18-3612, Agenda Item #: 2.

10/18/2018

Agenda Item

Agenda Item #2: Approve an ordinance amending City Code Chapter 15-9 to allow the remetering and resale of electric service for the purpose of electric vehicle charging.

QUESTION: Can Austin Energy enable existing Austin Energy Plug-in EVerywhere™ customers to utilize their existing phone application, “key fob”/card, and payment program to access 3rd party charging stations?

COUNCIL MEMBER GARZA’S OFFICE

ANSWER:

Currently there are significant technical and individual organizational business model barriers to having a universal platform for national and regional charging infrastructure. This is an industry-wide issue that is being addressed as the use of electric vehicles and charging stations become more widespread; however, U.S. EV station manufacturers and EV network providers have been slow to adopt integration and interoperability standards into their products and platforms. The Texas Electric Transportation Resources Alliance (TxETRA), of which Austin Energy is a member, is also working to support statewide open standards along with the Texas Commission on Environmental Quality (TCEQ). Industry opinion is that separate “key fobs” will be replaced over time by a single payment system such as credit cards and smart phone pay apps.

One indirect advantage of having 3rd party EV charging is it reduces the number of high usage cars off of the AE Plug-in Everywhere DCFast network allowing more accessibility to current members.

QUESTION: Can Austin Energy allocate revenue from 3rd party electric sales of EV charging back into Austin Energy’s EV program?

COUNCIL MEMBER KITCHEN’S OFFICE

ANSWER:

Any revenue earned from 3rd party electric sales will be used to cover the expense of purchasing that power from the energy market. Austin Energy does not allocate specific customer account revenue to specific programs, but does see funding transportation electrification programs as a priority. As such, funding levels seek to maintain a leadership and proactive position in the EV market to include:

1. \$1.5M - EV DCFast Expansion Capital Improvement Project (CIP) FY19
2. \$1.5M - EV infrastructure upgrades and expansion CIP FY19-FY20
3. \$2.0M + \$1.6M grant funds - EV DCFast funding to match TCEQ grant award
4. \$450,000/year - O&M for EV customer incentives (up from \$315,000 budgeted in FY18)

5. \$1,029,798/year - EV team operations to include staffing and station maintenance.



Recommendation for Action

File #: 18-3566, **Agenda Item #:** 10.

10/18/2018

Agenda Item

Agenda Item #10: Authorize award and execution of a construction contract with Blastco Texas, Inc., for the Forest Ridge Ground Storage Reservoir Improvements project in the amount of \$2,255,064 plus a \$225,506.40 contingency, for a total contract amount not to exceed \$2,480,570.40. (Note: This contract will be awarded in compliance with City Code Chapter 2-9A (Minority Owned and Women Owned Business Enterprise Procurement Program) through the achievements of Good Faith Efforts with 1.33% MBE and 22.99% WBE participation.)

QUESTION: Should this item be approved, when does staff believe they will begin this work? Please provide a list of the stakeholders Austin Water intends to engage as construction begins.

COUNCIL MEMBER ALTER'S OFFICE

ANSWER:

We expect the construction contract notice to proceed will be issued in mid-to-late November 2018. Austin Water will engage the Jester Homeowner's Association before starting construction on the subject project.



Recommendation for Action

File #: 18-3606, Agenda Item #: 12.

10/18/2018

Agenda Item

Agenda Item #12: Approve a resolution adopting the Austin Convention and Visitors Bureau (doing business as Visit Austin) 2018-2019 Marketing Plan and Proposed Budget of \$15,714,496, setting the contract payment as required by chapter 351 of the Texas Tax Code; and authorizing the City Manager to file the approved documents with the City Clerk's Office as required by the Texas Tax Code.

QUESTION:

(Draft Visit Austin Marketing Plan) For objectives 2 and 3 on page 16 please provide detail on goals based on the requested budget dollar amount up for approval. Please explain how and why each is different from the previous year, if applicable.

(Proposed Budget Document) Please explain what % of each "Budget by Program" line item is funded by a transfer of dollars from the Austin Convention Center operating budget.

(Proposed Budget Document) Please explain what % of each "Budget by Program" line item is dedicated to convention center activities, including staff costs/time/share of FTEs.

Please provide a copy of the reserve policy(ies) for Visit Austin; if the policy(ies) reference reserves in months of operation please translate to dollars.

(Draft Visit Austin Marketing Plan) Regarding "Hotel Room Nights Booked" and "Convention Center Lead Room Nights" on page 12, please provide data for the past 5 years, as available.

COUNCIL MEMBER ALTER'S OFFICE.

ANSWER:

1) *(Draft Visit Austin Marketing Plan) For objectives 2 and 3 on page 16 please provide detail on goals based on the requested budget dollar amount up for approval. Please explain how and why each is different from the previous year, if applicable.*

- Key Objectives (1 & 2) are constant and will remain as our main strategy to meet hotel booking room night goals on a yearly basis. Additional objectives may arise because of specific sales activities/tactics that may be affected by budget dollars.
 - Objective 1 - Increase In-house Bookings for All Hotels
 - By Budget review on 10/18, the FY 1819 annual sales goals will be set and reflected in the marketing plan. The goal will be broken down between the hotel room night goal (B+C room nights) and the convention center room night goal (A room nights). Please note, hotel bookings (only B,C room nights) are increasing due to new hotel inventory and increased availability.
 - See attached chart for 2012-2017 Annual Goal vs. Production with in-house and center broken down as well as the TAP Benchmark (Attachment A)
 - The TAP report provides benchmarking data to strategically measure performance. The benchmark increases with hotel growth so we anticipate another increase beyond 2020 with new hotel product opening.
 - Objective 2 - Maximize Business for the Convention Center

- By Budget review on 10/18, the FY 1819 annual sales goals will be set and reflected in the marketing plan. The goal will be broken down between the hotel room night goal (B+C room nights) and the convention center room night goal (A room nights). Please note, the convention center goal (A room nights) will remain flat due to lack of availability and convention center size.
 - See attached chart for 2012-2017 Annual Goal vs. Production with in-house and center broken down as well as the TAP Benchmark (Attachment A)
 - As a reminder, the “A” Convention Center production numbers do not include SXSW, consumer shows or convention center groups booked within 18 months, etc.
- Objective 3 - Showcase Austin Clients through hosting industry events in market (US Chamber Top 100 Assns, AMC Institute, ASAE Five Star, FICP)
- Key events and site visits to Austin provide Visit Austin the opportunity to showcase our community to new customers. When clients experience the city first-hand, they are much more likely to book. For example, in FY16/17, definite site visit conversions are at 64%. In 2019, industry events include AMC Institute (representing 190 companies that manage 2,000 associations with \$1.5 billion in association revenue and \$600 million in meeting spend in 2016), American Society of Association Executives (representing national and international association CEO's); as well as FICP (Financial and Insurance meeting professionals).

2) *(Proposed Budget Document) Please explain what % of each “Budget by Program” line item is funded by a transfer of dollars from the Austin Convention Center operating budget.*

Please see Attachment B - Visit Austin - Budget Response.

3) *(Proposed Budget Document) Please explain what % of each “Budget by Program” line item is dedicated to convention center activities, including staff costs/time/share of FTEs.*

Please see Attachment C - Visit Austin, Convention Center Activity Estimates.

As you can see from the Visit Austin - Budget Response, each department (to varying degrees) supports our convention sales efforts. As we drive visitors and convention business to the destination, the hotel tax that is generated benefits the convention center, heritage and arts; therefore, all of our activities support all three entities. Per your request, we have made estimates to each line to attempt to delineate between convention center and other activities. Because we don't track time by the categories requested, these are good faith estimates to attempt to provide you with this information.

4) *Please provide a copy of the reserve policy(ies) for Visit Austin; if the policy(ies) reference reserves in months of operation please translate to dollars.*

Visit Austin does not have a reserve policy. Industry best standards for non-profits, including destination marketing organizations, call for reserve funds of 90-120 days. Reserve funds are critical to destination marketing organizations, like Visit Austin, which are dependent on travel generated hotel occupancy tax for funding. Travel can be the hardest hit industry during economic cycles and reserves ensure

continued sales and marketing efforts during down turns, as well as covering operational expenses such as salary, equipment, etc. should the need arise.

Visit Austin has established reserves in the amount of \$2.6 million through the approved budget process over the course of a few years (this was tested and verified by the City Auditors). Based on the proposed budget of \$15.1 million this would equate to approximately 63 days of reserves which is below industry standards.

5) *(Draft Visit Austin Marketing Plan) Regarding “Hotel Room Nights Booked” and “Convention Center Lead Room Nights” on page 12, please provide data for the past 5 years, as available.*

- See attached chart showing 2012-2017 Hotel Room Nights Booked (B + C Room Night production) per year (Attachment D)
- See attached chart showing 2012-2017 Convention Center (A) Lead Room Nights by year *note this does not include SXSW, consumer shows (Attachment E).

QUESTION/ANSWER:

Additional questions were sent directly to Visit Austin Staff. The Agenda Office does not have the original questions. The summary of questions and responses are below.

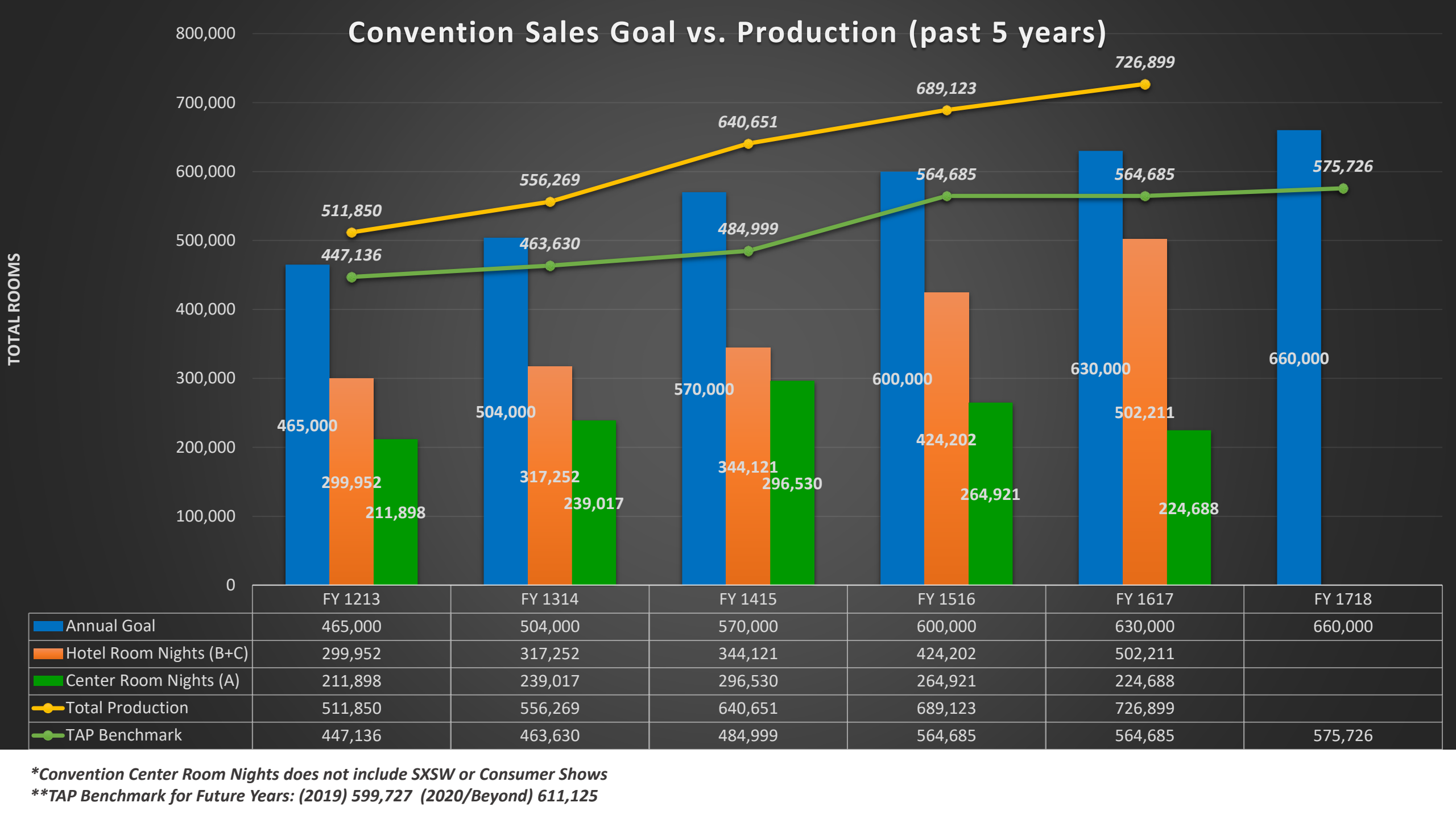
Attached you will find the following detailed information on the questions regarding budget and marketing plan.

- 1) Maps and list of hotels by council district in Austin.
 - 1A- Map of Downtown Hotels
 - 1B- List of all COA Hotels by District
- 2) Goals by department and explanations for any goals that have been reduced.
 - 2A- Convention Sales • Knowland Group’s TAP Solutions • DI Study: Beyond the Contracted Room
 - 2B- Convention Services
 - 2C- Tourism
 - 2D- Austin Film Commission
 - 2E- Music Office
 - 2F- Austin Sports Commission
 - 2G-Marketing/Communications
- 3) Chart of Hospitality Jobs in Austin since 1992
- 4) Chart of ATX Hotel Supply Growth vs. HOT Collection (1990-2017)
- 5) Examples of hotel community give back programs to local Austin charities
- 6) Examples of convention delegation donations/charitable acts as a thank you to Austin during their meetings.
- 7) Convention Room Night Bookings from the last two years in both in-house (one hotel bookings) and the Convention Center showing how these room nights are layered into future years (Austin’s Hot Occupancy Insurance Program).
- 8) Smith Travel Research Data that shows how HOT is leveling here in Austin, and the segmentation of hotel room usage in the Austin Market. As well as the Rate/Occupancy differences between CBD and the rest of Austin. The CBD HOT Collection per room is 58% higher than the rest of Austin both in last year’s production and for the 2019 forecast.
- 9) Lost business analysis methodology: “behind-the-scenes” of the lost business pie chart. NOTE: this represents the

most recent analysis completed-FY 1718 as of Sept 4. There are 4 tabs: • Tab 1 - By RelCode - calculation of % by release code NOTE: the analyzed data represents 88% of all the lost leads/lost opps; this is the net total after removing multi-year bids • Tab 2 - the pie chart • Tab 3 - raw data • Tab 4 - lost code subtotals; multi-year opportunities and same acct/different mtg noted by highlights

10) PR Strategy

11) Visit Austin Dues Data.



AUSTIN CONVENTION AND VISITORS BUREAU
dba VISIT AUSTIN
PROPOSED FY 2018/2019 BUDGET

	Sales	Estimated % from ACCD Ops	\$ from ACCD Ops	Services	Estimated % from ACCD Ops	\$ from ACCD Ops
Client Development	297,000	50.0%	148,500	72,300	50.0%	36,150
FAMS/Site Visits	101,000	75.0%	75,750	-	0.0%	-
Convention Commitments	200,000	75.0%	150,000	350,100	85.0%	297,585
Local Meetings	8,200	100.0%	8,200	7,145	100.0%	7,145
Promotional Items	100,000	0.0%	-	-	0.0%	-
Special Promotions	-	0.0%	-	4,000	100.0%	4,000
Industry Relations	296,100	90.0%	266,490	-	0.0%	-
Trade Shows	351,500	85.0%	298,775	4,950	85.0%	4,208
Professional Development	23,000	100.0%	23,000	9,500	100.0%	9,500
Information Technology	78,964	100.0%	78,964	9,918	100.0%	9,918
Fulfillment	-	0.0%	-	-	0.0%	-
Collateral	-	0.0%	-	1,600	100.0%	1,600
Media Production and Placement	-	0.0%	-	21,000	0.0%	-
Research	220,960	100.0%	220,960	-	0.0%	-
Professional and Contracted Services	-	0.0%	-	-	0.0%	-
Music/Film Programs	-	0.0%	-	-	0.0%	-
Heritage Grant Program	-	0.0%	-	-	0.0%	-
Retail Cost of Goods Sold	-	0.0%	-	-	0.0%	-
Visitor Services	-	0.0%	-	-	0.0%	-
Employee Relations	-	0.0%	-	-	0.0%	-
Donated Services	-	0.0%	-	-	0.0%	-
Total Program Expenses	1,676,724		1,270,639	480,513		370,106
Overhead and Office Expenses	71,404	100.0%	71,404	14,758	100.0%	14,758
Depreciation	-		-	-		-
Rent	419,484	100.0%	419,484	116,100	100.0%	116,100
Personnel Costs	2,422,301	100.0%	2,422,301	632,426	100.0%	632,426
	4,589,913		4,183,828	1,243,797		1,133,390

AUSTIN CONVENTION AND VISITORS BUREAU
dba VISIT AUSTIN
PROPOSED FY 2018/2019 BUDGET

		Estimated % from	\$ from		Estimated % from	\$ from
	Tourism	ACCD Ops	ACCD Ops	ASC	ACCD Ops	ACCD Ops
Client Development	12,000	0.0%	-	11,500	50.0%	5,750
FAMS/Site Visits	15,000	0.0%	-	1,000	75.0%	750
Convention Commitments	-	0.0%	-	-	0.0%	-
Local Meetings	250	0.0%	-	3,000	100.0%	3,000
Promotional Items	-	0.0%	-	-	0.0%	-
Special Promotions	7,300	50.0%	3,650	41,000	30.0%	12,300
Industry Relations	-	0.0%	-	-	0.0%	-
Trade Shows	63,000	30.0%	18,900	11,500	85.0%	9,775
Professional Development	3,000	0.0%	-	-	0.0%	-
Information Technology	1,304	0.0%	-	3,172	100.0%	3,172
Fulfillment	-	0.0%	-	-	0.0%	-
Collateral	-	100.0%	-	-	0.0%	-
Media Production and Placement	-	0.0%	-	-	0.0%	-
Research	-	0.0%	-	-	0.0%	-
Professional and Contracted Services	35,000	0.0%	-	-	0.0%	-
Music/Film Programs	-	0.0%	-	-	0.0%	-
Heritage Grant Program	-	0.0%	-	-	0.0%	-
Retail Cost of Goods Sold	-	0.0%	-	-	0.0%	-
Visitor Services	-	0.0%	-	-	0.0%	-
Employee Relations	-	0.0%	-	-	0.0%	-
Donated Services	-	0.0%	-	15,000	0.0%	-
Total Program Expenses	136,854		22,550	86,172		34,747
Overhead and Office Expenses	59,075	0.0%	-	4,023	100.0%	4,023
Depreciation	-		-	-		-
Rent	54,048	0.0%	-	43,980	100.0%	43,980
Personnel Costs	308,100	0.0%	-	224,900	100.0%	224,900
	558,077		22,550	359,075		307,650

AUSTIN CONVENTION AND VISITORS BUREAU
dba VISIT AUSTIN
PROPOSED FY 2018/2019 BUDGET

		Estimated % from	\$ from		Estimated % from	\$ from
	Communications	ACCD Ops	ACCD Ops	Strategic Partnership	ACCD Ops	ACCD Ops
Client Development	2,500	0.0%	-	32,000	25.0%	8,000
FAMS/Site Visits	14,992	0.0%	-	6,000	0.0%	-
Convention Commitments	-	0.0%	-	-	0.0%	-
Local Meetings	1,608	0.0%	-	3,600	75.0%	2,700
Promotional Items	-	0.0%	-	-	0.0%	-
Special Promotions	-	30.0%	-	151,000	0.0%	-
Industry Relations	-	0.0%	-	9,500	100.0%	9,500
Trade Shows	-	0.0%	-	22,500	85.0%	19,125
Professional Development	13,500	0.0%	-	2,000	100.0%	2,000
Information Technology	19,601	0.0%	-	2,608	100.0%	2,608
Fulfillment	51,072	50.0%	25,536	-	0.0%	-
Collateral	-	0.0%	-	-	0.0%	-
Media Production and Placement	-	0.0%	-	-	0.0%	-
Research	48,288	50.0%	24,144	-	0.0%	-
Professional and Contracted Services	50,004	0.0%	-	148,000	0.0%	-
Music/Film Programs	-	0.0%	-	-	0.0%	-
Heritage Grant Program	-	0.0%	-	-	0.0%	-
Retail Cost of Goods Sold	-	0.0%	-	-	0.0%	-
Visitor Services	-	0.0%	-	-	0.0%	-
Employee Relations	-	0.0%	-	-	0.0%	-
Donated Services	-	0.0%	-	300,000	0.0%	-
Total Program Expenses	201,565		49,680	677,208		43,933
Overhead and Office Expenses	18,759	0.0%	-	6,408	0.0%	-
Depreciation	-	0.0%	-	-	0.0%	-
Rent	141,864	0.0%	-	44,160	0.0%	-
Personnel Costs	633,568	0.0%	-	259,997	0.0%	-
	995,756		49,680	987,773		43,933

AUSTIN CONVENTION AND VISITORS BUREAU
dba VISIT AUSTIN
PROPOSED FY 2018/2019 BUDGET

	Advertising	Estimated % from ACCD Ops	\$ from ACCD Ops	Film	Estimated % from ACCD Ops	\$ from ACCD Ops
Client Development	-	0.0%	-	-	0.0%	-
FAMS/Site Visits	-	0.0%	-	-	0.0%	-
Convention Commitments	-	0.0%	-	-	0.0%	-
Local Meetings	-	0.0%	-	-	0.0%	-
Promotional Items	-	0.0%	-	-	0.0%	-
Special Promotions	-	0.0%	-	-	0.0%	-
Industry Relations	-	0.0%	-	-	0.0%	-
Trade Shows	-	0.0%	-	-	0.0%	-
Professional Development	-	0.0%	-	-	0.0%	-
Information Technology	-	0.0%	-	2,094	0.0%	-
Fulfillment	-	0.0%	-	-	0.0%	-
Collateral	-	0.0%	-	-	0.0%	-
Media Production and Placement	2,592,598	15.4%	398,234	-	0.0%	-
Research	-	0.0%	-	-	0.0%	-
Professional and Contracted Services	-	0.0%	-	-	0.0%	-
Music/Film Programs	-	0.0%	-	53,980	10.0%	5,398
Heritage Grant Program	-	0.0%	-	-	0.0%	-
Retail Cost of Goods Sold	-	0.0%	-	-	0.0%	-
Visitor Services	-	0.0%	-	-	0.0%	-
Employee Relations	-	0.0%	-	-	0.0%	-
Donated Services	-	0.0%	-	-	0.0%	-
Total Program Expenses	2,592,598		398,234	56,074		5,398
Overhead and Office Expenses	-	0.0%	-	2,208	0.0%	-
Depreciation	-	0.0%	-	-	0.0%	-
Rent	-	0.0%	-	19,188	0.0%	-
Personnel Costs	-	0.0%	-	110,063	0.0%	-
	2,592,598		398,234	187,533		5,398

AUSTIN CONVENTION AND VISITORS BUREAU
dba VISIT AUSTIN
PROPOSED FY 2018/2019 BUDGET

		Estimated % from	\$ from		Estimated % from	\$ from
	Music	ACCD Ops	ACCD Ops	VC	ACCD Ops	ACCD Ops
Client Development	-	0.0%	-	-	0.0%	-
FAMS/Site Visits	-	0.0%	-	-	0.0%	-
Convention Commitments	-	0.0%	-	-	0.0%	-
Local Meetings	-	0.0%	-	-	0.0%	-
Promotional Items	-	0.0%	-	-	0.0%	-
Special Promotions	-	0.0%	-	-	0.0%	-
Industry Relations	-	0.0%	-	-	0.0%	-
Trade Shows	-	0.0%	-	-	0.0%	-
Professional Development	-	0.0%	-	-	0.0%	-
Information Technology	1,868	0.0%	-	10,726	0.0%	-
Fulfillment	-	0.0%	-	-	0.0%	-
Collateral	-	0.0%	-	10,000	70.0%	7,000
Media Production and Placement	-	0.0%	-	-	0.0%	-
Research	-	0.0%	-	-	0.0%	-
Professional and Contracted Services	-	0.0%	-	2,000	0.0%	-
Music/Film Programs	279,395	75.0%	209,546	-	0.0%	-
Heritage Grant Program	-	0.0%	-	-	0.0%	-
Retail Cost of Goods Sold	-	0.0%	-	859,130	0.0%	-
Visitor Services	-	0.0%	-	52,373	50.0%	26,187
Employee Relations	-	0.0%	-	-	0.0%	-
Donated Services	-	0.0%	-	-	0.0%	-
Total Program Expenses	281,263		209,546	934,229		33,187
Overhead and Office Expenses	1,404	75.0%	1,053	7,740	25.0%	1,935
Depreciation	-	0.0%	-	-	0.0%	-
Rent	16,524	75.0%	12,393	237,216	25.0%	59,304
Personnel Costs	<u>76,506</u>	<u>75.0%</u>	<u>57,380</u>	<u>460,950</u>	<u>25.0%</u>	<u>115,238</u>
	375,697		280,372	1,640,135		209,663

AUSTIN CONVENTION AND VISITORS BUREAU
dba VISIT AUSTIN
PROPOSED FY 2018/2019 BUDGET

		Estimated % from	\$ from
	Operations	ACCD Ops	ACCD Ops
Client Development	-	0.0%	-
FAMS/Site Visits	-	0.0%	-
Convention Commitments	-	0.0%	-
Local Meetings	-	0.0%	-
Promotional Items	-	0.0%	-
Special Promotions	-	0.0%	-
Industry Relations	-	0.0%	-
Trade Shows	-	0.0%	-
Professional Development	10,850	0.0%	-
Information Technology	154,570	0.0%	-
Fulfillment	-	0.0%	-
Collateral	-	0.0%	-
Media Production and Placement	-	0.0%	-
Research	-	0.0%	-
Professional and Contracted Services	261,212	25.0%	65,303
Music/Film Programs	-	0.0%	-
Heritage Grant Program	-	0.0%	-
Retail Cost of Goods Sold	-	0.0%	-
Visitor Services	-	0.0%	-
Employee Relations	-	0.0%	-
Donated Services	-	0.0%	-
Total Program Expenses	426,632		65,303
Overhead and Office Expenses	117,920	0.0%	-
Depreciation	222,000	0.0%	-
Rent	238,584	0.0%	-
Personnel Costs	1,179,006	0.0%	-
	2,184,142		65,303
	Total ACCD Transfer		6,700,000

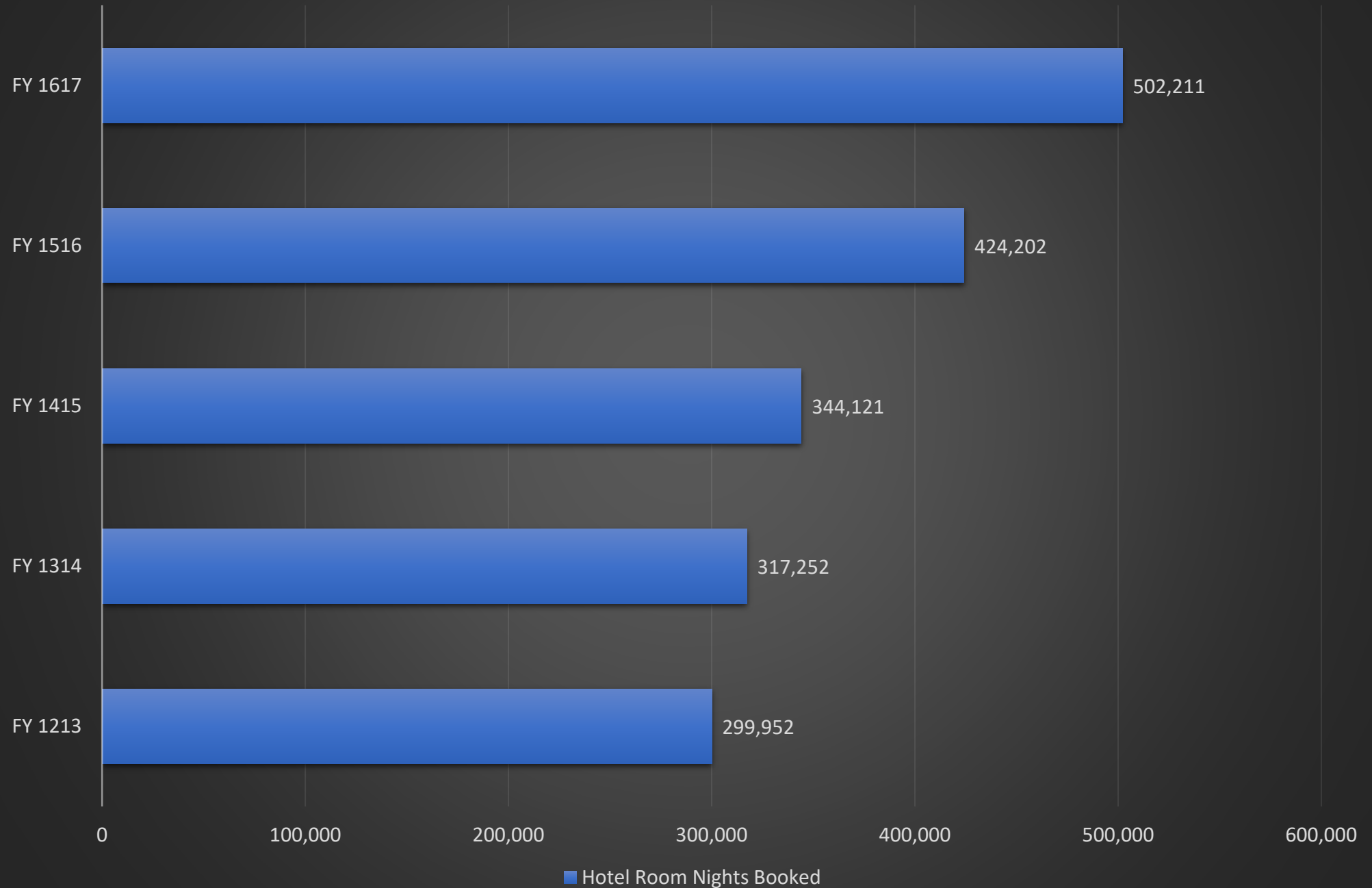
VISIT AUSTIN
RESPONSE TO BUDGET QUESTION
PERCENTAGE DEDICATED TO NO CONVENTION CENTER ACTIVITIES

	Estimated % not		Estimated % not		Estimated % not		Estimated % not		Estimated % not	
	Sales	on ACCD	Services	on ACCD	Tourism	on ACCD	ASC	on ACCD	Communications	on ACCD
Client Development	297,000	50.0%	72,300	50.0%	12,000	100.0%	11,500	50.0%	2,500	100.0%
FAMS/Site Visits	101,000	25.0%	-	0.0%	15,000	100.0%	1,000	25.0%	14,992	100.0%
Convention Commitments	200,000	25.0%	350,100	25.0%	-	0.0%	-	0.0%	-	0.0%
Local Meetings	8,200	50.0%	7,145	50.0%	250	100.0%	3,000	0.0%	1,608	100.0%
Promotional Items	100,000	10.0%	-	0.0%	-	0.0%	-	0.0%	-	0.0%
Special Promotions	-	0.0%	4,000	0.0%	7,300	50.0%	41,000	70.0%	-	0.0%
Industry Relations	296,100	20.0%	-	0.0%	-	0.0%	-	0.0%	-	0.0%
Trade Shows	351,500	20.0%	4,950	20.0%	63,000	70.0%	11,500	25.0%	-	0.0%
Professional Development	23,000	50.0%	9,500	50.0%	3,000	100.0%	-	0.0%	13,500	100.0%
Information Technology	78,964	50.0%	9,918	50.0%	1,304	90.0%	3,172	80.0%	19,601	95.0%
Fulfillment	-	0.0%	-	0.0%	-	0.0%	-	0.0%	51,072	25.0%
Collateral	-	0.0%	1,600	0.0%	-	0.0%	-	0.0%	-	0.0%
Media Production and Placement	-	0.0%	21,000	0.0%	-	0.0%	-	0.0%	-	0.0%
Research	220,960	50.0%	-	0.0%	-	0.0%	-	0.0%	48,288	25.0%
Professional and Contracted Services	-	0.0%	-	0.0%	35,000	100.0%	-	0.0%	50,004	100.0%
Music/Film Programs	-	0.0%	-	0.0%	-	0.0%	-	0.0%	-	0.0%
Heritage Grant Program	-	0.0%	-	0.0%	-	0.0%	-	0.0%	-	0.0%
Retail Cost of Goods Sold	-	0.0%	-	0.0%	-	0.0%	-	0.0%	-	0.0%
Visitor Services	-	0.0%	-	0.0%	-	0.0%	-	0.0%	-	0.0%
Employee Relations	-	0.0%	-	0.0%	-	0.0%	-	0.0%	-	0.0%
Donated Services	-	0.0%	-	0.0%	-	0.0%	15,000	100.0%	-	0.0%
Total Program Expenses	1,676,724		480,513		136,854		86,172		201,565	
Overhead and Office Expenses	71,404	50.0%	14,758	50.0%	59,075	95.0%	4,023	60.0%	18,759	75.0%
Depreciation	-	0.0%	-	0.0%	-		-	0.0%	-	0.0%
Rent	419,484	50.0%	116,100	50.0%	54,048	95.0%	43,980	60.0%	141,864	75.0%
Personnel Costs	<u>2,422,301</u>	<u>50.0%</u>	<u>632,426</u>	<u>50.0%</u>	<u>308,100</u>	<u>95.0%</u>	<u>224,900</u>	<u>60.0%</u>	<u>633,568</u>	<u>75.0%</u>

VISIT AUSTIN
RESPONSE TO BUDGET QUESTION
PERCENTAGE DEDICATED TO NO CONVENTION CENTER ACTIVITIES

Strategic Partnership	Estimated % not on ACCD	Advertising	Estimated % not on ACCD	Film	Estimated % not on ACCD	Music	Estimated % not on ACCD	VC	Estimated % not on ACCD	Operations	Estimated % not on ACCD
32,000	80.0%	-	0.0%	-	0.0%	-	0.0%	-	0.0%	-	0.0%
6,000	100.0%	-	0.0%	-	0.0%	-	0.0%	-	0.0%	-	0.0%
-	0.0%	-	0.0%	-	0.0%	-	0.0%	-	0.0%	-	0.0%
3,600	25.0%	-	0.0%	-	0.0%	-	0.0%	-	0.0%	-	0.0%
-	0.0%	-	0.0%	-	0.0%	-	0.0%	-	0.0%	-	0.0%
151,000	100.0%	-	0.0%	-	0.0%	-	0.0%	-	0.0%	-	0.0%
9,500	0.0%	-	0.0%	-	0.0%	-	0.0%	-	0.0%	-	0.0%
22,500	20.0%	-	0.0%	-	0.0%	-	0.0%	-	0.0%	-	0.0%
2,000	0.0%	-	0.0%	-	0.0%	-	0.0%	-	0.0%	10,850	100.0%
2,608	50.0%	-	0.0%	2,094	100.0%	1,868	100.0%	10,726	100.0%	154,570	90.0%
-	0.0%	-	0.0%	-	0.0%	-	0.0%	-	0.0%	-	0.0%
-	0.0%	-	0.0%	-	0.0%	-	0.0%	10,000	50.0%	-	0.0%
-	0.0%	2,592,598	85.0%	-	0.0%	-	0.0%	-	0.0%	-	0.0%
-	0.0%	-	0.0%	-	0.0%	-	0.0%	-	0.0%	-	0.0%
148,000	100.0%	-	0.0%	-	0.0%	-	0.0%	2,000	100.0%	261,212	90.0%
-	0.0%	-	0.0%	53,980	90.0%	279,395	25.0%	-	0.0%	-	0.0%
-	0.0%	-	0.0%	-	0.0%	-	0.0%	-	0.0%	-	0.0%
-	0.0%	-	0.0%	-	0.0%	-	0.0%	859,130	100.0%	-	0.0%
-	0.0%	-	0.0%	-	0.0%	-	0.0%	52,373	50.0%	-	0.0%
-	0.0%	-	0.0%	-	0.0%	-	0.0%	-	0.0%	-	0.0%
300,000	100.0%	-	0.0%	-	0.0%	-	0.0%	-	0.0%	-	0.0%
677,208		2,592,598		56,074		281,263		934,229		426,632	
6,408	90.0%	-	0.0%	2,208	95.0%	1,404	50.0%	7,740	75.0%	117,920	90.0%
-	0.0%	-	0.0%	-	0.0%	-	0.0%	-	0.0%	222,000	90.0%
44,160	90.0%	-	0.0%	19,188	95.0%	16,524	50.0%	237,216	75.0%	238,584	90.0%
259,997	90.0%	-	0.0%	110,063	95.0%	76,506	50.0%	460,950	75.0%	1,179,006	90.0%

Hotel Room Nights Booked for past 5 Years



1 MILE OR LESS FROM ACC

Hotel Name & Address		# of rooms	Blocks from ACC <small>*Average block = 207 steps</small>
1	Fairmont Austin 101 Red River Street	1,048 rooms	Connected
2	Hilton Austin 500 E. Fourth Street	801 rooms	Connected
3	Austin Marriott Downtown 304 E Cesar Chavez Street <small>OPENING SUMMER 2020</small>	613 rooms	Adjacent
4	Courtyard/Residence Inn Austin Downtown 300 East 4th Street	449 rooms	Adjacent
5	Four Seasons Hotel Austin 98 San Jacinto Boulevard	291 rooms	1
6	Hampton Inn & Suites Austin - Downtown 200 San Jacinto Street	209 rooms	1
7	LINE Austin 111 E Cesar Chavez Street	413 room	1
8	Hotel Van Zandt 605 Davis Street	319 rooms	2
9	Hyatt Place Austin Downtown 211 E. 3rd Street	296 rooms	2
10	JW Marriott Austin 110 E 2nd Street	1,012 rooms	2
11	Westin Austin Downtown 310 East 5th Street	366 rooms	2
12	Hilton Garden Inn Austin Downtown/Convention Center 500 N Interstate 35	254 rooms	3
13	Homewood Suites Downtown (Rainey) 80 East Avenue	150 rooms	3
14	Driskill Hotel 604 Brazos Street	189 rooms	4
15	Holiday Inn Express Downtown-University 805 Neches Street	171 rooms	5
16	Hotel Indigo Austin Downtown-University 810 Red River Street	134 rooms	5
17	Hotel ZaZa 401 Guadalupe Street	160 rooms	5
18	InterContinental Stephen F. Austin Hotel 701 Congress Avenue	190 rooms	5
19	Aloft/Element 109 E 7th Street	414 rooms	6
20	Austin Sheraton Hotel at the Capitol 701 E 11th Street	365 rooms	6
21	Hyatt House Downtown 901 Neches Street	190 rooms	6
22	La Quinta Inn Capitol 300 E 11th Street	151 rooms	6
23	Omni Austin Hotel Downtown 700 San Jacinto Boulevard	392 rooms	6
24	W Austin 200 Lavaca Street	251 rooms	6
25	Austin Proper 208 Colorado Street	244 rooms	8
26	Embassy Suites Austin Downtown-Town Lake 300 S Congress Avenue	259 rooms	8
27	Extended Stay America Downtown 6th Street 600 Guadalupe Street	101 rooms	8
28	Extended Stay Austin Town Lake 507 South 1st Street	130 rooms	8
29	Holiday Inn Town Lake 20 North Ih-35	322 rooms	8
30	Hyatt Regency Austin 208 Barton Springs Rd	448 rooms	8
Total Rooms within 1 mile		9,991 rooms	



Austin Convention Center
The state-of-the-art Austin Convention Center offers free wi-fi throughout the building. A gigabit-rated facility, ACC's technology infrastructure can move voice, video & data at a rate of 1 billion bits per second. Much of the convention center's popularity comes from its close proximity to a variety of hotels, major attractions, and all entertainment districts.

247,052 ft²
of column-free exhibit space

43,400 ft²
Size of largest ballroom

54
meeting rooms

63,000 ft²
of meeting space

23,400 ft²
Size of second ballroom

Walking distance to
10,000
hotel rooms



Fairmont
AUSTIN
101 Red River Street

29
Meeting Spaces

CONNECTED to ACC

1,048
Sleeping Rooms

60
Suites

3,000
Maximum Meeting Room Capacity

31,125
Square Footage of Largest Meeting Room



Hilton
AUSTIN
500 East 4th Street

42
Meeting Spaces

CONNECTED to ACC

801
Sleeping Rooms

24
Suites

3,410
Maximum Meeting Room Capacity

25,603
Square Footage of Largest Meeting Room



JW MARRIOTT
AUSTIN
110 East 2nd Street

42
Meeting Spaces

2
Blocks from ACC

1,012
Sleeping Rooms

30
Suites

3,550
Maximum Meeting Room Capacity

30,000
Square Footage of Largest Meeting Room



MARRIOTT
AUSTIN DOWNTOWN
304 E. Cesar Chavez

28
Meeting Spaces

ADJACENT to ACC

613
Sleeping Rooms

25
Suites

2,000
Maximum Meeting Room Capacity

20,732
Square Footage of Largest Meeting Room

OPENING SUMMER 2020

							COA Council
Acct ID	Hotel Name	Address 1	City	State	Zip	Total Rms	District
13	Austin Sheraton Hotel at the Capitol	701 E 11th St	Austin	TX	78701	365	1
49	DoubleTree By Hilton Austin University Hampton Inn & Suites at The University of Texas/Capitol	1617 North Interstate 35	Austin	TX	78702	149	1
7409	Heywood Hotel	1701 Lavaca Street	Austin	TX	78701	137	1
8485	Hotel Eleven	1609 East Cesar Chavez	Austin	TX	78702	11	1
8940	La Quinta Inn Capitol	1123 E. 11th St.	Austin	TX	78702	14	1
109	Rodeway Inn & Suites	300 E 11th St	Austin	TX	78701	152	1
55	Super 8 Austin Airport North	6201 E. Highway 290	Austin	TX	78723	49	1
4120	Super 8 Central	5606 E 51st Street	Austin	TX	78723	62	1
165	Austin Marriott South	1201 N I H 35	Austin	TX	78702	60	1
7	Comfort Suites Austin Airport	4415 South IH 35	Austin	TX	78744	211	2
37	Comfort Suites South Austin	7501 E. Ben White Blvd.	Austin	TX	78741	84	2
9606	Courtyard by Marriott Austin Airport	5001 S. IH 35	Austin	TX	78744	80	2
3915	Courtyard by Marriott South	7809 East Ben White Blvd.	Austin	TX	78741	150	2
43	Fairfield Inn South	4533 S I H-35	Austin	TX	78744	110	2
70	Hampton Inn & Suites Austin Airport	4525 S I H 35	Austin	TX	78744	63	2
74	Hampton Inn Austin South	7712 E. Riverside Drive	Austin	TX	78744	102	2
77	Hilton Austin Airport	4141 Governor's Row	Austin	TX	78744	124	2
87	Hilton Garden Inn Austin Airport	9515 Hotel Drive	Austin	TX	78719	262	2
9441	Holiday Inn Austin Airport	7610 John Glenn Way	Austin	TX	78741	149	2
8191	Holiday Inn Express Austin Airport	6711 E. Ben White Blvd.	Austin	TX	78744	138	2
6	Homewood Suites South	7601 E. Ben White	Austin	TX	78741	80	2
3571	Hyatt Place Austin Airport	4143 Governors Row	Austin	TX	78744	96	2
9224	La Quinta Inn & Suites Airport	9532 Spirit of Austin Ln.	Austin	TX	78719	139	2
107	Microtel Inn & Suites Austin Airport	7625 E Ben White Blvd	Austin	TX	78741	142	2
4282	Omni Austin Hotel Southpark	7705 Metro Center Drive	Austin	TX	78744	71	2
131	Quality Suites South	4140 Governor's Row	Austin	TX	78744	312	2
36	Ramada Austin South	1701 St. Elmo Road	Austin	TX	78744	50	2
24	Red Roof Inn South	4323 S I H 35	Austin	TX	78744	98	2
142	Residence Inn South	4701 S I H 35	Austin	TX	78744	137	2
146		4537 S I H 35	Austin	TX	78744	66	2

155	Springhill Suites South	4501 S. IH 35	Austin	TX	78744	152	2
8912	Staybridge Suites Austin South	901 Little Texas Lane	Austin	TX	78745	79	2
4121	Super 8 Austin Airport South	3120 Montopolis Drive	Austin	TX	78744	37	2
8646	Best Western Plus Austin Airport	1805 Airport Commerce Drive	Austin	TX	78741	75	3
30	Candlewood Suites South	4320 IH 35 South	Austin	TX	78745	122	3
4217	Casulo Hotel	3017 S. IH-35	Austin	TX	78741	51	3
47	Days Inn South	4220 S I H 35	Austin	TX	78745	62	3
8316	Holiday Inn Express Austin South	701 E. Stassney Lane	Austin	TX	78745	86	3
60	Howard Johnson	2711 S I H 35	Austin	TX	78741	127	3
111	La Quinta Inn IH 35S/Ben White	4200 S I H 35	Austin	TX	78745	131	3
113	La Quinta Inn Oltorf	1603 E Oltorf St	Austin	TX	78741	132	3
127	Motel 6 Austin South	2707 I H 35 South	Austin	TX	78741	110	3
91	Quality Inn & Suites Airport	2751 E Hwy 71	Austin	TX	78617-226	112	3
9013	Residence Inn Austin Airport	3201 Caseybridge Court	Austin	TX	78744	120	3
6510	Staybridge Suites Hotel- Austin Airport	1611 Airport Commerce Dr.	Austin	TX	78741	161	3
89	Wyndham Garden Hotel	3401 South IH-35	Austin	TX	78741	210	3
134	Americas Best Value Inn	909 E Koenig Ln	Austin	TX	78751	89	4
54	Best Western Plus Austin Central	919 E Koenig Ln	Austin	TX	78751	137	4
3120	Country Inn & Suites Austin - University	7400 IH 35 N	Austin	TX	78752	75	4
42	Courtyard by Marriott University Area	5660 N I H 35	Austin	TX	78751	198	4
140	Crowne Plaza Austin Hotel	6121 N I H 35	Austin	TX	78752	293	4
51	DoubleTree by Hilton Austin	6505 N I H 35	Austin	TX	78752	350	4
53	Drury Inn & Suites Austin North	6711 N I H 35	Austin	TX	78752	224	4
16	Econo Lodge North Austin	6911 North Interstate Hwy. 35	Austin	TX	78752	150	4
57	Embassy Suites Austin Central	5901 N I H 35	Austin	TX	78723	261	4
6035	Extended Stay America North Central	8221 N. IH-35	Austin	TX	78753	118	4
69	Fairfield Inn & Suites University Area	959 Reinli Street	Austin	TX	78751	63	4
73	Habitat Suites Hotel	500 E Highland Mall Blvd	Austin	TX	78752	96	4
76	Hampton Inn Austin North	7619 N I H 35	Austin	TX	78752	121	4
133	Holiday Inn Austin Midtown	6000 Middle Fiskville Rd	Austin	TX	78752	189	4
174	Holiday Inn Express Austin N. Central	8500 N I H 35	Austin	TX	78753	101	4
5	Hyatt Place Austin-North Central	7522 North IH-35	Austin	TX	78752	120	4
92	La Quinta Inn Austin North	7622 N I H 35	Austin	TX	78752	124	4
110	La Quinta Inn Austin University Area	5812 N I H 35	Austin	TX	78751	122	4

124	Motel 6 Austin Central	8010 N I H 35	Austin	TX	78753	71	4
112	Motel 6 Austin Midtown	7100 N I H 35	Austin	TX	78752	113	4
126	Motel 6 Austin North	9420 N I H-35	Austin	TX	78753	158	4
125	Motel 6 Austin South Central	5330 N I H 35	Austin	TX	78751	119	4
128	Mountain Star Lodge	8010 North I-35	Austin	TX	78753	40	4
137	Orangewood Inn & Suites North	9121 N I H 35	Austin	TX	78753	151	4
79	Orangewood Suites Hotel	935 La Posada Dr	Austin	TX	78752	71	4
23	Quality Inn & Suites Downtown North	7928 Gessner Dr.	Austin	TX	78753	118	4
141	Red Roof Inn North	8210 N I H 35	Austin	TX	78753	139	4
159	Studio 6 Austin Midtown	937 Camino La Costa	Austin	TX	78752	146	4
164	Super 8	5526 N I H 35	Austin	TX	78751	141	4
6056	The Highlander Hotel	6200 Middle Fiskville Rd.	Austin	TX	78752	84	4
9280	Aloft Austin Northwest	14020 U.S. Highway 183	Austin	TX	78717	130	6
38	Comfort Suites NW Lakeline Courtyard by Marriott Austin	13681 N. Hwy 183	Austin	TX	78750	65	6
9396	Northwest/Lakeline	12833 Ranch Rd 620 N	Austin	TX	78750	118	6
44	Crossland Economy Studios	12621 Hymeadow	Austin	TX	78729	139	6
63	Extended Stay America Austin NW Fairfield Inn & Suites Austin	13858 N. US Hwy 183	Austin	TX	78750	101	6
8297	Northwest/Research Blvd.	13087 US Hwy 183	Austin	TX	78750	84	6
88	Hilton Garden Inn Austin NW Arboretum	11617 Research Blvd.	Austin	TX	78759	138	6
90	Holiday Inn Express & Suites NW	10911 Pecan Park Blvd	Austin	TX	78750	65	6
7822	Home2 Suites by Hilton-Austin/Cedar Park	14022 US Highway 183	Austin	TX	78717	84	6
84	InTown Suites Extended Stay Austin	12989 US Hwy 183	Austin	TX	78750	151	6
8647	La Quinta Inn & Suites Lakeline	10701 Lakeline Mall Drive	Austin	TX	78717	80	6
4908	Lake Austin Spa Resort	1705 S. Quinlan Park Road	Austin	TX	78732	40	6
4112	Staybridge Suites Austin Northwest	13087 Hwy I83 N.	Austin	TX	78750	80	6
9410	WoodSpring Suites Austin Aquarium	13689 Research Blvd	Austin	TX	78750	113	6
4184	Aloft Austin at The Domain	11601 Domain Drive	Austin	TX	78758	140	7
8729	Archer Hotel Austin Candlewood Suites Austin Arboretum	3121 Palm Way	Austin	TX	78758	171	7
29	Northwest	9701 Stonelake Blvd	Austin	TX	78759	125	7
41	Courtyard by Marriott Austin Arboretum	9409 Stonelake Blvd	Austin	TX	78759	102	7
4185	Courtyard by Marriott Austin North	12330 N. IH-35	Austin	TX	78753	145	7

138	EconoLodge	9102 Burnet Rd	Austin	TX	78758	40	7
56	Embassy Suites Arboretum	9505 Stonelake Blvd	Austin	TX	78759	150	7
62	Extended Stay America Arboretum Capital of Texas Hwy.	10100 N. Capital of Tx Hwy	Austin	TX	78759	102	7
97	Extended Stay America Arboretum South	9100 Waterford Centre Blvd	Austin	TX	78758	124	7
65	Extended Stay Deluxe Arboretum North	2700 Gracy Farms Ln	Austin	TX	78758	113	7
4115	Fairfield Inn & Suites Austin North	12536 North I-35	Austin	TX	78753	150	7
68	Fairfield Inn & Suites Northwest/Arboretum	11201 N. Mopac Ex.	Austin	TX	78759	134	7
78	Hampton Inn Northwest Arboretum	3908 W Braker Lane	Austin	TX	78759	124	7
5379	Hilton Garden Inn North Austin	12400 N. IH-35, Bldg. C	Austin	TX	78753	117	7
8613	Home2 Suites by Hilton Austin North/Near the Domain	2800 Esperanza Crossing	Austin	TX	78758	135	7
99	Homewood Suites NW	10925 Stonelake Blvd	Austin	TX	78759	97	7
8941	Homewood Suites Tech Ridge	13001 Center Lake Dr.	Austin	TX	78753	114	7
25	Hyatt House Austin Arboretum	10001 N. Capital of Texas Hwy	Austin	TX	78759	130	7
4	Hyatt Place Austin/Arboretum	3612 Tudor Blvd.	Austin	TX	78759	127	7
108	La Quinta Inn & Suites Mopac North	11901 N Mo Pac Expy	Austin	TX	78759	149	7
7280	Lone Star Court	10901 Domain Drive	Austin	TX	78758	123	7
8132	Marriott TownePlace Suites Austin Northwest	10024 North Capital of TX Highway	Austin	TX	78759	127	7
8883	Residence Inn Austin Northwest/The Domain	11301 Burnet Rd.	Austin	TX	78758	132	7
145	Residence Inn by Marriott Austin Northwest/Arboretum	3713 Tudor Blvd	Austin	TX	78759	84	7
144	Residence Inn North	12401 N. Lamar Blvd.	Austin	TX	78753	88	7
154	Springhill Suites North	12520 North IH 35	Austin	TX	78753	132	7
153	Springhill Suites NW Arboretum	10936 Stonelake Blvd.	Austin	TX	78759	99	7
157	Staybridge Suites Arboretum	10201 Stonelake Blvd.	Austin	TX	78759	121	7
9731	Staybridge Suites Austin North	13000 North IH 35	Austin	TX	78753	97	7
9142	TownePlace Suites by Marriott Austin North/Tech Ridge	12427 Tech Ridge Blvd.	Austin	TX	78753	122	7
173	Walnut Forest Motel	11506 N I H 35	Austin	TX	78753	20	7
4129	Westin Austin at the Domain	11301 Domain Dr.	Austin	TX	78758	341	7
61	Extended Stay America SW Mopac	5100 West Hwy. 290	Austin	TX	78735	117	8
8236	Hampton Inn Austin Oak Hill	6401 US Hwy 290 West	Austin	TX	78735	106	8
83	Heart Of Texas Motel	5303 W Highway 290	Austin	TX	78735	30	8

114	La Quinta Inn SW Mopac	4424 S. Mopac	Austin	TX	78735	128	8
9276	Residence Inn by Marriott Austin Southwest	6000 West Hwy 290	Austin	TX	78735	108	8
9121	Aloft Austin Downtown	109 East 7th Street, Suite 1	Austin	TX	78701	278	9
4049	AT&T Hotel and Conference Center	1900 University Avenue	Austin, Austin	TX	78705	297	9
14	Austin Motel	1220 S Congress Ave	Austin	TX	78704	41	9
34	Best Western Plus Austin City Hotel	2200 S I H 35	Austin	TX	78704	158	9
3690	Courtyard /Residence Inn Austin Downtown	300 East 4th Street	Austin	TX	78701	449	9
48	Days Inn University	3105 N I H 35	Austin	TX	78722	63	9
50	DoubleTree Suites by Hilton	303 W 15th St	Austin	TX	78701	188	9
52	Driskill Hotel	604 Brazos St	Austin	TX	78701	189	9
9415	Element Austin Downtown	109 E. Seventh St., Ste. 2	Austin	TX	78701	144	9
58	Embassy Suites Austin Downtown-Town Lake	300 S Congress Ave	Austin	TX	78704	259	9
3637	Extended Stay America Downtown 6th Street	600 Guadalupe	Austin	TX	78701	101	9
98	Extended Stay Austin Town Lake	507 South First St.	Austin	TX	78704	130	9
8458	Fairmont Austin	101 Red River Street	Austin	TX	78701	1,048	9
72	Four Seasons Hotel Austin	98 San Jacinto Blvd	Austin	TX	78701	291	9
	Hampton Inn & Suites Austin						
75	Downtown/Convention Center	200 San Jacinto Blvd.	Austin	TX	78701	209	9
86	Hilton Austin	500 E. Fourth Street	Austin	TX	78701	801	9
	Hilton Garden Inn Austin						
45	Downtown/Convention Center	500 N Interstate 35	Austin	TX	78701	254	9
8684	Holiday Inn Express Downtown-University	805 Neches	Austin	TX	78701	171	9
96	Holiday Inn Town Lake	20 N I H 35	Austin	TX	78701	322	9
121	Hotel Ella	1900 Rio Grande	Austin	TX	78705	47	9
8667	Hotel Indigo Austin Downtown-University	810 Red River	Austin	TX	78701	134	9
4269	Hotel Saint Cecilia	112 Academy Drive	Austin	TX	78704	14	9
150	Hotel San Jose	1316 South Congress	Austin	TX	78704	40	9
8325	Hotel Van Zandt	605 Davis Street	Austin	TX	78701	319	9
9124	Hyatt House Austin Downtown	901 Neches St.	Austin	TX	78701	190	9
4806	Hyatt Place Austin Downtown	211 E. 3rd Street	Austin	TX	78701	296	9
102	Hyatt Regency Austin	208 Barton Springs Rd	Austin	TX	78704	448	9
106	InterContinental Stephen F. Austin Hotel	701 Congress Avenue	Austin	TX	78701	190	9
4805	JW Marriott Austin	110 E. 2nd Street	Austin	TX	78701	1,012	9
4350	Kimber Modern	110 The Circle	Austin	TX	78704	5	9

135	LINE Austin	111 E. Cesar Chavez St.	Austin	TX	78701	428	9
130	Omni Austin Hotel Downtown	700 San Jacinto Blvd	Austin	TX	78701	392	9
8142	Residence Inn Austin - University Area	1200 Barbara Jordan Blvd, Builc	Austin	TX	78723	112	9
149	Rodeway Inn University	2900 N I H 35	Austin	TX	78705	49	9
8602	South Congress Hotel	1603 South Congress	Austin	TX	78704	83	9
8305	The Fairview	1304 Newning Ave.	Austin	TX	78704	5	9
4150	W Austin	200 Lavaca Street	Austin	TX	78701	251	9
8163	Westin Austin Downtown	310 E. Fifth St.	Austin	TX	78701	366	9
9541	Wyndham Austin	516 W. Eighth St.	Austin	TX	78701	191	9
	DoubleTree by Hilton Austin Northwest						
95	Arboretum	8901 Business Park Dr	Austin	TX	78759	194	10
66	Extended Stay America NW Research Park	12424 Research Blvd	Austin	TX	78759	120	10
	Holiday Inn Express & Suites Arboretum-						
8017	Domain	10711 Research Blvd.	Austin	TX	78759	110	10
143	Renaissance Austin Hotel	9721 Arboretum Blvd	Austin	TX	78759	492	10
160	Studio 6 Northwest	11901 Pavilion Blvd	Austin	TX	78759	134	10

							COA Council
Acct ID	Hotel Name	Address 1	City	State	Zip	Total Rms	District
13	Austin Sheraton Hotel at the Capitol	701 E 11th St	Austin	TX	78701	365	1
49	DoubleTree By Hilton Austin University Hampton Inn & Suites at The University of	1617 North Interstate 35	Austin	TX	78702	149	1
7409	Texas/Capitol	1701 Lavaca Street	Austin	TX	78701	137	1
8485	Heywood Hotel	1609 East Cesar Chavez	Austin	TX	78702	11	1
8940	Hotel Eleven	1123 E. 11th St.	Austin	TX	78702	14	1
109	La Quinta Inn Capitol	300 E 11th St	Austin	TX	78701	152	1
55	Rodeway Inn & Suites	6201 E. Highway 290	Austin	TX	78723	49	1
4120	Super 8 Austin Airport North	5606 E 51st Street	Austin	TX	78723	62	1
165	Super 8 Central	1201 N I H 35	Austin	TX	78702	60	1
							999 1 Total
7	Austin Marriott South	4415 South IH 35	Austin	TX	78744	211	2
37	Comfort Suites Austin Airport	7501 E. Ben White Blvd.	Austin	TX	78741	84	2
9606	Comfort Suites South Austin	5001 S. IH 35	Austin	TX	78744	80	2
3915	Courtyard by Marriott Austin Airport	7809 East Ben White Blvd.	Austin	TX	78741	150	2
43	Courtyard by Marriott South	4533 S I H-35	Austin	TX	78744	110	2
70	Fairfield Inn South	4525 S I H 35	Austin	TX	78744	63	2
74	Hampton Inn & Suites Austin Airport	7712 E. Riverside Drive	Austin	TX	78744	102	2
77	Hampton Inn Austin South	4141 Governor's Row	Austin	TX	78744	124	2
87	Hilton Austin Airport	9515 Hotel Drive	Austin	TX	78719	262	2
9441	Hilton Garden Inn Austin Airport	7610 John Glenn Way	Austin	TX	78741	149	2
8191	Holiday Inn Austin Airport	6711 E. Ben White Blvd.	Austin	TX	78744	138	2
6	Holiday Inn Express Austin Airport	7601 E. Ben White	Austin	TX	78741	80	2
3571	Homewood Suites South	4143 Governors Row	Austin	TX	78744	96	2
9224	Hyatt Place Austin Airport	9532 Spirit of Austin Ln.	Austin	TX	78719	139	2
107	La Quinta Inn & Suites Airport	7625 E Ben White Blvd	Austin	TX	78741	142	2
4282	Microtel Inn & Suites Austin Airport	7705 Metro Center Drive	Austin	TX	78744	71	2
131	Omni Austin Hotel Southpark	4140 Governor's Row	Austin	TX	78744	312	2
36	Quality Suites South	1701 St. Elmo Road	Austin	TX	78744	50	2
24	Ramada Austin South	4323 S I H 35	Austin	TX	78744	98	2
142	Red Roof Inn South	4701 S I H 35	Austin	TX	78744	137	2
146	Residence Inn South	4537 S I H 35	Austin	TX	78744	66	2

155	Springhill Suites South	4501 S. IH 35	Austin	TX	78744	152	2
8912	Staybridge Suites Austin South	901 Little Texas Lane	Austin	TX	78745	79	2
4121	Super 8 Austin Airport South	3120 Montopolis Drive	Austin	TX	78744	37	2
						2932	2 Total
8646	Best Western Plus Austin Airport	1805 Airport Commerce Drive	Austin	TX	78741	75	3
30	Candlewood Suites South	4320 IH 35 South	Austin	TX	78745	122	3
4217	Casulo Hotel	3017 S. IH-35	Austin	TX	78741	51	3
47	Days Inn South	4220 S I H 35	Austin	TX	78745	62	3
8316	Holiday Inn Express Austin South	701 E. Stassney Lane	Austin	TX	78745	86	3
60	Howard Johnson	2711 S I H 35	Austin	TX	78741	127	3
111	La Quinta Inn IH 35S/Ben White	4200 S I H 35	Austin	TX	78745	131	3
113	La Quinta Inn Oltorf	1603 E Oltorf St	Austin	TX	78741	132	3
127	Motel 6 Austin South	2707 I H 35 South	Austin	TX	78741	110	3
91	Quality Inn & Suites Airport	2751 E Hwy 71	Austin	TX	78617-226	112	3
9013	Residence Inn Austin Airport	3201 Caseybridge Court	Austin	TX	78744	120	3
6510	Staybridge Suites Hotel- Austin Airport	1611 Airport Commerce Dr.	Austin	TX	78741	161	3
89	Wyndham Garden Hotel	3401 South IH-35	Austin	TX	78741	210	3
						1499	3 Total
134	Americas Best Value Inn	909 E Koenig Ln	Austin	TX	78751	89	4
54	Best Western Plus Austin Central	919 E Koenig Ln	Austin	TX	78751	137	4
3120	Country Inn & Suites Austin - University	7400 IH 35 N	Austin	TX	78752	75	4
42	Courtyard by Marriott University Area	5660 N I H 35	Austin	TX	78751	198	4
140	Crowne Plaza Austin Hotel	6121 N I H 35	Austin	TX	78752	293	4
51	DoubleTree by Hilton Austin	6505 N I H 35	Austin	TX	78752	350	4
53	Drury Inn & Suites Austin North	6711 N I H 35	Austin	TX	78752	224	4
16	Econo Lodge North Austin	6911 North Interstate Hwy. 35	Austin	TX	78752	150	4
57	Embassy Suites Austin Central	5901 N I H 35	Austin	TX	78723	261	4
6035	Extended Stay America North Central	8221 N. IH-35	Austin	TX	78753	118	4
69	Fairfield Inn & Suites University Area	959 Reinli Street	Austin	TX	78751	63	4
73	Habitat Suites Hotel	500 E Highland Mall Blvd	Austin	TX	78752	96	4
76	Hampton Inn Austin North	7619 N I H 35	Austin	TX	78752	121	4
133	Holiday Inn Austin Midtown	6000 Middle Fiskville Rd	Austin	TX	78752	189	4
174	Holiday Inn Express Austin N. Central	8500 N I H 35	Austin	TX	78753	101	4
5	Hyatt Place Austin-North Central	7522 North IH-35	Austin	TX	78752	120	4
92	La Quinta Inn Austin North	7622 N I H 35	Austin	TX	78752	124	4

110	La Quinta Inn Austin University Area	5812 N I H 35	Austin	TX	78751	122	4
124	Motel 6 Austin Central	8010 N I H 35	Austin	TX	78753	71	4
112	Motel 6 Austin Midtown	7100 N I H 35	Austin	TX	78752	113	4
126	Motel 6 Austin North	9420 N I H 35	Austin	TX	78753	158	4
125	Motel 6 Austin South Central	5330 N I H 35	Austin	TX	78751	119	4
128	Mountain Star Lodge	8010 North I-35	Austin	TX	78753	40	4
137	Orangewood Inn & Suites North	9121 N I H 35	Austin	TX	78753	151	4
79	Orangewood Suites Hotel	935 La Posada Dr	Austin	TX	78752	71	4
23	Quality Inn & Suites Downtown North	7928 Gessner Dr.	Austin	TX	78753	118	4
141	Red Roof Inn North	8210 N I H 35	Austin	TX	78753	139	4
159	Studio 6 Austin Midtown	937 Camino La Costa	Austin	TX	78752	146	4
164	Super 8	5526 N I H 35	Austin	TX	78751	141	4
6056	The Highlander Hotel	6200 Middle Fiskville Rd.	Austin	TX	78752	84	4
						4182	4 Total
9280	Aloft Austin Northwest	14020 U.S. Highway 183	Austin	TX	78717	130	6
38	Comfort Suites NW Lakeline	13681 N. Hwy 183	Austin	TX	78750	65	6
9396	Courtyard by Marriott Austin Northwest/Lakeline	12833 Ranch Rd 620 N	Austin	TX	78750	118	6
44	Crossland Economy Studios	12621 Hymeadow	Austin	TX	78729	139	6
63	Extended Stay America Austin NW	13858 N. US Hwy 183	Austin	TX	78750	101	6
	Fairfield Inn & Suites Austin Northwest/Research						
8297	Blvd.	13087 US Hwy 183	Austin	TX	78750	84	6
88	Hilton Garden Inn Austin NW Arboretum	11617 Research Blvd.	Austin	TX	78759	138	6
90	Holiday Inn Express & Suites NW	10911 Pecan Park Blvd	Austin	TX	78750	65	6
7822	Home2 Suites by Hilton-Austin/Cedar Park	14022 US Highway 183	Austin	TX	78717	84	6
84	InTown Suites Extended Stay Austin	12989 US Hwy 183	Austin	TX	78750	151	6
8647	La Quinta Inn & Suites Lakeline	10701 Lakeline Mall Drive	Austin	TX	78717	80	6
4908	Lake Austin Spa Resort	1705 S. Quinlan Park Road	Austin	TX	78732	40	6
4112	Staybridge Suites Austin Northwest	13087 Hwy I83 N.	Austin	TX	78750	80	6
9410	WoodSpring Suites Austin Aquarium	13689 Research Blvd	Austin	TX	78750	113	6
						1388	6 Total
4184	Aloft Austin at The Domain	11601 Domain Drive	Austin	TX	78758	140	7
8729	Archer Hotel Austin	3121 Palm Way	Austin	TX	78758	171	7
29	Candlewood Suites Austin Arboretum Northwest	9701 Stonelake Blvd	Austin	TX	78759	125	7
41	Courtyard by Marriott Austin Arboretum	9409 Stonelake Blvd	Austin	TX	78759	102	7
4185	Courtyard by Marriott Austin North	12330 N. IH-35	Austin	TX	78753	145	7

138	EconoLodge	9102 Burnet Rd	Austin	TX	78758	40	7
56	Embassy Suites Arboretum	9505 Stonelake Blvd	Austin	TX	78759	150	7
62	Extended Stay America Arboretum Capital of Texas Hwy.	10100 N. Capital of Tx Hwy	Austin	TX	78759	102	7
97	Extended Stay America Arboretum South	9100 Waterford Centre Blvd	Austin	TX	78758	124	7
65	Extended Stay Deluxe Arboretum North	2700 Gracy Farms Ln	Austin	TX	78758	113	7
4115	Fairfield Inn & Suites Austin North	12536 North I-35	Austin	TX	78753	150	7
68	Fairfield Inn & Suites Northwest/Arboretum	11201 N. Mopac Ex.	Austin	TX	78759	134	7
78	Hampton Inn Northwest Arboretum	3908 W Braker Lane	Austin	TX	78759	124	7
5379	Hilton Garden Inn North Austin	12400 N. IH-35, Bldg. C	Austin	TX	78753	117	7
8613	Home2 Suites by Hilton Austin North/Near the Domain	2800 Esperanza Crossing	Austin	TX	78758	135	7
99	Homewood Suites NW	10925 Stonelake Blvd	Austin	TX	78759	97	7
8941	Homewood Suites Tech Ridge	13001 Center Lake Dr.	Austin	TX	78753	114	7
25	Hyatt House Austin Arboretum	10001 N. Capital of Texas Hwy	Austin	TX	78759	130	7
4	Hyatt Place Austin/Arboretum	3612 Tudor Blvd.	Austin	TX	78759	127	7
108	La Quinta Inn & Suites Mopac North	11901 N Mo Pac Expy	Austin	TX	78759	149	7
7280	Lone Star Court	10901 Domain Drive	Austin	TX	78758	123	7
8132	Marriott TownePlace Suites Austin Northwest	10024 North Capital of TX Highway North	Austin	TX	78759	127	7
8883	Residence Inn Austin Northwest/The Domain	11301 Burnet Rd.	Austin	TX	78758	132	7
145	Residence Inn by Marriott Austin Northwest/Arboretum	3713 Tudor Blvd	Austin	TX	78759	84	7
144	Residence Inn North	12401 N. Lamar Blvd.	Austin	TX	78753	88	7
154	Springhill Suites North	12520 North IH 35	Austin	TX	78753	132	7
153	Springhill Suites NW Arboretum	10936 Stonelake Blvd.	Austin	TX	78759	99	7
157	Staybridge Suites Arboretum	10201 Stonelake Blvd.	Austin	TX	78759	121	7
9731	Staybridge Suites Austin North	13000 North IH 35	Austin	TX	78753	97	7
9142	TownePlace Suites by Marriott Austin North/Tech Ridge	12427 Tech Ridge Blvd.	Austin	TX	78753	122	7
173	Walnut Forest Motel	11506 N I H 35	Austin	TX	78753	20	7
4129	Westin Austin at the Domain	11301 Domain Dr.	Austin	TX	78758	341	7
						3975 7 Total	
61	Extended Stay America SW Mopac	5100 West Hwy. 290	Austin	TX	78735	117	8
8236	Hampton Inn Austin Oak Hill	6401 US Hwy 290 West	Austin	TX	78735	106	8
83	Heart Of Texas Motel	5303 W Highway 290	Austin	TX	78735	30	8

114	La Quinta Inn SW Mopac	4424 S. Mopac	Austin	TX	78735	128	8
9276	Residence Inn by Marriott Austin Southwest	6000 West Hwy 290	Austin	TX	78735	108	8
						489	8 Total
9121	Aloft Austin Downtown	109 East 7th Street, Suite 1	Austin	TX	78701	278	9
4049	AT&T Hotel and Conference Center	1900 University Avenue Austin, TX	Austin	TX	78705	297	9
14	Austin Motel	1220 S Congress Ave	Austin	TX	78704	41	9
34	Best Western Plus Austin City Hotel	2200 S I H 35	Austin	TX	78704	158	9
3690	Courtyard /Residence Inn Austin Downtown	300 East 4th Street	Austin	TX	78701	449	9
48	Days Inn University	3105 N I H 35	Austin	TX	78722	63	9
50	DoubleTree Suites by Hilton	303 W 15th St	Austin	TX	78701	188	9
52	Driskill Hotel	604 Brazos St	Austin	TX	78701	189	9
9415	Element Austin Downtown	109 E. Seventh St., Ste. 2	Austin	TX	78701	144	9
58	Embassy Suites Austin Downtown-Town Lake	300 S Congress Ave	Austin	TX	78704	259	9
3637	Extended Stay America Downtown 6th Street	600 Guadalupe	Austin	TX	78701	101	9
98	Extended Stay Austin Town Lake	507 South First St.	Austin	TX	78704	130	9
8458	Fairmont Austin	101 Red River Street	Austin	TX	78701	1,048	9
72	Four Seasons Hotel Austin	98 San Jacinto Blvd	Austin	TX	78701	291	9
75	Hampton Inn & Suites Austin Downtown/Convention Center	200 San Jacinto Blvd.	Austin	TX	78701	209	9
86	Hilton Austin	500 E. Fourth Street	Austin	TX	78701	801	9
45	Hilton Garden Inn Austin Downtown/Convention Center	500 N Interstate 35	Austin	TX	78701	254	9
8684	Holiday Inn Express Downtown-University	805 Neches	Austin	TX	78701	171	9
96	Holiday Inn Town Lake	20 N I H 35	Austin	TX	78701	322	9
121	Hotel Ella	1900 Rio Grande	Austin	TX	78705	47	9
8667	Hotel Indigo Austin Downtown-University	810 Red River	Austin	TX	78701	134	9
4269	Hotel Saint Cecilia	112 Academy Drive	Austin	TX	78704	14	9
150	Hotel San Jose	1316 South Congress	Austin	TX	78704	40	9
8325	Hotel Van Zandt	605 Davis Street	Austin	TX	78701	319	9
9124	Hyatt House Austin Downtown	901 Neches St.	Austin	TX	78701	190	9
4806	Hyatt Place Austin Downtown	211 E. 3rd Street	Austin	TX	78701	296	9
102	Hyatt Regency Austin	208 Barton Springs Rd	Austin	TX	78704	448	9
106	InterContinental Stephen F. Austin Hotel	701 Congress Avenue	Austin	TX	78701	190	9
4805	JW Marriott Austin	110 E. 2nd Street	Austin	TX	78701	1,012	9
4350	Kimber Modern	110 The Circle	Austin	TX	78704	5	9

135	LINE Austin	111 E. Cesar Chavez St.	Austin	TX	78701	428	9
130	Omni Austin Hotel Downtown	700 San Jacinto Blvd	Austin	TX	78701	392	9
8142	Residence Inn Austin - University Area	1200 Barbara Jordan Blvd, Building 4	Austin	TX	78723	112	9
149	Rodeway Inn University	2900 N I H 35	Austin	TX	78705	49	9
8602	South Congress Hotel	1603 South Congress	Austin	TX	78704	83	9
8305	The Fairview	1304 Newning Ave.	Austin	TX	78704	5	9
4150	W Austin	200 Lavaca Street	Austin	TX	78701	251	9
8163	Westin Austin Downtown	310 E. Fifth St.	Austin	TX	78701	366	9
9541	Wyndham Austin	516 W. Eighth St.	Austin	TX	78701	191	9
						9965	9 Total
DoubleTree by Hilton Austin Northwest							
95	Arboretum	8901 Business Park Dr	Austin	TX	78759	194	10
66	Extended Stay America NW Research Park	12424 Research Blvd	Austin	TX	78759	120	10
8017	Holiday Inn Express & Suites Arboretum-Domain	10711 Research Blvd.	Austin	TX	78759	110	10
143	Renaissance Austin Hotel	9721 Arboretum Blvd	Austin	TX	78759	492	10
160	Studio 6 Northwest	11901 Pavilion Blvd	Austin	TX	78759	134	10
						1050	10 Total

Grand
26479 **Total**



Current Goal proposed in Draft Marketing Plan: 660,000

Pending Budget approved- Proposed Goal: -663,000

1. We refer to [Knowland Group's TAP Solutions](#) as a reference for setting our team booking production goal. The TAP takes into account historical booking pace, hotel inventory coming into the market and the convention center's size and capacity. By 2020, currently TAP has set a consumption target bench mark of 611,125.
2. Although Visit Austin's Sales Team once again achieved a record hotel room night booking pace in FY 1718 of 729,435, it was only a .3% year over year increase—less than ½ of a percent. This is one of the smallest on record and a result of the lost turn down business for the convention center despite the increase in hotel inventory to sell.
3. Destinations International and other industry studies continue to highlight that across the country and at minimum, [1 out of 3 convention attendees book outside the official hotel room block](#). Therefore, when meeting professionals confirm their hotel room blocks in the city, they are most often under-reporting to Visit Austin's records.

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Beyond the Contracted Room Block: The Event Room Demand Study

BY [STAFF](#) IN [INTERVIEWS](#)



Talk to most meeting
planners and they will tell
you with the advent of
electronic booking engines
and now Airbnb, they know
some of their attendees will
book beyond contracted

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room block for any number of reasons including: to secure better rates, their loyalty to a hotel brand, location, etc. But how many? And how does this practice affect their negotiating power when trying to secure room blocks for future dates?

Ultimately, there is real power in quantifying the actual event room demand of a meeting, instead of just the peak rooms picked up in the contracted room block. However, quantifying that number has been difficult for the meetings industry to understand and communicate. And has propelled the action behind a recent study to start a broader conversation in the meetings marketplace.

Released in July 2015, a landmark study, *The Event Room Demand Study – How Many Rooms Does Your Convention Really Use?*, reveals that on average, **one in three** group room nights in the United States are booked outside of the event contracted room blocks.

While 34.1% is the average, it does not mean it will apply to every event.

1



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Factors such as gross square feet, size, location, and meeting type all play a role in determining the amount of rooms booked outside of the block for a particular event. In fact, according to Tourism Economics Director of Impact Studies Christopher Pike:

- Almost one-third of the events in the study had less than 20 percent of their attendees booking outside the block;
- One-quarter fell into the 20 percent to 40 percent range;
- And one-quarter fell into the 40 percent to 60 percent range;
- An unlucky 16 percent had more than 60 percent booking outside the block.



Recently we sat down with two industry experts, [Christine “Shimo” Shimasaki](#), Managing Director of [empowerMINT.com](#) and Event Impact Calculator for

Destination Marketing Association International (DMAI) and [Rachel Benedick](#), Vice President of Sales & Services with Visit Denver, who were both heavily involved with the study to hear about how the study came about, how planners armed with this information can work hand in hand with the destination experts at the Convention and Visitors Bureaus in their meeting destinations and what comes next.

Question: Tell us a little bit about the project/study. Why was it done? Why is it important?

SHIMO: Back about 15 years ago, when I was working for the then called SDCVB (San Diego Convention & Visitors Bureau), our customer advisory board members were expressing the frustrations they had with [CVBs](#) and hotels who did not give the planners credit for the full value of their business, meaning they arguably had more guest rooms being occupied than what could be tracked or “counted” in the contracted room block pick up reports. I then thought about

whether we, the CVB and convention center, were making booking decisions based upon the right metrics...with the advent of the online booking engines at the time, it seemed quite possible attendees would find alternative methods for securing their accommodations.

So we explored conducting an analysis for each event based upon analyzing anonymous attendee and exhibitor zip code data, filtering out for those attendees who were local and did not need a guest room which would result in overnight attendees. We then accounted for the occupancy per room and derived a total peak room demand figure for the event.

It was important then and important now...for CVBs to more accurately understand the total value of an event including the total room demand.

And speaking of value, in order to also accurately report on the economic impact of an event, the number of overnight visitors must be determined and this is one of the most

accurate methods to determine this value, since overnight visitors contribute to the highest amount of net new spending.

Question: How has this study differed in its scope than previous studies that have tried to measure rooms booked outside the block?

SHIMO: This study is a similar methodology as the one used by the SDCVB and CIC Research. Other than these efforts, other methods include: room auditing, but only includes the capture of rooms outside the contracted room block, inside the contracted hotels. Additionally, registration desk surveys and other attendee intercept studies have also attempted to capture where attendees are staying but these independent methods can be limiting in scope due to collection inconsistencies, year over year.

Question: Was this study conducted for just citywide events, or were smaller, hotel only events also evaluated?

SHIMO: It was important for the study that both events that used convention centers and hotel only events were analyzed so that we could fully understand the breadth of attendees booking outside the block.

Question: What are some of the results that surprised you the most?

SHIMO: I think what surprised me the most is the volume of rooms booked outside the contracted room block for single hotel events, which was one out of every four rooms.

Question: How do you see this affecting how the meetings/hospitality community value their business?

RACHEL: This analysis allows us to have a much

more accurate picture of what a group's **true room demand** is, which means we can start having much more strategic conversations with our stakeholders in our communities as well as our clients. Having a fuller picture allows you to book business differently than perhaps you have in the past with only limited data.

Question: Given the study outcome, how can the local CVBs/DMOs help planners?

RACHEL: DMO's can better guide their clients when booking a program in their city. If we know the true demand of the rooms, we can help the client with a hotel package that meets those needs as well as attendee expectations. Every city has booking guidelines based on a rooms to space ratio and this new study gives us something to consider as we apply those guidelines and could very well result in a new decision making process for cities. The study also helps DMO's guide clients in how to best

contract rooms in their community and gives clients something to add to their toolkit as they look to book other destinations. At the end of the day, we need to work together to bring more attendees inside the contracted room block to better serve the [attendee experience](#) and success of the event and I see CVBs instrumental in making this happen.

Question: While 34% is the average that attendees book outside the block, what are some of the factors that might affect individual events? (for example, event size, gross square feet, market segment?)

SHIMO: While we expect intuitively that the larger the event, the less cohesion within the group, and the more rooms get booked outside the contracted room block. It's interesting to note that certain market segments like multi-level marketing, sports, index higher than the average as opposed to government groups. In addition, the

study also reflected the more hotel inventory in a destination, the larger share of rooms booked outside the contracted room block.

Question: Knowing that 34% isn't across the board, what do you recommend a meeting planner do to understand their own meeting?

SHIMO: Individual event analysis is key. [DMAI](#) is in the process of beta testing the Event Room Demand Analyzer (ERDA) for DMOs to use as they work with their planners to help them understand their total room demand. If planners are interested in having an analysis completed on a past event, ask their CVB partners if they will use ERDA to analyze the anonymous zip code and housing data. Planners are also welcome to reach out to myself.

Question: Ideally, what do you hope will come out of this study? What's next?

RACHEL: Ideally DMO's begin to have more strategic conversations with their clients and their hospitality community. DMO's will work more closely with clients and their hotel community to align their goals and provide the appropriate room block to ensure success and exceed attendee expectations. This tool is incredibly efficient, it takes us away from bouncing long registration lists off of hotel guest lists which can be a time consuming, arduous and expensive process. Now we can apply this formula, customize it to our destination and to each group and get a much more accurate picture of the group's impact on your community.

Question: What was the biggest challenge in conducting this analysis for an event?

SHIMO: DATA!!!! By far the biggest challenge is getting clean registration attendee/exhibitor zip code data, we have to continue to work with our clients and

their registration and housing companies to ensure we get accurate data. The toughest can be the occupancy per room, the study gave us what we feel is a very statistically accurate average but its best when we can work directly with each housing company to determine that for each group.

We also need more events. Our first run was great with 174 events and over 880,000 zip codes analyzed, but the more data we get the more we can start to draw conclusions based on size of group, size of hotel package in a city, industry segmentation and hotel versus convention center differences to help guide planners, hotels, and DMOs to ultimately improve the attendee's experience around the event.

About the Study

The study was a collaborative effort between ASAE Foundation, Center for Exhibition Industry Research [CEIR](#), Destination & Travel Foundation, [Meeting Professionals](#)

[International](#) (MPI), and Professional Convention Management Association PCMA Education Foundation. Tourism Economics conducted the study.

The study conducted anonymous ZIP code analyses for more than 170 events with over 880,000 attendee origin data provided by registration and housing companies, association management companies, destination marketing organizations, and individual meeting and exhibition organizers. The events studied ranged from 60 to more than 55,000 attendees, across various market segments, event locations, and destinations from 2012 to 2015.



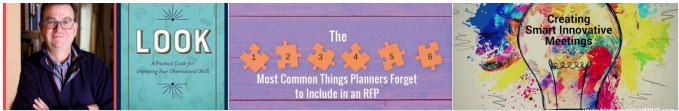
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— Staff



Organization:

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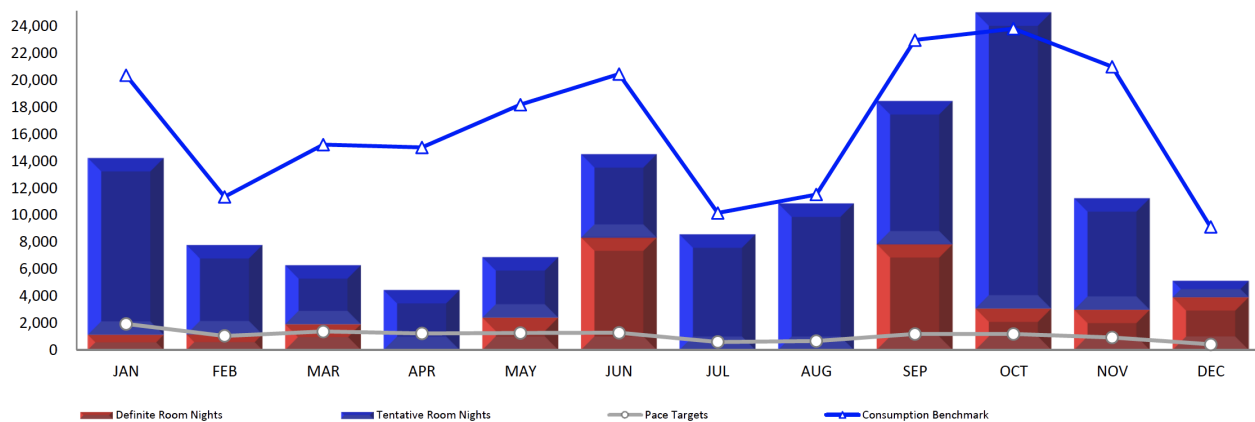
THE TAP REPORT												
Your City												
Period Ending December 31, 2017												
Report Date: January 22, 2018												
2017	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL				
Period Ending	1,125	1,101	1,063	1,240	1,264	1,264	1,264	1,264	1,264	1,264	1,264	1,264
Consumer Benchmark	1,125	1,101	1,063	1,240	1,264	1,264	1,264	1,264	1,264	1,264	1,264	1,264



With the TAP Report, you can:

- ✓ Get data-driven, accurate visibility into industry demand pace — as far as 6 to 20 years out — to hone your long-term strategy, decision making, and forecasting efforts
- ✓ Understand market dynamics and separate real trends from anomalies
- ✓ Remove the guesswork from identifying strong and weak periods in your own market and your competitive peer set markets
- ✓ Maximize revenue during high-demand periods by knowing when to hold firm on your rates and, conversely when to offer concessions to win business during the slow periods

- ✓ Align sales strategy across hotels and your convention center, educate properties on opportunities and challenges using objective data, and collectively identify need periods
- ✓ Develop more effective and efficient sales and marketing processes
- ✓ Benchmark your performance against your peers
- ✓ Provide standardized reporting with complete transparency to all of your stakeholders
- ✓ Share an unbiased view of CVB performance from a third-party to build credibility and garner support



The TAP Report Delivers

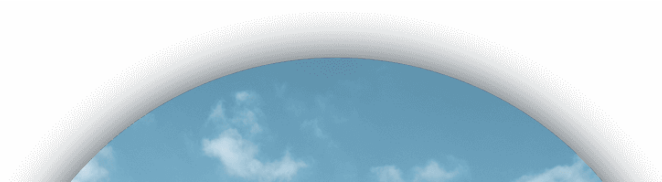
The TAP Report answers the questions that keep you up at night. Finally, you can leverage real data to make more confident decisions and refine your sales strategy, including:

- ✓ Detailed year-by-year views of definite rooms
- ✓ Analyses of pace targets and variance percentages
- ✓ Performance reports comparing your market with that of your peer

set

✓ National and regional trend data compiled from 65 markets

With the TAP Report, you always know what's happening with your peers, enabling you to bid strategically for business in upcoming periods based on the relative strength of your market compared to your peer set. Additionally, you can gauge the ROI and effectiveness of your marketing and sales tactics with visibility into total demand, conversion rates, and lost business.





TAP Solutions At-a-Glance



TAP Analytics:

A cloud-based business intelligence solution built on TAP Report data that offers multiple views of key metrics in a dynamic “live” environment. A CVBs booking pace gaps come to life so solutions can be reached more easily.



TAP Report:

Market-based report for destination marketing organizations to create more accurate forecasts and set appropriate booking targets for their market. Created from future-looking data, these reports serve as a tool for CVBs to share a realistic picture of market pressure and to help hotels support pricing and inventory initiatives to attract certain groups.



TAP Report for Hotels:

A forward-looking tool for hotels to benchmark group bookings pace versus their competitive set.

What Customers Are Saying About Tap

Solutions

"The TAP team really understands our data & what we need to make accurate forecasts in challenging & changing circumstances."

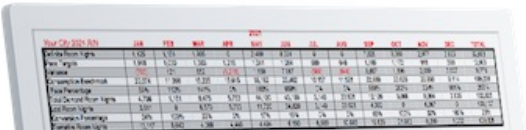
— Tom Norwalk, President & CEO
Visit Seattle

"The TAP Report has helped us manage capacity with demand to set our targets & achieve the best results for the city."

— Mark Vaughn, EVP & Chief Sales Officer
Engage Atlanta

"We like having an objective & independent view of our data and forecasts to help us make fact-based decisions."

— Jay Burress, President & CEO
Anaheim/Orange County
Visitor & Convention Bureau



	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	YTD
Hotel Room Nights	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	15,000
Room Nights	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	15,000
Revenue	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	15,000
Convention Room Nights	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	15,000
Revenue	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	15,000
Hotel Room Nights	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	15,000
Revenue	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	15,000
Hotel Room Nights	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	15,000
Revenue	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	15,000
Hotel Room Nights	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	15,000
Revenue	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	15,000



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Reduction in Goals from 17/18 to 18/19

Convention Services

Housing Assigned –

Most city-wide conventions have multi-year contracts with third party housing vendors and book the city several years prior to their convention dates. For those who do not have a contract to handle housing services, Visit Austin promotes our contracted housing provider during the booking phase. Goals for housing is established based on contracted groups who have indicated their intent to utilize our preferred housing company at the time they contract their conference in Austin. The goals for 18/19 were determined based on the groups and blocks currently confirmed.

Registration Hours Provided –

In 2018 Visit Austin outsourced registration staffing services to a third-party vendor. In addition to referring our preferred provider, we continue to list other temporary staffing companies in Austin. The goal was reduced based on likely competition for temporary staffing agencies offering competitive pricing for services.



Tourism Department

The Tourism Department promotes the Austin travel product to domestic and international travel markets through strategic activities, attending trade shows, conducting familiarization tours (FAMs), educational seminars, developing content for online platforms and participating in cooperative marketing programs. Key travel trade clients include tour operators, wholesalers, airlines receptive operators, travel agents and Online Travel Agencies (OTAs).

The Tourism Department provides hospitality partners with tourism leads and cooperative packaging or product placement opportunities. Additionally, the tourism department coordinates with the Air Services task force and ABIA in maintaining and increasing air service.

Packaging of the product represents the bundling of travel products and reselling them as a combined single product or tour for the consumer.

Why goals were decreased in FY18/19:

Currently, the tourism department is not staffed with a full-time employee – tourism manager departed last November for another position in the industry (after 17/18 goals were set). CMO and other marketing staff are covering activities as much as possible to meet goals. Goals for 18/19 were decreased due to the staffing issue, funding decreases at Travel Texas and other market factors.

Tourism goals are tied to the initial destination training of the potential client or “buyer.” If we are unable able to meet/promote/train buyers, fewer leads are distributed, which results in much less product being placed. This causes a domino effect on the goals.

Why international consumers buy packaged holidays – United Kingdom and Europe:

The UK travel industry is made up of direct sell brands, which are mostly online (e.g. newly launch Kuoni parent owned brand Meraki Travel); tour operators that only sell direct to consumers including Online Travel Agents (OTAs) such as Lastminute.com; tour operators that sell only to the trade (through travel agents), such as Goldmedal; and the bulk of tour operators who sell via the trade and direct to consumer, online and via call centers – e.g. Hayes & Jarvis. Consumers can also self-package, but they will not be Air Travel Organizers License (ATOL) protected in the case of emergency repatriation such as the collapse of an airline. Self-package was a trend 10 to 15 years ago as people thought it would be cheaper, but consumers have slowly moved back to tried and tested travel agents and tour operator brands since the collapse of several travel brands left customer stranded.

ATOL exists to refund customers if their tour operator goes under and ensure people already on vacation can catch flights home. This is a key selling point for tour operators selling packages as it gives them a clear safety message they can use in the marketing and advertising. Recession and economic instability in recent years have seen the demise of many tourism brands such as the airline Monarch (UK’s biggest ever peacetime repatriation at 110,000 passengers), Diamond



Shortbreak Holidays and Lowcosttravelgroup Ltd. When you book a package you're ATOL protected if your travel brand goes under or into bankruptcy.

The UK travel industry is quite unique in the way they book holidays owing to the long history of giants such as Thomas Cook and Thomson (which is now under the TUI brand) and the fierce competition that facilitates great prices for consumers, meaning they are prolific travelers. According to ONS, UK residents spent £43.8 billion on visits overseas in 2016, which was 12% more than in 2015.

The Association of British Travel Agents (ABTA) reported in 2017 that following a dip in 2016, the number of foreign holidays per person rose in the last 12 months (from 1.4 to 1.7), returning to levels seen in previous years – this increase was seen across all lengths of stay. The percentage of people traveling abroad has also increased, from 55% to 57%. Holidays abroad are most popular with the over 65s who took 2.0 holidays abroad per person. They are also the most likely to go abroad for a week or more.

Activities such as attendance at trade shows like WTM, IPW and ITB are incredibly important for the private sector (e.g. hotels) and tourist boards as it allows them to get in front of the vast array of UK tour operator brands and OTAs.

As the market is so saturated and competition so fierce, failure to engage with these trade shows can really affect cut through in the market. In the same way, training is key in the UK market. It's important to get face to face time with agents and tour operators to ensure your destination and hotels partners are top of mind – therefore events and promotions are also important in the UK market. With so many travel options to choose from, we must engage with the travel trade on a very regular basis. Austin is a more complex destination to sell as it's a 2nd or 3rd time visit to the United States choice for many who have already visited Las Vegas or New York City.

Testament to the success of Visit Austin in doing this is the IPW 2018 buyers voting Austin in their top 5 U.S. destinations for new packaging following the show's survey results.

With the addition of non-stop flight service from the UK and Germany (British Airways, Norwegian and Lufthansa flight) its even more vital that we work with trade and our airline vacations groups to sell the destination. Tourism supports the economic viability of these flights which benefit the wider business and economic community in Austin.

Destination Trainings:

Conducted through one-on-one meeting at trade shows and other events (IPW, WTM, ITB, Visit USA roadshows, Airline partner events, Travel Texas hosted sales missions, etc.)

Buyer office meetings/trainings

Sales reservation staff trainings

Online platforms (Discover America –six languages, TourOperator.com, etc.)

Cooperative program with Travel Texas and Brand USA



Familiarization tours conducted in – market (recent FAMs in partnership with Norwegian Airlines, brought in top UK buyers)

Response to online inquiries

Trade media interviews, marketing (TTG, Travel Weekly, Travel Mole)

Tourism Partner Leads:

Leads from the above activities are distributed to local partners including hotels, attractions, tour companies, restaurants, etc. These leads provide the local entity an opportunity to be included on published tour programs.

For example: following the IPW trade show we sent more than 31 leads or referrals to local partners.

Product Placement/Packaged Travel:

The goal is to have the Austin product packaged with the tour companies. We conduct an audit each year of markets that we've had interaction with and where we have promoted the Austin product for packaging. The product is included in programs via printed brochures, online platforms, one-off at travel trade events, etc. We work with the travel trade to package general sightseeing tours and specialty tours (music, history, garden, etc.). Tours are sold as group departures and FIT (Flexible Independent travel for Foreign Independent Travel or leisure trips abroad without and escort of fixed package structure.)



Austin Film Commission

The Austin Film Commission's change in goals is based on uncertainty with funding to the Texas Moving Image Industry Incentive Program (TMIIP). Each biennium, the Texas Legislature decides how much funding it will apply to the TMIIP—the state's film and television rebate program. Right now, it's an arms race between states competing for productions by offering the best rebate. Texas is competitive but other states are offering more. All studios and production companies weigh the rebate as the biggest reason to bring a production to an area—followed by professional crew, vendors and diverse locations. TMIIP offers a rebate of up to 22.5% back to productions based on wages paid to Texas residents.

Austin is the production industry hub in Texas. About 60% of productions that we bring to Austin are able to come here because they are getting a rebate. In Texas, productions that can apply are any film, television or commercial production that is budgeted at over \$250,000. These are the productions that employ the most Austinites and pay them a good wage as well as having a very healthy spend in the local economy. Each biennium the State of Texas budgets less for the TMIIP and we can bring in less as far as commercials. The program has a ROI of 5.3:1 but still has trouble being funded by the Texas Legislature. We have been told to expect cuts to the rebate which is budgeted at around \$30 million dollars, 1/3 of what it was eight years ago.



Music Office

"Our initial goals for 18/19 were proposed anticipating a 20% cut in budget which would of affected musician projects and booking opportunities. Anticipating the Music Office's budget staying flat, we can adjust goal numbers back to the previous year's goals as listed below. We will aim to meet and hopefully surpass our goals for the Music Office for the coming fiscal year."

ANNUAL PROPOSED GOALS 18-19

Booking Inquiries: 850

Industry Contacts: 800

Media Contacts: 40

Media Events: 10



Austin Sports Commission

Despite having a vacant sales manager position for the majority of the year, the sports commission was able to still achieve 65% of the previous year's hotel room night booking pace. Pending budget approval, we will evaluate adding back an additional sales manager and adjust the 2018/2019 booking goals accordingly.



Marketing/Communications

Dropped AVE goal:

-Budget: Without marketing dollars, we are not able to host as many journalists to cover Austin in their publications. Each publication has a different Add Value to contribute to our total goal. If we are unable to host more journalists from publications, that will negatively affect our overall AVE for the year.

- We are using a platform that has a more modest AVE formula than previous platforms

-AVE is not a measure used by many publications anymore. Some publications do not report their AVE therefore we will not have numbers to report ourselves.

Dropped Outreach Goal:

-Budget

-We dropped our Outreach goal because we were using a program that reached hundreds of thousands of travel journalists (TravMedia). Without this program, we do not have access to those contacts and that level of global outreach.

Job Growth*, Leisure & Hospitality Sector, 1992-2017 (+230% in Total Jobs)

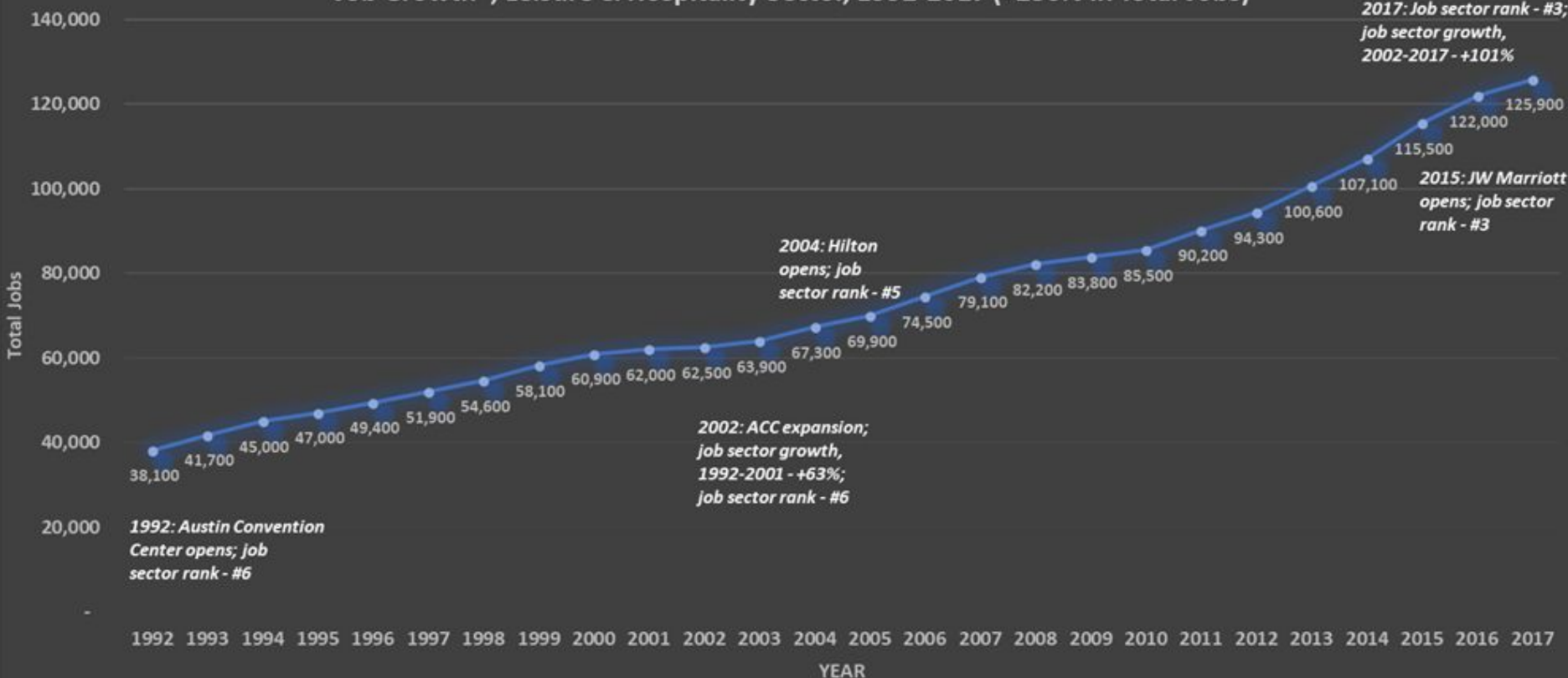
2017: Job sector rank - #3;
job sector growth,
2002-2017 - +101%

2015: JW Marriott
opens; job sector
rank - #3

2004: Hilton
opens; job
sector rank - #5

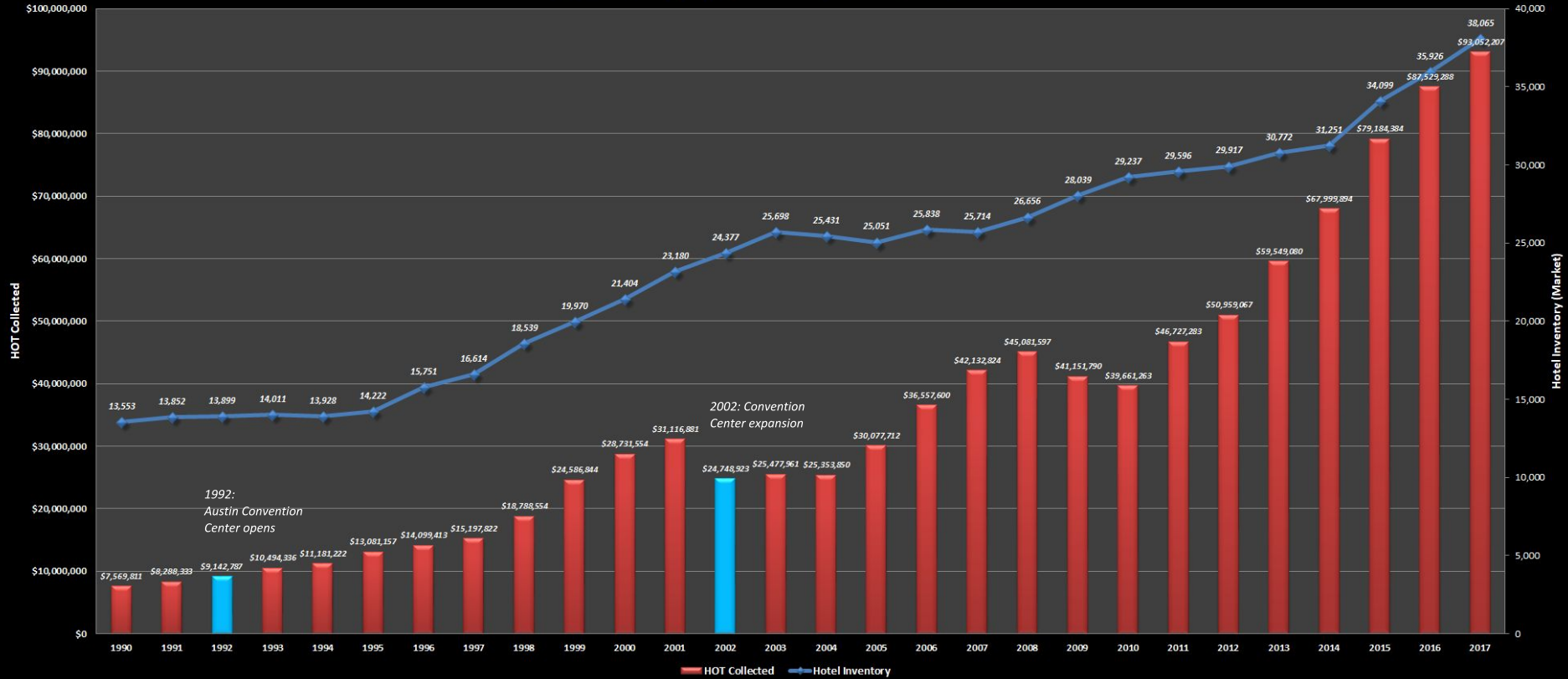
2002: ACC expansion;
job sector growth,
1992-2001 - +63%;
job sector rank - #6

1992: Austin Convention
Center opens; job
sector rank - #6



*Source: Greater Austin Chamber of Commerce - Texas Workforce Commission; U.S. Bureau of Labor Statistics

Austin Hotel Supply Growth vs. HOT Collection, 1990-2017





Austin Hotels- *Some Examples of Local Community Service Outreach*

1. Hilton Austin Community Service Programs and Projects

- Hilton Austin was recognized by Austin ISD for their "extraordinary support of the Austin Independent School District" this year, including their continuous support of Travis High School since 2014. Contributions include:
 - \$50,000 in student scholarships (\$10,000 per year)
 - \$5,000 grant to build Makers Space Room and \$5,000 donation to upgrade Hospitality Program Dining Room
 - \$15,000 in beautification project like
 - Built an outdoor classroom for student use
 - Renovated the faculty work room
 - Hosted Hospitality Practicum interns
 - Hosted senior mentoring days
 - Redesigned the school's trophy case outside their gymnasium
 - Held interview fairs to assist students with interviewing skills
 - Donated items/furniture for their Hospitality and Life Skills classrooms
 - Supported athletics through generous sponsorships
 - Donated to student-led food drives benefitting Central Texas Food Bank and coat drives benefitting Coats for Kids
 - Performed campus beautification projects including planting trees and landscaping
 - Donation of old uniforms for the culinary and business programs
- Hilton Austin makes \$45,000-\$60,000 in charity donations per year as part of their Capital Community Partners program that directly affect organizations like Boy Scouts, Boys and Girls Club, Austin Area Urban League, Center for Child Protection and American Heart Association.
- Partner of the Andy Roddick Foundation to help kids go to camp each summer.
- Austin Community College Partnerships where teachers are invited to hold classes in Hilton Austin to provide real life educational experiences.
- Annual Bowie and Travis High School internship program
- Annual Part of Hilton's Global Week of Service where Hilton team members give back to the community through volunteerism around the globe. Most recently our efforts supported Ronald McDonald House and Food Bank Mobile Pantry.
- We have a long standing partnership with Dell Children's Medical Center of Central TX where we have coordinated with the hospital to take a small group of volunteers to work with the children to build gingerbread houses which we in turn showcase in an entire Gingerbread Village to display in our lobby for our guests to enjoy. This also includes a toy drive that is coordinated by chefs within the Hilton brand.
- For the past six years, Hilton Austin has invited culinary students from the Texas School for the Deaf for a real-world learning experience where they get to work with our expert culinary staff in our very own kitchens to help prepare everything from appetizers to desserts for over 200 guests for the school's Annual Diamond Chef's Gala. The event is a huge undertaking as we recruit our own management team to serve as banquet staff for the event.



2. JW Marriott Austin

- Back On My Feet – the JW Marriott Austin and White Lodging are large supporters of Back On My Feet (BOMF). We do fundraisers each year and I am on the Board of Directors. This is a nonprofit organization “focused on helping homeless people gain independence, living skills, and connect them with essential community resources. The organization's name, and its initial program for members, are focused primarily on physical exercise, specifically early morning runs.”
- Fresh Chefs Society – this is another nonprofit organization we support. This year we hosted a class of the Apprentice Program. “The Apprentice Program offers a safe space to develop soft, pre-employment skills through a series of cooking-related learning experiences, including in-depth classes with local restaurants, chefs, farms, and other community food experts. Each Fresh Chefs Apprentice graduates with a completed food handler’s certificate, interview techniques, and experience working in the food industry.” We hosted 6 at risk high school youth for a 12 week (one day a week) program. This is a very meaningful experience for the youth and for our own chefs who feel they are contributing to the betterment of Austin.
- Angel House – our associates volunteer time and we donate food to support the Angel House Soup Kitchen.
- Capital Texas Food Bank – we also participate with this area food bank.
- Back Pack Drive – each year we do a backpack drive with our associates to help support those in need. Many will go to our own associates but also to others in the community.

3. Omni Hotel Downtown

- Work with a donation management firm to provide \$27,000 worth in 600 complimentary rooms for various charity auctions that benefit local women and children organizations.

4. Four Seasons Hotel

- **Seton Infusion Center** (formerly Seton Shivers Cancer Center) is our largest single beneficiary-- certainly in money raised and also in length of partnership. We've supported cancer care, research, and survivor support in many ways since the opening of the hotel. Over the years, our benefit concerts, bake sales, gingerbread village "real estate," and October specials in our lounge, restaurant, and spa have raised over **\$1.4 million dollars** for cancer patient care right here in Austin.
- Relatively newer to the Austin scene but also a focus of our charitable energies is **Dell Children's Medical Center**. In addition to fundraising through in-kind donations on behalf of DCMC, we collect stuffed animals at our annual Teddy Bear Teas and deliver over 300 bears and other friends to their patients each December.



- We have always worked to be good stewards of our piece of parkland on Lady Bird Lake, participating with **Keep Austin Beautiful** on their regular clean-ups and maintaining the parkland along with our south-facing property.
- In another fairly-recent partnership with **The Trail Foundation**, Four Seasons is supporting the \$400,000 Brazos Bluff project. Our hotel owners have contributed funds to the project, and our 2018 South By Southwest broadcast with KUTX raised an additional \$47,000 toward the goal. In addition, our hotel leaders have connected The Trail Foundation to a number of influential locals, including our residents and tenants of the office tower next door--these introductions, and the generosity of our neighbors, helped push the needle even further. This is a project every Austinite will enjoy for years to come.
- New and right around the corner, we are hosting a benefit concert on our legendary Back Lawn with KUTX on November 18. All proceeds from the afternoon will benefit **ALL ATX, a music education-based non-profit that supports charities such as Health Alliance for Austin Musicians (HAAM), The SIMS Foundation, Austin Music Foundation (AMF) and Black Fret**, among others. For more detail: <https://press.fourseasons.com/austin/hotel-news/2018/grand-reopening-concert/>
- Support of the music community in Austin is nothing new. We have worked over the years with a number of arts organizations, including our current partnerships with **Texas Performing Arts and Austin Opera**, with execs serving on their boards and committees, and in-kind donations bringing top-line revenues to the organizations.
- In addition to helping the occasional celebrity track down their getaway pup on the hike and bike trail, our employees have contributed time and energy to our local animal charities, including **Austin Pets Alive!, the Austin Humane Society, Emancipet**, and other creature causes, great and small. A benefit hosted for several years by our restaurant team has raised nearly \$100,000 in support of Austin's "pet" pet charities.
- We are gratified and proud to contribute time, energy, money, and expertise to these charities and many others. Meals on Wheels, Caritas, Make-A-Wish, United Way, The Long Center, JDRF--there are too many to mention, but we are so fortunate they give us the opportunity to share their passion and participate in their efforts. Our partners in these organizations are dedicated people who work every day to make Austin a better place for its citizens and our visitors.

5. The Line Hotel

- Partner with the Trail Foundation and Bat Conservancy providing financial support and participation in community work days
- Partner with Food Bank with donations and community work days
- Operation Blue Santa to provide toys for needy kids
- Partner with [Caritas of Austin](#) to help fight homelessness
- Participate in [Operation Vacation](#) with Rotary club of Austin
- Donated roughly \$15K in Gift Certificates to charity auctions in Austin YTD 2019 supporting local schools, March of Dimes, Austin Zoo, LGBT Task force, Dell Children's Hospital, Boys & Girls Club, to name a few
- Support AHLA's efforts to provide scholarships to local students



- Support AISD's hospitality vocational training program

6. Renaissance Hotel

- Sammy's House is a nonprofit agency that provides services for children with special needs. They operate a child development center, a respite care program, summer camp and family support services to fill in the gaps in services for children; especially those who are medically fragile and/or developmentally delayed in Austin TX and the surrounding area. They serve children from birth to age 16. Sammy's House started as a family home care in 1999, opened their center in 2002 and moved to their current location in 2007 off Burnet.

Renaissance became involved with SH in 2015 when Association Masters came to town. We were the project coordinators for the Community Outreach event organizing 150 attendees and a long list of projects at Sammy's House. Since that event Renaissance Austin now has 2 managers that serve on the Board of Directors volunteering their time to help keep this struggling nonprofit afloat.

The hotel partners with SH volunteering for their community service days each year by providing our time & resources to paint, do yard work and general services. Our engineering team have provided their specialized trade skills for much needed work as part of their community service mission to complete larger projects. Our housekeeping team has provided linens & towels that we would dispose but SH desperately needs. Our Event team partners with groups who want to do a community giveback as part of their conference to set them up at SH for a local, high impact option. This October the Renaissance is proud to host their gala for their largest fundraising event of the year. We've partnered with our DMC community to help expand the event for maximum fundraising.

From small repairs and painting, to resources for large projects and fundraising we're proud of our partnership with this essential service in NW Austin.

7. Driskill Hotel

- Our team works with the Caritas (serving lunch, cleaning dishes), we work with local refugee organizations to explore opportunities for employment, we work with a local High School to provide assistance with internships and education, we partnered with The Statesman for a charity day at the hotel which benefits local families with different needs in Austin. We also support the local farmers with Grubtubs.

8. Austin Hotel Lodging Association (AHLA)

- Operation Vacation program for over 10 years hosting a military family for a weekend, once a month. Family selected out of Fort Hood.
- Restoration Ranch, recently endorsed non-profit we have chosen to support. A ranch that rescues horses and used for healing of Veterans' and their families.



- Each year we host a volleyball tournament in which the 1st and 2nd place winners will have their winning contribution be donated to a charity of their choice. AHLA has also made donations to Caritas.
- For 10 years, AHLA has hosted a green trade show open to the public and the hospitality community where vendors are able to display their green initiatives, services and products.
- For over 26 years, AHLA has raised money for continued education of employees in the industry as well as awarding college sponsorships for those applying for financial assistance.

Convention Charitable Donations

It is very common for convention groups to include Corporate Social Responsibility activities or donations as part of their convention programming. Here are just a few examples of some we've been made aware.

AMC Institute Conference – February 2019 - They are including a monetary donation drive through their registration site as well as hosting a networking event during their February conference that will raise additional funds for Kids in a New Groove. This charity provides music lessons, instruments and mentorship to Austin children in foster care.

Trucking Defense Industry Association – October 2018 – attendees donated time to provide hands-on support at Community First! Village.

Restaurant Facility Management Association – Sept. 2018 Board Meeting and February 2019 Annual Convention - Work began in early September when more than 150 volunteers travelled from across the country to Austin to participate in their annual volunteer work day at Mobile Loaves & Fishes and Community First! Village. The range of projects tackled by RFMA members included the construction of a much-needed storage shed, construction of a new tiny house to provide additional living for a homeless individual or family, extensive landscaping, gardening, painting and repair work to existing facilities. Thirty (30) air-conditioning units were donated and installed in existing tiny homes that had previously been without; new and refurbished restaurant-grade kitchen equipment has been donated to improve the community kitchens where the residents prepare their meals, repairs and improvements are being made to the goat dairy and other facilities on the grounds, and improvements will be made to food trucks that go out and provide mobile meals to the homeless community throughout Austin. Work is still ongoing but the estimated value of the project, once complete, is **\$250,000 - \$300,000** - 100% of it donated by the Restaurant Facility Management Association and their generous members.

Society of Actuaries Conference – June 2018 - hosted a sock drive for donation to Front Steps.

Globoforce Conference – April 2018 - hosted a recognition experience called The Gratitude Bar which allowed attendees to select from three local charities to make donations. Total collected – **\$15,000**. Charitable organizations included Equality Texas Foundation, Girls Empowerment Network and the SAFE Alliance.

Specialty Tools & Fasteners Distributors Association – November 2017 – conducted a spouse and companion program where they hand-crafted guitars for Pick with Austin, a non-profit organization who donates instruments to teens battling depression, in juvenile detention centers or identified as “at risk”.

Keller Williams Mega Camp Conference– September 2017 - cancelled their convention when Hurricane Harvey hit and the Austin Convention Center served as a shelter. They had teams assembling care packages and also sent bus-loads of volunteers to hard-hit areas for clean-up.

Behind the Chair Trade Show – August 2017 - stylists donated their time and talent providing haircuts to homeless at the Salvation Army. A local transportation company provided complimentary transportation for the stylists to transport them from their hotel to the Salvation Army.

Professional Convention Management Association – January 2017 - hosted an event that raised **\$25,000** to Health Alliance for Austin Musicians (HAMM). Also had a team of meeting planners, hoteliers and DMO's conduct a hands-on charitable activity at Sammy's House (a local school and care facility for medically fragile children). In addition, they donated **\$9,350** to Sammy's House.

Convention Services teams from several Austin hotels, Visit Austin and the Austin Convention Center – August 2017 and 2018– for the last two years this group has conducted a networking event which included collection of need items to two local charities. 2017 involved packing of backpacks for children in need in local schools through United Way. In 2018 toiletries and items in need were donated to Front Steps Austin for homeless care packages.

FY 1718 New Bookings by Event Year
729,435 Total RNs Booked

Convention Center Groups

Event Year	Total RNs	% of RNs
2017	154	< 1%
2018	20,104	8%
2019	41,760	16%
2020	39,698	16%
2021	56,323	22%
2022	59,902	24%
2023	35,806	14%

253,747

In-house Groups

Event Year	Total RNs	% of RNs
2017	21,303	4%
2018	168,071	35%
2019	124,708	26%
2020	65,676	14%
2021	40,833	9%
2022	19,604	4%
2023	20,201	4%
2024	6,329	1%
2025	4,279	1%
2026	2,342	< 1%
2027	2,342	< 1%

475,688

FY 1617 New Bookings by Event Year
726,899 Total RNs Booked

Convention Center Groups

Event Year	Total RNs	% of RNs
2017	24,696	11%
2018	43,545	19%
2019	65,357	29%
2020	50,251	22%
2021	18,635	8%
2022	12,063	5%
2023	4,546	2%
2024	N/A	N/A
2025	5,595	2%

224,688

In-house Groups

Event Year	Total RNs	% of RNs
2016	7,781	2%
2017	211,006	42%
2018	112,030	22%
2019	71,674	14%
2020	50,810	10%
2021	25,308	5%
2022	12,875	3%
2023	10,727	2%

502,211

Austin Market

Overview - Visit Austin - Austin, TX Market

Report date: August, 2018

Annual Performance	Year	%	Occupancy % Change		\$	ADR % Change		\$	RevPAR % Change	
Actual	2013	71.4			118.96			84.98		
	2014	72.4	1.3	▲	126.62	6.4	▲	91.64	7.8	▲
	2015	73.7	1.8	▲	134.73	6.4	▲	99.29	8.3	▲
	2016	72.2	-2.1	▼	138.97	3.2	▲	100.31	1.0	▲
	2017	71.7	-0.6	▼	139.16	0.1	▲	99.82	-0.5	▼
Forecast	2018	70.6	-1.5	▼	139.23	0.1	▲	98.36	-1.5	▼
	2019	70.6	0.0	▼	142.09	2.1	▲	100.37	2.0	▲

Pipeline	
Projects	Rooms
9	1,177
25	2,326

Austin CBD

Overview - Visit Austin - Austin CBD, TX Tract

Report date: August, 2018

Annual Performance	Year	%	Occupancy % Change		\$	ADR % Change		\$	RevPAR % Change	
Actual	2013	78.7			188.77			148.49		
	2014	79.6	1.2	▲	204.06	8.1	▲	162.48	9.4	▲
	2015	78.0	-2.0	▼	215.24	5.5	▲	167.97	3.4	▲
	2016	77.6	-0.6	▼	218.26	1.4	▲	169.32	0.8	▲
	2017	77.0	-0.8	▼	220.52	1.0	▲	169.70	0.2	▲
Forecast	2018	73.1	-5.0	▼	221.87	0.6	▲	162.20	-4.4	▼
	2019	74.2	1.5	▲	224.82	1.3	▲	166.85	2.9	▲

Pipeline	
Projects	Rooms
4	648
1	83

*Source: Smith Travel Research

DOW Seg Austin, TX

Visit Austin

For the Month of December 2017

	Year to Date											
	Transient			Group			Contract			Total		
	This Year	Last Year	% Change	This Year	Last Year	% Change	This Year	Last Year	% Change	This Year	Last Year	% Change
Occupancy (%)												
Sunday	34.5	33.4	3.1	18.0	19.5	-7.7	2.5	2.3	7.9	55.0	55.3	-0.5
Monday	39.8	39.1	1.9	25.5	26.5	-3.8	2.5	2.2	12.9	67.8	67.8	0.1
Tuesday	43.8	43.5	0.7	28.9	29.9	-3.3	2.4	2.1	14.3	75.1	75.5	-0.5
Wednesday	44.6	44.6	0.0	29.2	29.9	-2.5	2.4	2.1	15.3	76.2	76.6	-0.5
Thursday	43.1	42.7	1.0	27.4	28.2	-2.8	2.5	2.2	14.2	73.0	73.0	-0.1
Weekday	41.1	40.7	1.2	25.8	26.8	-3.9	2.5	2.2	12.8	69.4	69.6	-0.4
Friday	50.3	49.7	1.2	23.4	24.4	-4.3	2.5	2.1	14.4	76.1	76.3	-0.2
Saturday	56.4	56.1	0.5	20.7	22.7	-9.0	2.4	2.0	21.0	79.4	80.8	-1.6
Weekend	53.4	52.9	0.9	22.0	23.6	-6.6	2.4	2.1	17.6	77.8	78.5	-0.9
Total	45.3	44.7	1.3	24.0	25.2	-5.0	2.4	2.2	9.9	71.8	72.2	-0.6

NOTE: "DOW" = "Day of Week" Transient = leisure, individual business travel Group = meetings/conventions Contract = airline rooms/long-term contracts

The most recent year-end STR segmentation data (2017) shows hotel consumption in the Austin Market is running 63.2% transient (45.3 share of the 71.8 2017 total occupancy), 33.4% group, and 3.4% contract

*Source: Smith Travel Research

FY 1718 Convention Center Lost Business/Lost Opportunity

Release Code	TRN Lost	% of TRN Lost	
Lack of ACC availability	643,808	35%	x
Convention center size/ insufficient space	197,037	11%	x
Does not meet booking criteria	181,487	10%	x
Better hotel package	156,279	9%	x
No response from client	92,411	5%	x
Better hotel rates	80,856	4%	x
Hotels chose not to bid	76,345	4%	x
ACC declined/consumer show	74,559	4%	x
Perceived destination appeal	71,491	4%	x
Other	68,798	4%	x
Geographic location	62,515	3%	x
Lack of hotel availability	33,802	2%	x
Chose alternate year	26,328	1%	x
Meeting cancelled	23,219	1%	x
Convention center pricing	18,520	1%	x
Decision postponed	12,550	1%	x
Political	9,470	1%	x
Air accessibility	9,060	0%	x

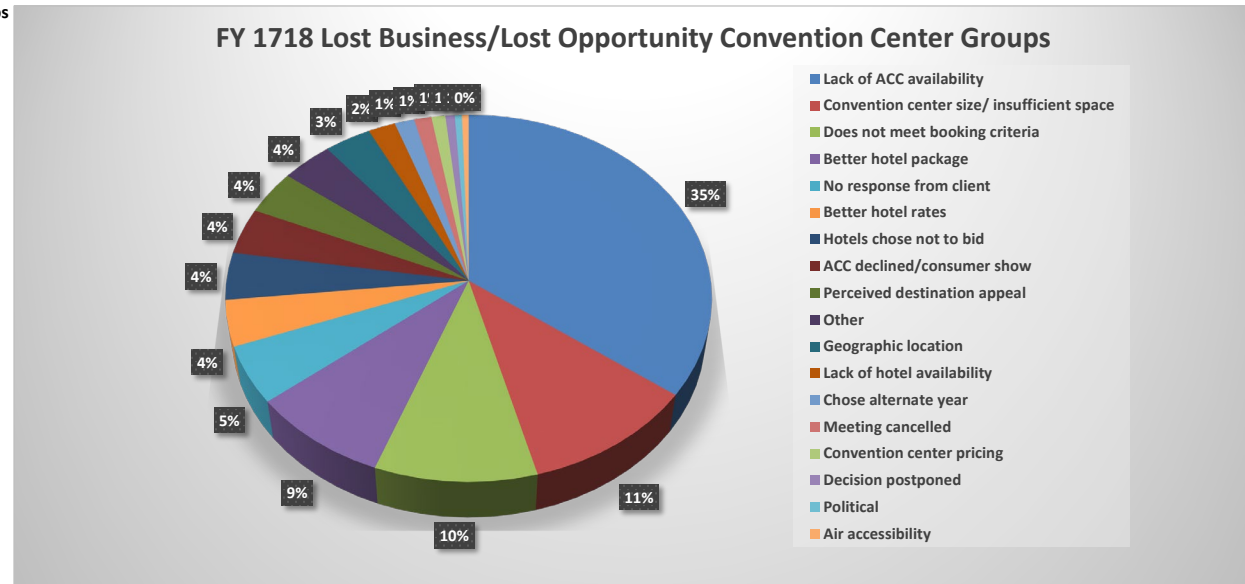
1,838,535

88%

ACVB "A" Lost Business Analysis

FY 1718 Lost Business/Lost Opportunity Convention Center Groups
(sept 4)

Release Code	% of TRN Lost
Lack of ACC availability	35%
Convention center size/ insufficient space	11%
Does not meet booking criteria	10%
Better hotel package	8%
No response from client	5%
Better hotel rates	4%
Hotels chose not to bid	4%
ACC declined/consumer show	4%
Perceived destination appeal	4%
Other	4%
Geographic location	3%
Lack of hotel availability	2%
Chose alternate year	1%
Meeting cancelled	1%
Convention center pricing	1%
Decision postponed	1%
Political	1%
Air accessibility	0%



Avail/capacity/ACC decline/consumer - 50%
Criteria - 10%



PR Strategy:

Visit Austin's strategy to garner press or editorial (free press) coverage varies from journalist to journalist. Media will submit a press trip request with Visit Austin where their media outlets and letters of assignment will be reviewed by staff. We will also get press trip requests from Travel Texas, Brand USA and other sources. Once a reporter has been approved, we begin the process of reaching out to our hotel partners to secure accommodation for their stay. Open communication between Visit Austin and the media continues from the booking process to when they leave the market. Visit Austin works with our local partners to secure reservations, tours and activities from around the city.

These reservations, tours and activities vary depending on what the media has been assigned to cover, but we always pitch a variety of activities (arts, heritage, outdoor, local businesses and venues, etc...) for additional consideration. Visit Austin also offers photos and press kits should the media need additional information on Austin.

<https://www.thesun.co.uk/travel/6546002/texan-city-austin-live-music-fun/>

Hosted UK media in partnership with the Norwegian Air inaugural launch into Austin

**Visit Austin worked with the journalists on promoting Austin where there is a direct flight connection. (note: Visit Austin worked to get the Norwegian flight into the market)

<https://www.marieclaire.com/travel/a14512795/austin-texas-weekend-travel-guide/>

Domestic media who submitted a press trip request through Visit Austin.

Company	Dues	Frequency
	Paid	
TACVB - TX Assn of CVBs	\$ 1,250	Annual
THLA - TX Hotel Lodging Assn	\$ 400	Annual
TTIA - TX Travel Industry Assn	\$ 3,560	Annual
TX Assn of Film Commissions	\$ 500	Annual

Visit Austin pays these State Associations annually for education and research purposes.



Recommendation for Action

File #: 18-3602, Agenda Item #: 32.

10/18/2018

Agenda Item

Agenda Item #32: Authorize award and execution of a multi-term contract with Ennis-Flint, Inc. D/B/A Ennis Paint Inc. D/B/A Ennis Traffic Safety Solutions, to provide traffic paints and pavement marking materials, for up to five years for a total contract amount not to exceed \$2,350,000. (Note: This solicitation was reviewed for subcontracting opportunities in accordance with City Code Chapter 2-9D Minority Owned and Women Owned Business Enterprise Procurement Program. For the goods required for this solicitation, there were no subcontracting opportunities; therefore, no subcontracting goals were established).

QUESTION:

How many paint crews does the City have? Please describe the volume they handle across the city.
COUNCIL MEMBER ALTER'S OFFICE

ANSWER:

The city currently has a markings crews of 5 individuals performing the long line striping (Traffic Paint) and a Contractor. The City also has a crosswalk/stop line installation crew (Thermoplastic).

Actual FY18 Long Line Striping with In-House Crew

Arterials: 48 centerline miles (13% of total arterial centerline miles with markings)

Non-Arterials: 52 centerline miles (10% of total non-arterial centerline miles with markings)

Actual FY18 Long Line Striping with Contractor (\$950,000)

Arterials: 157 centerline miles (42% of total arterial centerline miles with markings)

Non-Arterials: 77 centerline miles (15% of total non-arterial centerline miles with markings)

Actual FY18 Crosswalk Striping with In-House Crew

Crosswalk Count Maintained: 884 crosswalks (15% of total crosswalk count)

Projected FY19 Crosswalk Striping with Contractor (\$500,000)

Projected Crosswalk Count Maintained: 376 crosswalks (6% of total crosswalk count)

Austin Transportation Department, Signs and Markings Division has an Annual Markings Maintenance Plan that systematically allocates resources for maintenance and both a Longline and Crosswalk applications require the commodities within this contract.



Recommendation for Action

File #: 18-3608, **Agenda Item #:** 35.

10/18/2018

Agenda Item

Agenda Item #35: Approve the waiver of City Code Section 14-8-28 (Approval of Permit) and issuance of a street closure permit for the Austin Marathon to be held on Sunday, February 17, 2019, from 7:00 a.m. to 5:00 p.m.

QUESTION:

Will access to the City's Lions Municipal Golf Course be prohibited at any time during the event activities? Will people accessing the course need to have anything specific (a pass, etc.) during the marathon in order to access the City facility?
COUNCIL MEMBER ALTER'S OFFICE

ANSWER:

A specific access route has been created for access to Lions Municipal Golf Course. Please see attached. Several APD officers work this portion of the race to safely get golfers in and out. Lions Municipal Golf Course management messages out this access route to its users. This portion of the race has remained unchanged for over 10 years and area is cleared of runners by 10:30 a.m.



Recommendation for Action

File #: 18-3593, Agenda Item #: 37.

10/18/2018

Agenda Item

Agenda Item #37: Approve a resolution directing the City Manager to research best practices and provide a report on the implementation of a public plaza program.

QUESTION: Can City Staff please provide an estimate on the impact to City resources, including City Staff time, required to accomplish the task(s) required in this resolution if approved?

COUNCIL MEMBER FLANNIGAN'S OFFICE

ANSWER:

We estimate it would take about 260-300 hours of staff time to respond to this resolution. This would include time researching the best practices from institutional sources and practices by other cities, interviewing local and national experts, interviewing local stakeholders, meetings with other City departments and private agencies (ex. utilities), compiling data, creating a plaza process and writing the recommendation memo.



Recommendation for Action

File #: 18-3594, Agenda Item #: 38.

10/18/2018

Agenda Item

Agenda Item #38: Approve a resolution relating to improving compatibility between residents, lodging establishments, and music-related businesses.

QUESTION:

Can City Staff please provide an estimate on the impact to City resources, including City Staff time, required to accomplish the task(s) required in this resolution if approved?

COUNCIL MEMBER FLANNIGAN'S OFFICE

ANSWER:

City staff would evaluate a percentage of time from 2 FTEs in the Music Office (management level and staff level) to dedicate to responding to this resolution. Should this resolution be approved staff would develop a work-plan that could better estimate resources required to include staff time.

QUESTION

Is this item intended to encourage staff to continue work on the latest/previous version of the "agent of change" policy, or is it the intention that a new process begin to draft a different policy? Will the feedback taken from the previous stakeholder engagement also be included in this process?

COUNCIL MEMBER HOUSTON'S OFFICE

ANSWER:

This resolution is intended to direct staff to propose programs, rules and ordinances necessary to improve compatibility between residents, lodging establishments, and entertainment related businesses, after conducting a stakeholder process. The City Council has previously directed City staff to develop an "agent of change" policy. City staff and community stakeholders worked on this previously, but were unable to come to a workable agreement. Since that time, some stakeholder groups have met on their own and expressed a continued interest in moving forward on addressing shared issues. This resolution asks City staff to re-engage in a stakeholder process that includes that community input and opens the public discussion to find workable solutions for improving sound-related compatibility. It is my hope and expectation that City staff would develop its proposal based on the new elaboration of positions by some of the stakeholders, lessons learned from the previous effort, as well as the successful Red River Extended Hours Pilot (Response provided by Mayor Adler's office).



Recommendation for Action

File #: 18-3595, Agenda Item #: 39.

10/18/2018

Agenda Item

Agenda Item #39: Approve a resolution directing the City Manager to develop a program to incentivize the opening of grocery stores and other responsible investments in federally qualified Opportunity Zones within the City of Austin.

QUESTION: Can City Staff please provide an estimate on the impact to City resources, including City Staff time, required to accomplish the task(s) required in this resolution if approved?

COUNCIL MEMBER FLANNIGAN'S OFFICE

ANSWER:

Staff does not have an estimate of staff time to address this resolution. Because the City Council approved additional resources in the current fiscal years budget, to include FTEs to advance programs that will incentive community benefits, EDD can accommodate the request within current resources

QUESTION: Please provide a map of the opportunity zones.

COUNCIL MEMBER ALTER'S OFFICE

ANSWER:

The interactive map of designated Opportunity Zones in Austin is located at the link below:

<http://austin.maps.arcgis.com/apps/webappviewer/index.html?id=e49000a25cf749b88c4be0c6730fe621>.



Recommendation for Action

File #: 18-3596, Agenda Item #: 40.

10/18/2018

Agenda Item

Agenda Item #40: Approve a resolution that encourages employers to inform and allow employees to take paid time off to vote in elections and that directs the City Manager to explore whether a company's efforts to promote civic engagement may be considered as a way of meeting the requirement of providing a community benefit when awarding city program or economic development incentive funds.

QUESTION: Can City Staff please provide an estimate on the impact to City resources, including City Staff time, required to accomplish the task(s) required in this resolution if approved?

COUNCIL MEMBER FLANNIGAN'S OFFICE

ANSWER:

Economic Development Department will include a company's efforts to promote civic engagement, further defined as "employers [efforts] to inform and allow employees to take paid time off to vote in elections," as part of the project evaluation and incentive development process. This can be met with an existing resources.

QUESTION: 1. Is there a possibility to do a seal of approval campaign (seal/sticker at the business indicating they participate with the City)? 2. What would be the associated cost for this and who might cover it? 3. Please explain the City's own policy on leave for voting purposes.

COUNCIL MEMBER ALTER'S OFFICE

ANSWER:

1. Economic Development will include a company's efforts to promote civic engagement, further defined as "employers [efforts] to inform and allow employees to take paid time off to vote in elections," as part of the project evaluation and incentive development process.
2. Regarding a seal of approval campaign, staff does not have an estimated cost for implementation of a campaign and would require additional details to develop an estimate. A department would be identified following a more refined scope of work related to a campaign.
3. Currently, the Personnel Policies allow for Administrative Leave to be used for voting:

Administrative Leave

A Department Director may grant an employee administrative leave for a purpose approved by the City Manager. Examples of administrative leave include but are not limited to: blood bank donations, work hours lost on the day of an on the job injury, power failure, bomb threat, reduced work day by administrative directive, visits to other cities on City business, etc. **Time off, when necessary, to vote in National, State, County and Municipal elections shall also be considered administrative leave.** Time charged to administrative leave will be shown as regular time worked.

Further clarification was sent yesterday from the City manager:

To encourage and allow for employees to vote in the upcoming election, Department Directors can approve Administrative Leave (ADL), up to two hours, for employees to vote during their scheduled work hours. Employees must

seek pre-approval from their supervisor before using Administrative Leave.

QUESTION:

1. Has early voting always been allowed by state law? If not, when did early voting become allowed by state law, and what was the legislative intent behind expanding the time that citizens could vote beyond Election Day?
2. Are City of Austin voters required, during early voting or on Election Day, to vote in their geographic precincts, or can they vote at any polling location?
3. Can staff please provide a map that shows a both Austin's city limits and the number and location of all early voting locations therein?

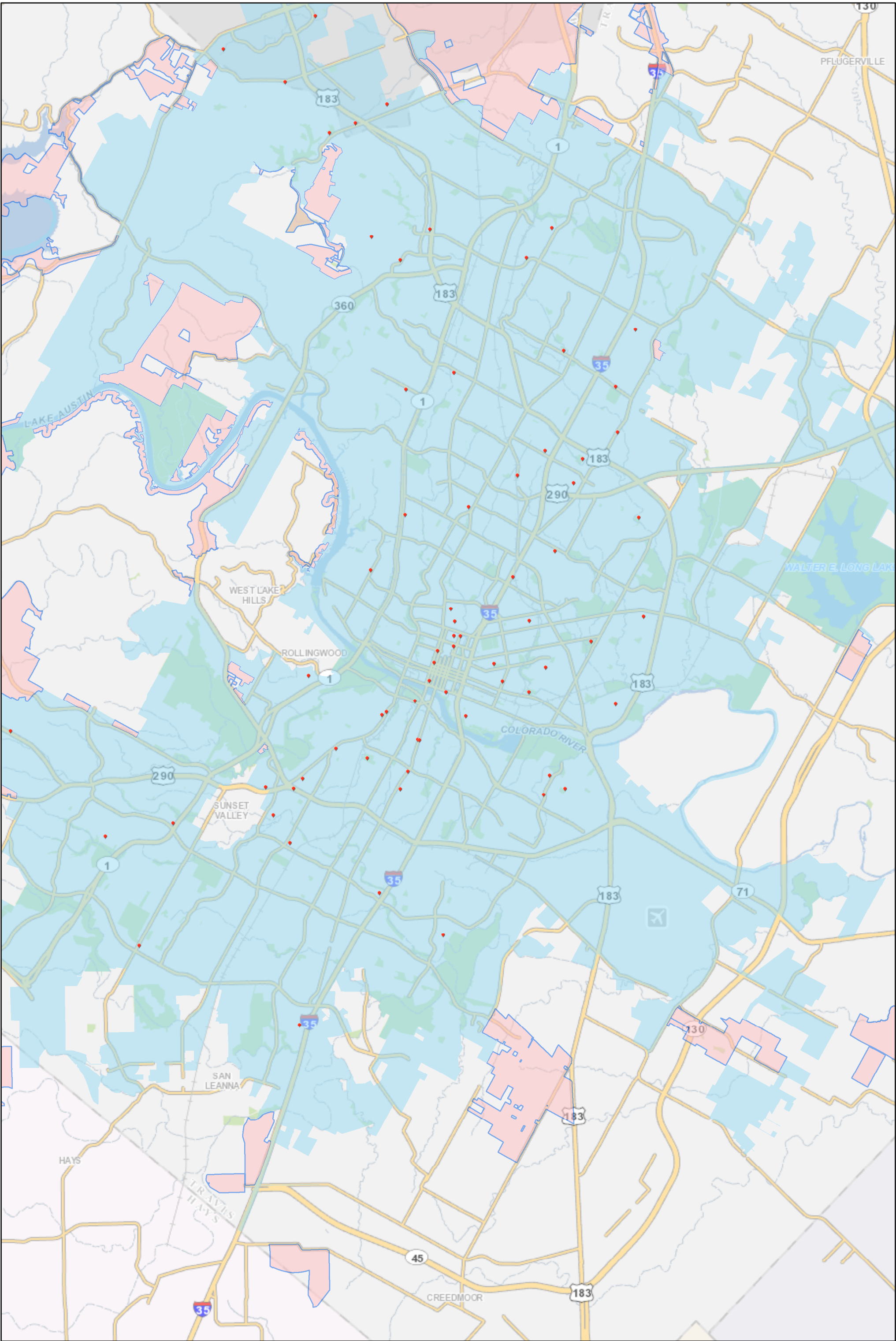
COUNCIL MEMBER TROXCLAIR'S OFFICE

ANSWER

1. Texas has allowed early voting since 1905. Acts of 1905, 29th Leg., 1st C.S., Ch. 11. In 1905, early voting was allowed for citizens expected to be absent from the county on Election Day. Since 1905, the Legislature has created two forms of early voting: 1) by mail, and 2) by personal appearance. In regards to early voting by personal appearance, in 1987, the Legislature provided "no excuse" early voting by personal appearance - meaning any registered voter could vote during the early voting period. In other words, a registered voter did not have to have an "excuse" such as age, disability or absence from the county to early vote by personal appearance. Acts of 1987, 70th Leg., Ch. 472. The bill analysis does not include legislative intent, just an explanation of how the law would change if the bill were enrolled.
2. Travis and Williamson Counties use "vote centers" which allow voters to vote at any polling location (within their respective county). Hays County voters on Election Day must vote at the polling location within their precinct; during early voting voters can vote at any polling location. During early voting, a registered voter may vote at any early voting location. In 2009, the Legislature provided for the "countywide polling place program" for Election Day voting. Acts of 2009, 81st Leg. Ch. 606. If a county meets the requirements (community input, political party input, specific voting systems, and commissioner court approval), it may apply to participate in the program. If the county receives approval from the Secretary of State, it may establish countywide polling places, also known as "vote centers." This allows any registered voter to vote at any election day polling place. Travis County and Williamson County participate in the program. Hays County does not, and registered voters must appear in their county election precinct polling place if voting on Election Day.
3. See attachment.

Early Voting Locations (October 22-November 2)		
Austin Area Urban League	8011 A Cameron Rd	D1
Carver Branch Library	1161 Angelina	D1
Dan Ruiz Library	1600 Grove Blvd	D3
Fiesta Mart Stassney	5510 S IH-35	D3
Parque Zaragoza	2608 Gonzales St	D3
ACC Highland	6101 Airport Blvd	D4
Randalls Brodie & Slaughter	9911 Brodie Ln	D5
Randalls Ben White & Manchaca	2025 W. Ben White Blvd	D5
Southpark Meadows Ctr	9600 S. IH-35	D5
Anderson Mill Limited District	11500 El Salido Pkwy	D6
Ben Hur Shrine	7811 Rockwood Ln	D7
Disability Rights Texas	2222 W. Braker Ln	D7
Randalls South MoPac	6600 S. MoPac	D8
Fiesta Central	3909 N. IH-35	D9
Gardner Betts Annex	2501 S. Congress	D9
Travis County Granger Building	314 W. 11th St	D9
UT Flawn Ctr	2400 Inner Campus Dr	D9
UT Perry - Castañeda Library	101 E. 21 st.	D9
Howson Library	2500 Exposition Blvd	D10
Old Quarry Library	7051 Village Center	D10
Randalls Research & Braker	10900 Research Blvd	D10
Del Valle ISD Adm	5301 Ross Rd	ETJ
Hartfield Performing Arts Center	5800 McNeil Dr.	ETJ
Randalls Steiner Ranch	5145 N FM 620	ETJ
Mobile Locations *Dates/times vary		
Asian American Resource Center	8401 Cameron Rd	D1
Central Services Building	1711 San Jacinto Blvd.	D1
Dottie Jordan Recreation Center	2803 Loyola Ln	D1
Givens Recreation Center	3811 East 12th St.	D1
Heritage Park Ctr	2806 Real St	D1
Heritage Pointe	1950 Webberville Rd	D1
Huston-Tillotson University (Davage-D	900 Chicon St	D1
LBJ Building	111 East 17th St	D1
Sam Houston Bldg	201 East 14th St	D1
Southeast Branch Library	5803 Nuckols Crossing Rd	D2
ACC Eastview	3401 Webberville Rd	D3
ACC Riverside	1020 Grove Blvd	D3
Eastside Memorial Early College High	1012 Arthur Stiles Rd	D3
Montopolis Recreation Center	1200 Montopolis Dr	D3
RBJ Residential	21 Waller St	D3
South Austin Recreation Center	1100 Cumberland Rd	D3
St. Edwards University	3001 South Congress Ave	D3
For the City Center	500 East St. Johns Ave	D4
Gus Garcia Recreation Center	1201 East Rundberg Ln	D4

MT Supermarket	1090 N. Lamar	D4
Parsons House	1130 Camino La Costa	D4
Virginia Brown Rec. Center	7500 Blessing Ave	D4
YMCA North Austin	1000 West Rundberg Ln	D4
ACC South Austin Campus	1820 West Stassney Ln	D5
Austin New Church	2701 South Lamar Blvd	D5
Continental Retirement Community	4604 South Lamar Blvd	D5
Mary Lee Foundation Community Cen	1327 Lamar Square	D5
Solstice Senior Living at Austin	2603 Jones Rd	D5
Village at Collinwood	1001 Collinwood West Dr	D5
Wheatsville Food Coop	4001 South Lamar	D5
Austin Fire Station	10041 Lake Creek Pkwy	D6
Clairmont Independent Retirement	12463 Los Indios Trail	D6
Heartland Health Care	11406 Rustic Rock Dr	D6
Spicewood Springs Library	8637 Spicewood Springs Rd	D6
Unity Church of the Hills	9905 Anderson Mill Rd	D6
ACC North Ridge	11928 Stonehollow Dr	D7
Brookdale Beckett Meadows	7709 Beckett Rd	D8
Brookdale West Lake Hills	1034 Liberty Park Dr	D8
Community Center at Oak Hill	8656 TX Hwy 71	D8
AISD Performing Arts Center	1500 Barbara Jordan Blvd	D9
Austin City Hall	301 West 2nd St	D9
DARS State Office Building	4800 North Lamar Blvd	D9
Lakeside Senior	85 Trinity St	D9
Stephen F. Austin Building	1700 North Congress Ave	D9
Town Lake Center	721 Barton Springs Rd	D9
Travis County Administration Bldg	700 Lavaca St	D9
William B. Travis Building	1701 N. Congress Ave	D9
Atria at the Arboretum	9306 Great Hills Trail	D10
Austin Fire Station #33	9409 Bluegrass Dr	D10
Westminster Manor	4100 Jackson Ave	D10
Ce-Bar Fire Dept	353 S. Commons Ford Rd	ETJ
Community Center at Del Valle	3518 South FM 973	ETJ
Community First! Village	9301 Hog Eye Rd	ETJ
Conservatory at Wells Branch	14320 Tandem Blvd	ETJ
Longhorn Village	12501 Longhorn Pkwy	ETJ
Oak Hill Fire Dept #301	9211 Circle Dr	ETJ





Recommendation for Action

File #: 18-3597, Agenda Item #: 41.

10/18/2018

Agenda Item

Agenda Item #41: Approve a resolution directing the City Manager to explore and recommend a process for developing an adult day center at the City-owned Rebekah Baines Johnson Public Health Center, or other potential city-owned facilities.

Sponsors: Council Member Ann Kitchen, Council Member Gregorio Casar, Council Member Sabino 'Pio' Renteria, Mayor Pro Tem Kathie Tovo, Mayor Steve Adler.

QUESTION: Can City Staff please provide an estimate on the impact to City resources, including City Staff time, required to accomplish the task(s) required in this resolution if approved?

COUNCIL MEMBER FLANNIGAN'S OFFICE

ANSWER:

With Council's approval of the item, an APH Assistant Director would be assigned to lead on the response to this item along with other staff as necessary. This would require staff time to review the existing analysis and a series of meetings with external partners and interested community members, as appropriate. In addition, there would be a series of discussions with City staff from multiple other departments to review City-owned facilities, including the RBJ Public Health Center, and then to develop a recommended process for developing an adult day center. As of now, it is unknown how many staff hours (APH and other City departments) will be put into accomplishing the tasks but staff is comfortable with the March 2019 date to report back.



Recommendation for Action

File #: 18-3600, Agenda Item #: 60.

10/18/2018

Agenda Item

Agenda Item #60: Approve an ordinance amending the Fiscal Year 2018-2019 Capital Budgets of the Parks and Recreation and Library Departments (Ordinance No. 20180911-001) by appropriating from the Economic Development Department Historic Preservation Fund Operating Budget \$8,888,715 for allowable historic restoration and preservation projects or activities as authorized by the Texas Tax Code Section 351.101(a)(5) which permits hotel occupancy tax to be used for activities and projects that promote tourism and the convention industry, including historic restoration projects and activities that are in specific locations in the City.

QUESTION:

1. Please provide a list and anticipated funding amounts for the anticipated projects that will receive funding under the Small Scale Historic Preservation Projects allocation.
2. Please provide a list and anticipated funding amounts for the potential projects that will received funding under the Austin History Center Interior and Exterior Improvements category and how these projects relate to any that may receive possible 2018 bond funding.

COUNCIL MEMBER FLANNIGAN'S OFFICE

ANSWER:

1. Following is a list of the small-scale preservation projects that the Parks and Recreation Department (PARC) may pursue through the Historic Preservation Fund Small Scale Historic Preservation Projects funding source in FY19. PARC is in the process of refining specifications and developing cost estimates or quotes on these projects. These small scale projects should not require a substantial amount of lead time for planning or design and PARC estimates each to be in the range of \$15-\$75K.

- Deep Eddy Pool - Roof over men's shower area
- Mayfield Historic House - Exterior skirting
- Mayfield Historic Sheds - Window restoration and roof replacement
- Barton Springs - Historic wall rehabilitation
- Haskell House - Historic roof replacement
- Zilker Park - Fallout shelter at Caretaker Cottage
- Zilker Park - Pistol range concession building roof replacement
- Zilker Park - Historic Civilian Conservation Corps (1930s Federal New Deal Program) concrete picnic table reconstruction
- Montopolis School - Reserve for building initial stabilization, security, and protection of the building as well as periodic maintenance until full activation

2. The work anticipated to be performed by the additional \$500,000 funding for the Austin History Center (AHC) Interior and Exterior Improvements Project includes wheelchair lift retrofits, replacement of worn ceiling, wall and floor finishes, energy-efficient lighting retrofits and new signage. The AHC is a city, state, and national landmark building that is visited by over 10,000 out of town visitors annually. The portions of the AHC Interior and Exterior Improvements project that are being funded by the HOT funds will go directly to areas of the facility that serve visitors, improving the visitor

experience to Austin. Also, as the main research archive documenting the history of Austin, improvements to the AHC building will better position the AHC to serve the greater historic preservation and heritage tourism activities citywide, all which rely on, in part, accessing and using the history preserved at the AHC. Proposition B (Libraries, Museums & Cultural Centers) of the 2018 Bond Program includes for voter consideration an additional \$2,000,000 for the project. Should this item be approved by voters, funding could be used to redress deteriorated structural components within the landmark building's exterior masonry. However, this project list is subject to change at any time due to unforeseen emergencies, changes in project timelines, or other unexpected circumstances as the bond program is implemented.

QUESTION:

1. Where is Zilker Botanical Gardens in the context of these funds as a future resource? Timeline?
2. Where is Umlauf in the context of these funds as a future resource? Timeline?
3. Can PARD clarify how the additional HOT money (added with a budget amendment in August) is being allocated? I also would like to know how much is set aside for the Montopolis School.

COUNCIL MEMBER KITCHEN'S OFFICE

ANSWER:

1. As part of the master plan process at ZBG, PARD is looking comprehensively at the site through the current planning phase. From there, PARD intends to identify projects that are eligible for HPF funding
2. The historic Charles and Angelina House and Charles Umlauf Studio are eligible for historic designation and assuming that the site will be promoted and open to tourists, the site would likely be eligible for HPF funding. While the Umlauf Sculpture Gardens is a city-owned facility, the site is under the stewardship of partner nonprofit organization. Determination of the timeline and management of a potential restoration project would require additional discussion and coordination with Umlauf Sculpture Gardens. PARD will engage the non-profit in the future to discuss future plans.
3. PARD is working closely with EDD and the Budget Office on this year's allocation. The 8.30.18 budget amendment did augment the total balance of the HPF. Item 60 reflects the 10.4.18 resolution from council in that the total balance of the fund reflects allocations as follows: 70% to city projects, 15% to the Heritage Grant Program and 15% is reserved for potential future historic acquisitions or major preservation projects that would be frequented by tourists and convention delegates. \$500,000 is included in this budget amendment to cover the potential acquisition of the Montopolis School.

Additionally, the proposed PARD Small Scale Historic Preservation Projects line item in Item 60 provides PARD the needed funding to stabilize and secure the building and provide periodic maintenance and operations until the building can be activated.

QUESTION:

1. Do we have a list of what the small scale projects are with a budget of \$323,715?
2. What is the contractual funding for building scan and property acquisition?
3. Does the \$11,202,856 total transfer amount represent the 2018-19 HPF allocation?

COUNCIL MEMBER KITCHEN'S OFFICE.

ANSWER:

1. Following is a list of the small-scale preservation projects that the Parks and Recreation Department (PARD) may pursue through the Historic Preservation Fund Small Scale Historic Preservation Projects funding source in FY19. PARD is in the process of refining specifications and developing cost estimates or quotes on these projects. These small scale projects should not require a substantial amount of lead time for planning or design and PARD estimates each to be in the range of \$15-\$75K.
 - Deep Eddy Pool - Roof over men's shower area
 - Mayfield Historic House - Exterior skirting
 - Mayfield Historic Sheds - Window restoration and roof replacement
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 - Zilker Park - Fallout shelter at Caretaker Cottage
 - Zilker Park - Pistol range concession building roof replacement
 - Zilker Park - Historic Civilian Conservation Corps (1930s Federal New Deal Program) concrete picnic table reconstruction
 - Montopolis School - Reserve for building initial stabilization, security, and protection of the building as well as periodic maintenance until full activation
2. The contractual funding for building scan and property acquisition line item includes:
 - A) A projected estimate of \$500,000 to preserve and protect the property at 500 Montopolis Drive which may become City-owned following eminent domain proceedings. Per a September 12, 2018, memo to Council, the Office of Real Estate continues to work on the acquisition and is anticipated to report back to Council with an update on the eminent domain process no later than December 1, 2018; and
 - B) The historic resource building scan will identify tourist-friendly historic sites near convention locations and tourist attractions around the city. It will expand information on local historic assets and maximize tourist and convention visitor activity around existing points of interest. The Historic Landmark Commission Recommendation 20171023-4F.1 supports a citywide historic resource survey. The funding request will fund a consultant to develop style guides and complete the citywide historic building scan.
3. The total budget amendment is for \$8,888,715 which is equal to 70% of the Historic Preservation Fund's budgeted FY 2018-19 ending balance of \$12,698,164. Of that amount, \$7,848,715 will be transferred into the PARD capital budget; \$500,000 will be transferred into the Library capital budget; and, \$540,000 will remain within the Historic Preservation Fund to be utilized for the acquisition of historic property and to conduct a citywide historic building scan.



Recommendation for Action

File #: 18-3609, Agenda Item #: 61.

10/18/2018

Agenda Item

Agenda Item #61: Approve an ordinance establishing classifications and positions in the classified service of the Emergency Medical Services Department; creating and eliminating certain positions; and repealing Ordinance No. 20180911-006 relating to Emergency Medical Services Department classifications and positions.

QUESTION:

Please explain what is driving the need for this change to the classifications and positions in the classified service of the Emergency Medical Services Department from the time of its approval during budget deliberations. Please explain if any of these changes will create vacancies elsewhere across the force and if any overtime costs will arise due to these changes. Please explain how those costs would be covered if they are created.

COUNCIL MEMBER ALTER'S OFFICE

ANSWER (Updated):

The City Council approved additional funds for homelessness during the budget approval process and placed those funds into the Austin Public Health operating budget. Now those funds are being transferred to departments to begin working on homelessness initiatives. Agenda item 17 (File#: 18-3522) proposes approval of an ordinance that, among other things, transfers into the EMS Department operating budget sufficient funds for the addition of one new FTE (Clinical Specialist). The Clinical Specialist will be assigned to the EMS Department's existing HOST program to increase the capacity of the City's homelessness services. This addition will not create any vacancies or increase overtime costs.

In March 2013 the EMS Worker Safety Audit directed the EMS Director to design, implement and monitor a comprehensive safety program. In a recent review of the program conducted by the Chief, supervisory alignment and frequent changes in assignment surfaced as issues requiring improvement. Since the creation of the program, the department has experienced frequent changes in assignment of personnel who fill the Safety Officer role. The reason for the changes in assignment is that the position is staffed with Clinical Specialists who rapidly promote through the civil service promotional process. Further, the Clinical Specialists who fill the Safety Officer role do not have supervisory authority over sworn Commanders, other Clinical Specialists, or Medics. Reclassifying the position to a Commander will create supervisory alignment and stabilize the length of assignment that will allow the department to further develop its safety culture, complete the specialized training required for the Safety Officer, and carry out long-term safety projects. This reclassification will not create a vacancy or increase overtime costs.



Recommendation for Action

File #: 18-3603, Agenda Item #: 62.

10/18/2018

Agenda Item

Agenda Item #62: Authorize negotiation and execution of a 120 month lease agreement, with one ten year extension option, with CCI- Burleson I, a Texas Limited Partnership, for approximately 96,000 square feet of office space for Austin Municipal Court at the Bergstrom Tech Center, Building 310, located at 6800 Burleson Road in an amount not to exceed \$29,977,960.

QUESTION:

1. Following council passing Item 91 on May 10, what process was undertaken in order to arrive at a recommendation other than that which council approved?
2. What criteria were used in order to arrive at that conclusion?
3. Has the originally recommended Partnership amended the financial terms to be more favorable to the City?
4. Did the Partnership that was originally recommended on May 10 perform work based on representations made by the city and would that Partnership be reimbursed for such work if not selected? If it will not be reimbursed, why not?
5. Please provide documentation for these answers.

COUNCIL MEMBER KITCHEN'S OFFICE

ANSWER:

1. Following council passing the item on May 10, the Office of Real Estate Services entered into negotiations with the owner of the MetCenter property. During negotiations with the owner, it was determined that the City may need to pursue other option(s) for Municipal Court due to concerns regarding the tenant improvement allowance and cost of operating expenses.
2. The overall value, amenities, and costs to the City over the term of the entire lease were the criteria used in arriving at the new recommendation. Both property owners were given the opportunity to provide a best and final proposal to the City.
3. Yes.
4. This question will be addressed in an attorney-client memo from the law department.
5. Based on the responses, there is no documentation for these responses.



Recommendation for Action

File #: 18-3610, Agenda Item #: 64.

10/18/2018

Agenda Item

Agenda Item #64: C14-86-023.01 - Camelback PUD - District 10 - Conduct a public hearing and approve an ordinance amending City Code Title 25 by rezoning property locally known as 6507 Bridge Point Parkway (Coldwater Creek Watershed, Lake Austin Watershed). Applicant's Request: To rezone from planned unit development (PUD) district zoning to planned unit development (PUD) district zoning, to change conditions of zoning. Staff Recommendation: To grant planned unit development (PUD) district zoning with conditions. Zoning and Platting Commission Recommendation: To grant planned unit development (PUD) district zoning with conditions. Owner/Applicant: Loop 360 Land LP (Jonathan Coon). Agent: McClean & Howard, L.L.P. (Jeffrey S. Howard). City Staff: Wendy Rhoades, 512-974-7719. The ordinance may include entitlements triggered by actions on a nearby tract (Champion Tract 3), exemption from or waiver of fees, alternative funding methods, modifications of City regulations, and acquisition of property.

QUESTION/ANSWER: See attachment.



Council Question and Answer

Related To

Item #64

Meeting Date

October 18, 2018

Additional Answer Information

C14-86-023.01 - Camelback PUD - District 10 - Conduct a public hearing and approve an ordinance amending City Code Title 25 by rezoning property locally known as 6507 Bridge Point Parkway (Coldwater Creek Watershed, Lake Austin Watershed). Applicant's Request: To rezone from planned unit development (PUD) district zoning to planned unit development (PUD) district zoning, to change conditions of zoning. Staff Recommendation: To grant planned unit development (PUD) district zoning with conditions. Zoning and Platting Commission Recommendation: To grant planned unit development (PUD) district zoning with conditions. Owner/Applicant: Loop 360 Land LP (Jonathan Coon). Agent: McClean & Howard, L.L.P. (Jeffrey S. Howard). City Staff: Wendy Rhoades, 512-974-7719. The ordinance may include entitlements triggered by actions on a nearby tract (Champion Tract 3), exemption from or waiver of fees, alternative funding methods, modifications of City regulations, and acquisition of property.

QUESTION/ANSWER: MAYOR PRO TEM TOVO'S OFFICE

As this site includes a portion of land (the Eagle Ridge Court area) once included within the Coldwater PUD,

1. Please provide the following information:

- *The original preliminary plan for case C814-84-020, as well as any subsequent revisions.*
Please see attached Original preliminary plan (which were sheets 1, 2, 3, and 11 of the original PUD plan). Also attached is Update No. 1 (approved 9/24/87) which replaced sheets 2 of 11, 3 of 11 and 11 of 11
- *The history of disannexation and re-annexations as well as the documents pertaining to these actions.*
The Coldwater PUD area was dis-annexed in 1989 and re-annexed in 2014 with I-RR and I-LA zonings. Below is the annexation/disannexation history, including hyperlinks to the Ordinances.

Case name	Case number	Ordinance No. & link	Effective Date
DISANNEXATION TO THE PROVISIONS OF SB 962	C7AD-89-188	890921-G	9/21/1989
LAKE AUSTIN SHORELINE	C7A-82-002	820506-D	5/6/1982
LOOP 360 LAKESHORE (CONV. TO FULL 12/31/88)	C7A-82-001	820701-G	7/1/1982
NW AREA: TRACT II (11,155.20 ACRES)	C7A-85-034ba	851219-P	11/15/1985
LOOP 360 AND BULL CREEK	C7A-88-002	881215-A	12/31/1988
COLDWATER AREA	C7A-04-020	041118-14	12/31/2004
BRIDGE POINT PARKWAY	C7A-2014-0002	20141120-122	12/17/2014

2. Do restrictive covenants remain in effect if a property is disannexed?

Yes, recorded Restrictive Covenants run with the Property and therefore, continue to apply regardless of annexation status.

3. The restrictive covenant for Coldwater PUD stipulates that the entitlements are contingent on the "final plat" being in general conformity with the approved site plan. Was a final plat submitted for that project?

A final plat out of the preliminary plan was submitted and approved by the Planning Commission.

4. Since Coldwater PUD was de-annexed, didn't it lose zoning and associated entitlements? If that assumption is correct, how can impervious cover entitlements from the Eagle Ridge Court area be transferred to the Camelback PUD?

The Coldwater PUD was dis-annexed and subsequently reverted to unzoned property. However, the Restrictive Covenant provisions remain valid because it is a recorded document at Travis County that runs with the property, regardless of zoning.

5. The minutes for the previous zoning case (for Hidden Valley PUD, comprising most of what is now known as the Camelback PUD) indicate that the Comprehensive Watershed Ordinance waivers and the cut and fill allowances were granted of because of the low intensity design of the 64 single family homes. Is that accurate?

Yes, that's accurate.

6. What were the total impervious cover limits allocated for the single family residential development in the Hidden Valley PUD?

The impervious cover for the single family residential development approved with the Hidden Valley PUD was 16.92 acres.

7. Please provide the rationale for the requested code modification to allow the Camelback PUD site plan to remain valid for seven years.

At the October 2nd Zoning and Platting Commission meeting, the code modification extending the life of subdivision and site plan was revised from seven years to five years. The rationale is that a site plan remains valid for three years, and allows for two (2) one year extensions if requested by the Applicant. The regular site plan life, plus two (2) one year extensions adds up to five years.

8. It's my understanding that this PUD has been filed as an amendment to the Hidden Valley PUD rather than as a new PUD application. Please provide prior examples when new and very different projects were reviewed as amendments rather than required to file new applications.

There is a second amendment to Goodnight Ranch PUD currently in process that adds 6+ acres; Pioneer Crossing PUD in northeast Austin added 113+ acres in 2004-05. Both PUD amendments were considered substantial amendments and required public review.

If the fees vary, please also provide a comparison of the PUD fees that are being assessed for this amendment versus the fees required for a new application.

This PUD amendment was assessed a review fee of \$9,474.40.

The Goodnight Ranch – 2nd Amendment is a SMART Housing case and therefore, is not assessed any fees. Pioneer Crossing PUD Amendment #4 was assessed a review fee of \$3,455.00.

*9. Ordinance **20140626-113** made explicit that mechanized access along Lake Austin is not permitted without a variance from the Board of Adjustent. Please provide a list of all variance requests and determinations for mechanized access since passage of Ordinance **20140626-113**.*

No tram permits have been issued for applications subject to the referenced 2014 ordinance. Any permits for trams issued after June 2014 were for applications in progress prior to the adoption of the 2014 ordinance.

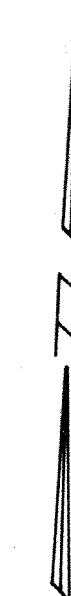
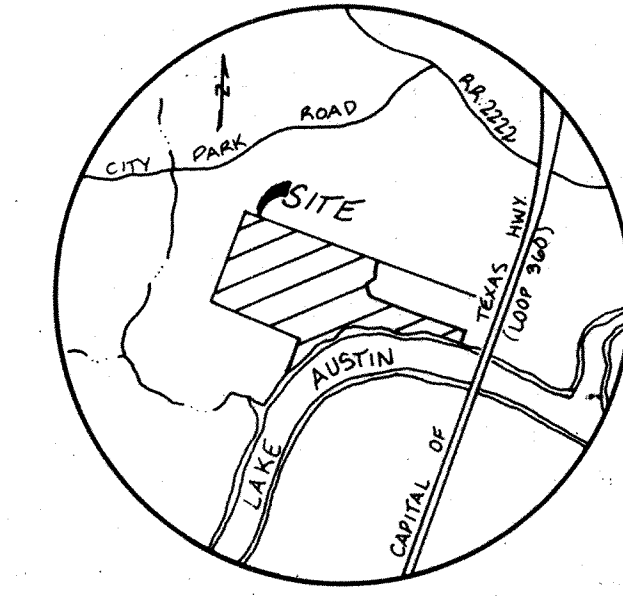


LEGEND

- BL BUILDING LINE
- PUE PUBLIC UTILITY EASEMENT
- ROW RIGHT OF WAY
- YR YEAR
- FLD FLOOD
- PLN PLAIN
- S SOUTH
- W WEST
- E EAST
- N NORTH
- WSEL WATER SURFACE ELEVATION
- AC ACRES

LIST OF DRAWINGS

- 1 MASTER PLAN
- 2 SUBDIVISION PLAN
- 3 SUBDIVISION PLAN
- 4 SITE PLAN
- 5 SITE PLAN
- 6 SITE DETAILS
- 7 CUT AND FILL
- 8 CUT AND FILL
- 9 SLOPE MAP
- 10 SLOPE MAP
- 11 DATA AND CALCULATION SHEET



MASTER PLAN

HIDDEN VALLEY
PHASE 'C'
PLANNED UNIT DEVELOPMENT

cunningham•graves, inc.

PLANNERS

SURVEYORS

ENGINEERS

11149 Research Blvd. Suite 410 Austin, Texas 78759

SHEET 1
OF 11

REV. NO.	DESCRIPTION	BY	DATE	SIGNATURES	DATE
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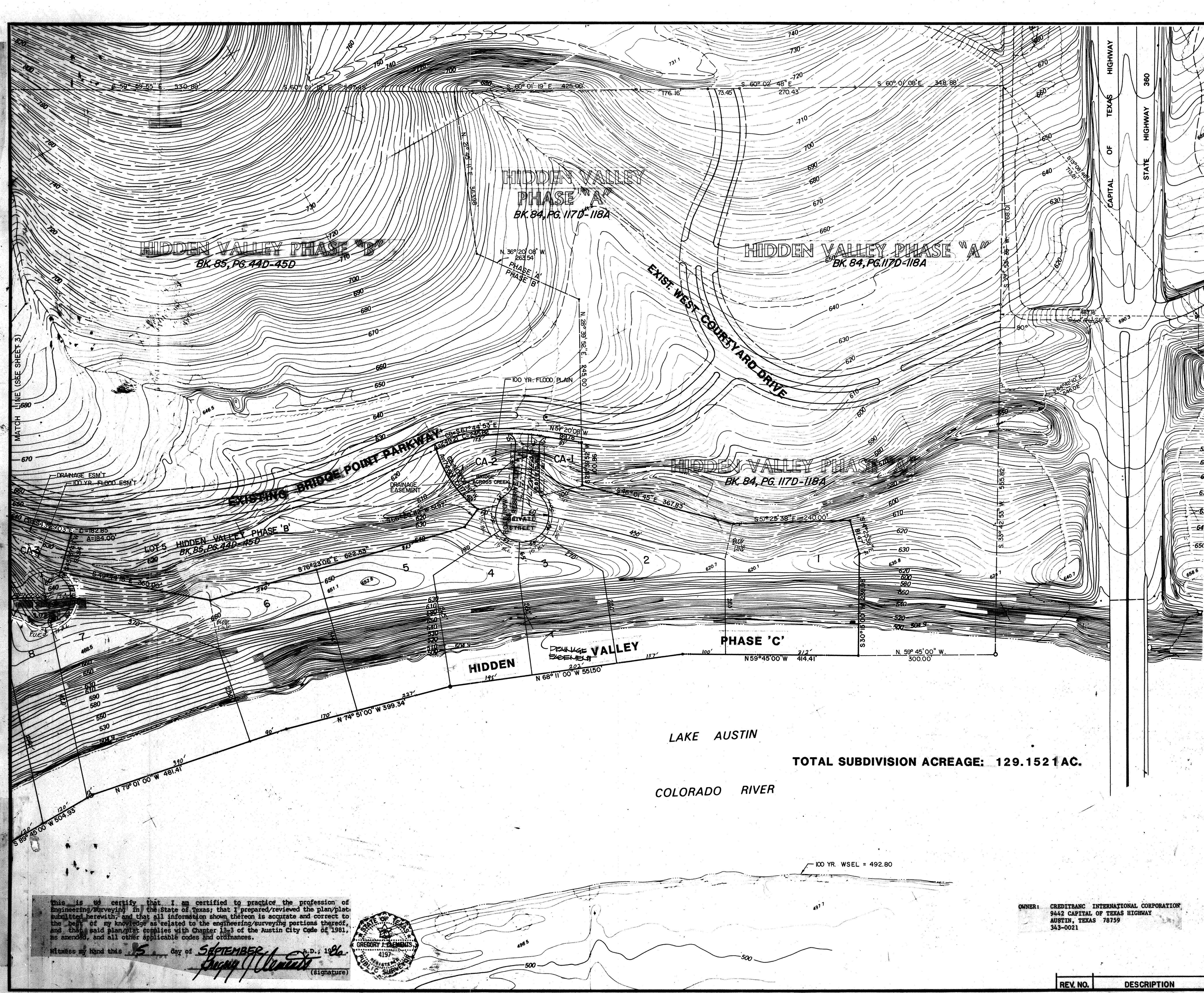
SCALE: 1"=200'
PROJECT NO. 510-0001.0000

DESIGNED BY

DRAWN BY

CHECKED BY

C814-86-023

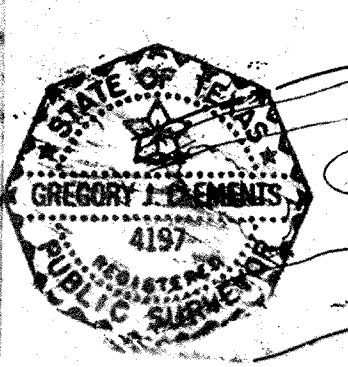


- GENERAL NOTES:
1. Connection is proposed to the City of Austin water and wastewater systems.
 2. Topographic data is City of Austin Standard.
 3. Public utility easements shall be provided as required with the final plat.
 4. The 100 year flood plain is indicated with the drainage easements.
 5. Lots 1 - 64 are topographic family use.
 6. Lots 65 - 77 are common areas - 26.74 Acres.
 7. Common areas shall be installed and maintained by the Homeowners Association and be used for park recreational, social, access and established utility easements.
 8. The drainage and public utility easements will be dedicated to the public.
 9. The roadway design widths for all roadways are listed in the roadway width table.
 10. Every lot shall be reasonably accessible by vehicle from the roadway to the probable building site. For a minimum travel distance of twenty-five feet from the roadway edge, the driveway grade may exceed fourteen percent (14%) only with specific approval of surface and geometric design proposals by the Director of Public Works or his designee.
 11. Side and rear building setback lines are 10 feet unless specified otherwise.
 12. Two off-street parking spaces shall be provided on each residential lot exclusive of spaces provided in garages.
 13. No protected trees as provided by the Tree Ordinance No. 83-0324-W shall be removed without the approval of the Arborist.
 14. Security gates shall meet the approval of the police and fire departments.
 15. Sidewalks shall be provided on one side of Bridgepoint Parkway.
 16. No sidewalks shall be provided for the private roadways.
 17. Roadway intersections shall be limited to between 60° and 100°.
 18. Access to Lot 41 shall be limited to Hollingsworth Court.
 19. Access to Lot 49 shall be limited to Sunbeam Court.
 20. Access to lots 30 and 31 shall be limited to Crockett Pointe.
 21. Access to lots 38 shall be limited to Colbourne Canyon Drive.
 22. Construction in common areas other than proposed amenities shown or listed shall be restricted.
 23. All lots that can not be served by Gravity Wastewater Line must use pump.
 24. All cut and fill for roadways will be contained with the right of ways as required accordance with Ordinance No. 84-0301-W.
 25. A typical Type 1 driveway will be provided for each residential unit: (10'-20' width, 5' curb radius, 10' minimum spacing)
 26. All private streets in this subdivision will be constructed with 28' of pavement face to face with curb and gutter.
 27. Property owner shall provide for access to Drainage Easement as may be necessary and shall not prohibit access by governmental authorities for inspection or maintenance of said easement.
 28. No fence shall be constructed or erected within a drainage easement without separate approval from the City of Austin Office of Land Development Services or appropriate governing body.
 29. This subdivision complies with the Northwest Area Land Use Guidance Plan as revised January 30, 1986.
a) Per Section IV-1, 75-15% of the slopes in this subdivision exceed 15%. Therefore, 10% of the land area in the 15 - 25% slope category can be developed as impervious cover, 15% with transfer.
b) Residential Density Calculations:
30,9486 x 2.5 = 77.37 D.U.
39,4624 x 1.0 = 39.46 D.U.
33,8841 x 0.5 = 16.94 D.U.
Total Allowed D.U. = 133.77 D.U.
Rounds to = 134 D.U.
 30. Required parkland fees to be paid prior to Final Plat approval.
 31. Right of way reserve lots 1-6 will be used for access, grading and drainage, utilities and site amenities.
 32. Access to Lot 19 shall be limited to Crockett Pointe Drive.
 33. Prior to submitting for final plat review, a plan shall be submitted to the City Arborist for review regarding the protected tree in the center of Bearwood Terrace.
 34. All sanitary sewer lines will be contained within the R.O.W.
 35. All side and rear building setbacks will be 5' minimum.

This is to certify that I am certified to practice the profession of Engineering/Surveying in the State of Texas; that I prepared/reviewed the plan/plat submitted herewith; and that all information shown thereon is accurate and correct to the best of my knowledge as related to the engineering/surveying portions thereof, and that said plan/plat complies with Chapter 12-3 of the Austin City Code of 1981, as amended, and all other applicable codes and ordinances.

Witness my hand this 15 day of SEPTEMBER, A.D., 1986.

Gregory J. Clements (signature)



OWNER: CREDITRANC INTERNATIONAL CORPORATION
9442 CAPITAL OF TEXAS HIGHWAY
AUSTIN, TEXAS 78759
343-0021

REV. NO.	DESCRIPTION	BY	DATE	SIGNATURES	DATE

cunningham • graves, inc.
PLANNERS
SURVEYORS
ENGINEERS

11149 Research Blvd. Suite 410 Austin, Texas 78759

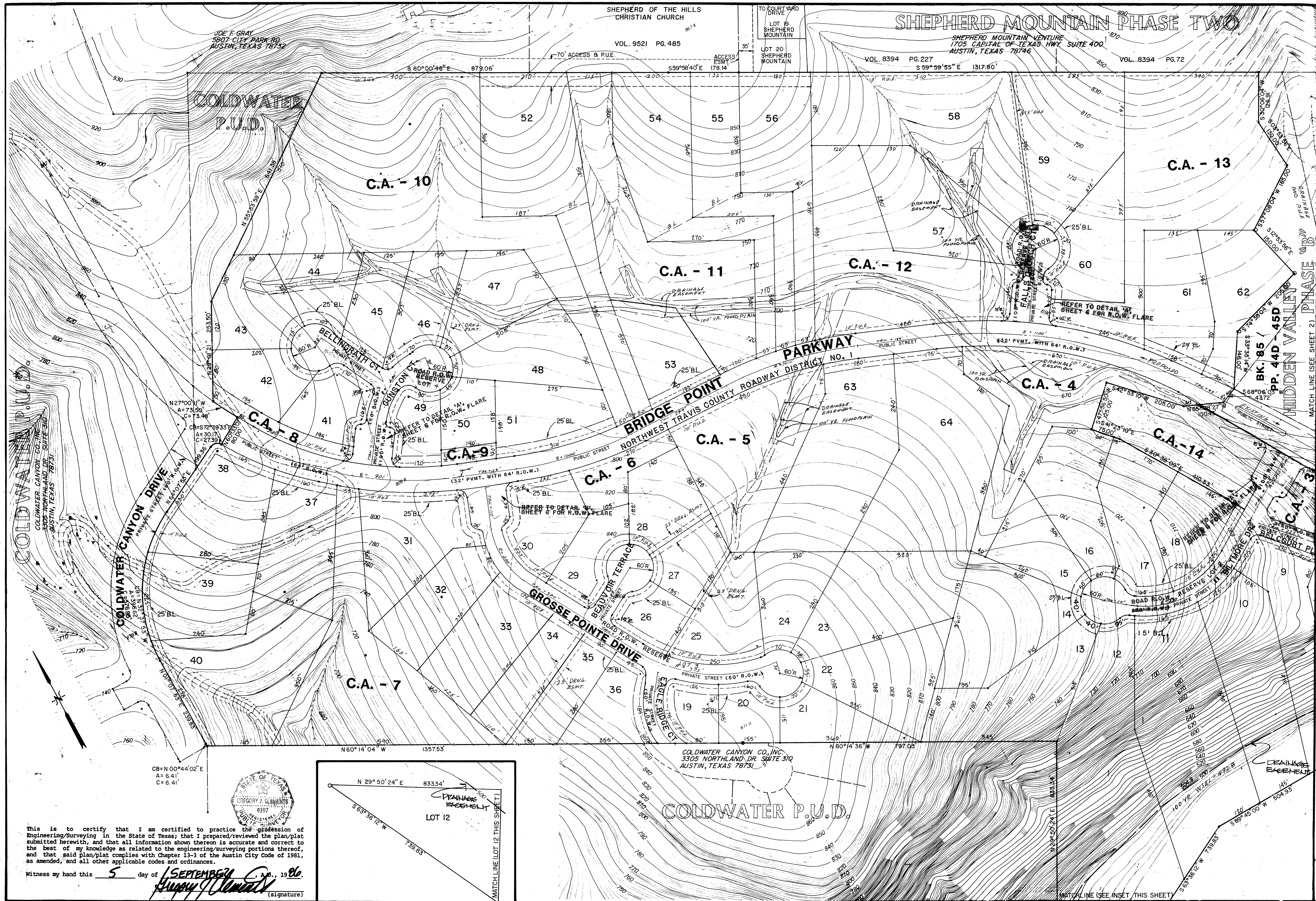
HIDDEN VALLEY PHASE 'C'
PLANNED UNIT DEVELOPMENT

SUBDIVISION PLAN

SCALE: 1" = 100'	DESIGNED BY:	DRAWN BY:	CHECKED BY:
PROJECT NO. 510-0001.0000			

SHEET 2 OF 11

C814-86-023



This is to certify that I am certified to practice the profession of Engineering/Surveying in the State of Texas; that I prepared/reviewed the plan/plat submitted herewith, and that all information shown thereon is accurate and correct to the best of my knowledge as related to the engineering/surveying portions thereof, and that said plan/plat complies with Chapter 13-3 of the Austin City Code of 1981, as amended, and all other applicable codes and ordinances.

Witness my hand this 5 day of SEPTEMBER, 1986.

Gregory J. Clements (signature)

SUBDIVISION PLAN

SCALE: 1" = 100'

PROJECT NO. 510-0001.0000

DESIGNED BY: *CH*

CHECKED BY:

HIDDEN VALLEY

PHASE 'C'

PLANNED UNIT DEVELOPMENT

cunningham•graves, inc.

ENGINEERS

SURVEYORS

PLANNERS

11149 Research Blvd. Suite 410 Austin, Texas 78759

SHEET 3 OF 11

C814-86-023

LAKE AUSTIN WATERSHED
IMPERVIOUS COVER DATA

SUBDIVISION: Hidden Valley Phase "C" - 129.1521 - 4.632(WATER)=124.5201 Ac.

PROPOSED IMPERVIOUS COVERAGE	SLOPES 0-15% ACRES IMPERVIOUS COVERAGE	SLOPES 15-25% ACRES IMPERVIOUS COVERAGE	SLOPES 25-35% ACRES IMPERVIOUS COVERAGE	SLOPES OVER 35% ACRES IMPERVIOUS COVERAGE
Roadways	2.5735	2.0575	0.2991	0.0034
Driveway Approaches				
Commercial Areas a) Estm. Off Street Parking b) Structures c) Other	b) 3.3390	b) 1.1375		
Residential Areas Estm. Avg. Dwelling Size Including Garages & Drives				
Tennis Courts and Other Recreational Areas				
Total Impervious Areas Each Slope Class	5.9125	3.1950	0.2991	0.0034
Total Area of Each Slope Class	30.9485	39.6654	33.8843	20.0219
Percent Impervious Area Each Slope Class Item 6 100 X Item 7	19.10%	8.05%	0.88%	
Max. Allowable Impervious Area	35%	10%	5%	

Impervious Cover Slopes 0-25% = 12.89%
Total Site Impervious Cover = 7.55%

STREET WIDTH TABLE

STREET NAME	PAVEMENT WIDTH	RIGHT OF WAY WIDTH	STREET STANDARD
BRIDGE POINT PARKWAY (PUBLIC)	32' W/ CURBS & GUTTER	64'	ALTERNATE URBAN
ALL OTHERS (PRIVATE)	20' W/ CURBS & GUTTER	50'	ALTERNATE URBAN

HIDDEN VALLEY

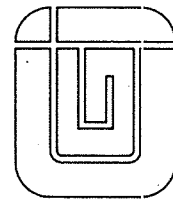
PHASE 'C'
PLANNED UNIT DEVELOPMENT

DATA AND
CALCULATIONS SHEET

SCALE: PROJECT NO. 510-0001-0000
DESIGNED BY: DRAWN BY: CHECKED BY:

SHEET 11
OF 11

REV. NO. DESCRIPTION BY DATE SIGNATURES DATE



cunningham & graves, inc.

PLANNERS

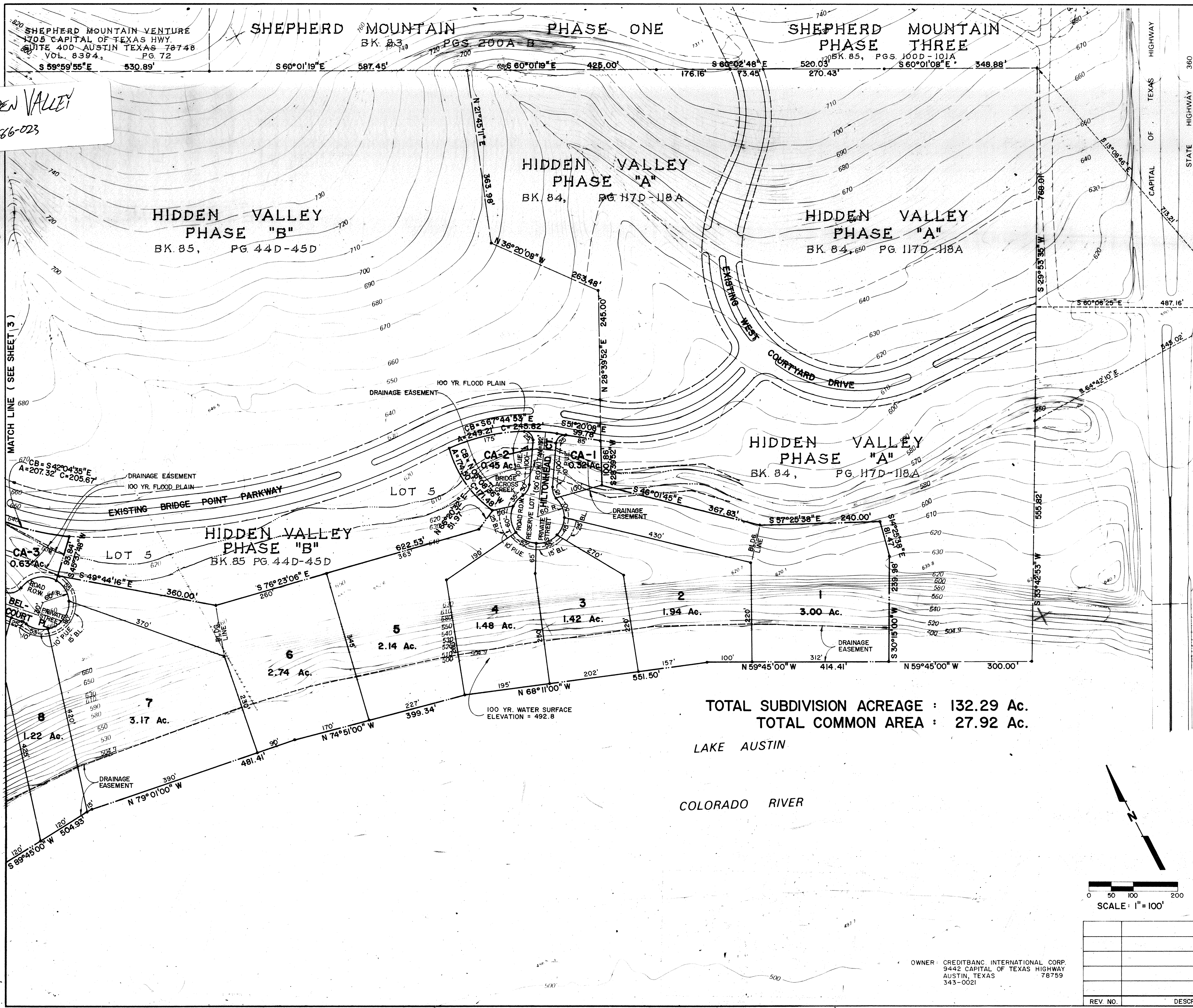
SURVEYORS

ENGINEERS

11149 Research Blvd. Suite 410 Austin, Texas 78759

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HIDDEN VALLEY
C814-86-023

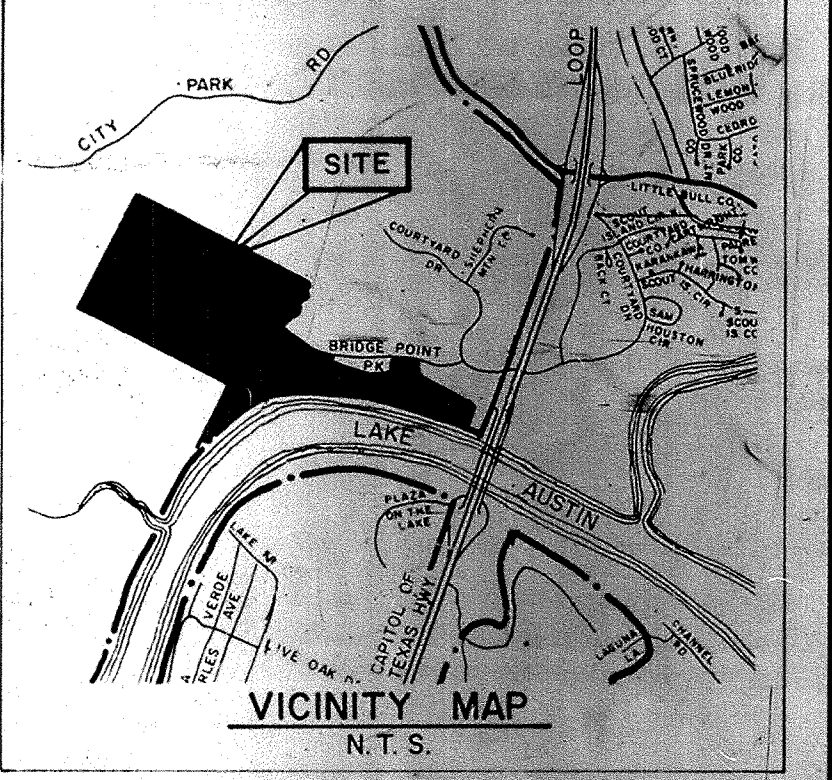
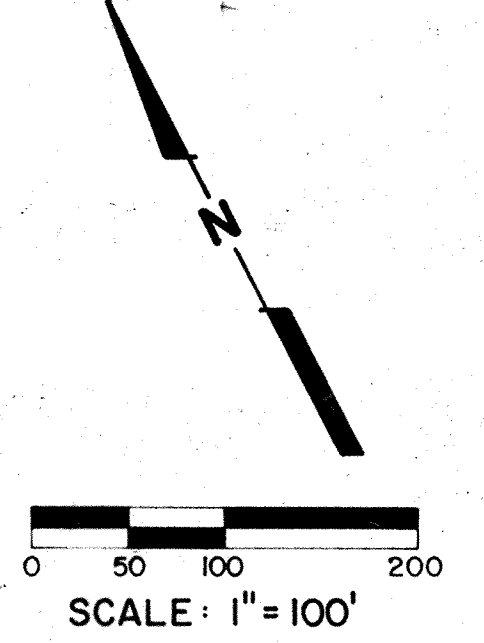


- ### GENERAL NOTES
1. Connection is proposed to the City of Austin water and wastewater system.
 2. Topographic Data is City of Austin Standard.
 3. Public utility easements shall be supplied as required with the final plat.
 4. The 100 year flood plains are contained within the drainage easements.
 5. Lots 1 - 64 are for single family use.
 6. Lots 65 - 77 are common areas.
 7. Common areas shall be installed and maintained by the Homeowners Association and be used for park recreational, social, access and established utility.
 8. The drainage and public utility easements will be dedicated to the public.
 9. The roadway design widths for all roadways are listed in the roadway width table.
 10. Every lot shall be reasonably accessible by vehicle from the roadway to the probable building site. For a minimum travel distance of twenty-five feet from the roadway edge, the driveway grade may exceed fourteen percent (14%) only with specific approval of survey and project design prepared by the Director of Public Works or his designee.
 11. Side and rear building setback lines are 10 feet unless specified otherwise.
 12. Two offstreet parking spaces shall be provided on each residential lot exclusive of spaces provided in garages.
 13. No protected trees as provided by the Tree Ordinance No. 83-0324-0 shall be removed without the approval of the Arborist.
 14. Security gates shall meet the approval of the police and fire department.
 15. Roadway intersections shall be limited to between 60° and 100°.
 16. The following lots will utilize joint access easements:
63 & 64
65 & 66
67 & 68
69 & 70
71 & 72
73 & 74
75 & 76
77 & 78
 17. Access to Lot 49 shall be limited to Canyon Court.
 18. Access to Lot 30 and 31 shall be limited to Cross Points.
 19. Construction in common areas other than proposed amenities shown or listed shall be restricted.
 20. All lots that can not be served by Gravity Wastewater Line must use pump.
 21. All cut and fill for streets will be contained within the right of ways as required accordance with Ordinance No. 14010-C.
 22. A typical Type I driveway will be provided for each residential unit. (10' - 20' width, 5' curb radius, 10' minimum spacing).
 23. All private streets in this subdivision will be constructed with 24" of pavement face to face with curb and gutter.
 24. Property owner shall provide for access to Drainage Easement as may be necessary and shall not prohibit access by governmental authorities for inspection or maintenance of said easement.
 25. No fences shall be constructed or erected within a drainage easement without separate approval from the City or Austin Office of Land Development Services of appropriate governing body.
 26. This subdivision complies with the Northwest Area Land Use Ordinance as amended January 30, 1986.
(a) Per Section 19-1.15.15 of the slopes in this subdivision exceed 15%. Therefore, 10% of the land area in the 15-25% slope category can be developed as impervious cover, 15% with transfer.
(b) Residential density Calculations:
30,9486 ± 2.5 = 77.37 D.U.
29,6624 ± 1.0 = 74.66 D.U.
33,8843 ± 0.5 = 84.96 D.U.
Total Allowed D.U. = 133.97 D.U.
Rounds to = 134 D.U.
 27. Required parking fees to be paid prior to final plat approval.
 28. Right of way reserve lots 1 - 6 will be used for access, grading and drainage, utilities and site amenities.
 29. Prior to submitting for final plat review, a plan shall be submitted to the city arborist for review regarding the protected tree in the center of Beauvoir Terrace.
 30. All sanitary sewer lines will be contained within the R.O.W.
 31. All access easements and joint access easements with the adjacent property owners will be approved by the City of Austin and Travis County and acquired prior to final plat approval.
 32. Agreements for access to Coldwater P.U.D. via Eagle Ridge Crossing will be addressed in the restrictive covenants prior to final plat approval.
 33. Sidewalks will be provided on one side of all streets.
 34. The Fire Department turn around for the joint access driveway for lots 52, 54, 55, 56 and 57 will be designed to Austin Fire Department standards.
 35. No building permit will be issued pursuant to this site plan until a subdivision has been recorded in conformance with the Subdivision Ordinance, Chapter 15-3 of the Austin City Code.

TOTAL SUBDIVISION ACREAGE : 132.29 Ac.
TOTAL COMMON AREA : 27.92 Ac.

LAKE AUSTIN
COLORADO RIVER

APPROVED
PRELIMINARY
9-24-87



OWNER: CREDITBANC INTERNATIONAL CORP.
9442 CAPITAL OF TEXAS HIGHWAY
AUSTIN, TEXAS 78759
343-0021

REV. NO.	DESCRIPTION	DATE	SIGNATURES	DATE

Curry & Pittman, Inc.
Consulting Engineers - Surveyors

HIDDEN VALLEY PHASE "C" SUBDIVISION PLAN
PLANNED UNIT DEVELOPMENT

Scale: 1"=100' Date: 7/22/87
Designed by: _____
Drawn by: *Curry & Pittman, Inc.*
Checked by: _____
Approved by: _____
Project No.: 198-06-00

SHEET 2 OF 11

C814-86-023 (41)

LAKE AUSTIN WATERSHED
IMPERVIOUS COVER DATA

SUBDIVISION : HIDDEN VALLEY PHASE "C" — 132.2900 — 4.632 (WATER) = 127.6580 AC.

ITEM	PROPOSED IMPERVIOUS COVERAGE	SLOPES 0-15 % ACRES IMPERVIOUS COVERAGE	SLOPES 15-25% ACRES IMPERVIOUS COVERAGE	SLOPES 25-35% ACRES IMPERVIOUS COVERAGE	SLOPES OVER 35 % ACRES IMPERVIOUS COVERAGE
1.	ROADWAYS	2.5735	2.0575	0.2991	0.0034
2.	DRIVEWAY APPROACHES				
3.	COMMERCIAL AREAS A) ESTM. OFF STREET PARKING B) STRUCTURES C) OTHER	B) 3.3390	B) 1.1375		
4.	RESIDENCIAL AREAS ESTM. AVG. DWELLING SIZE INCLUDING GARAGES & DRIVES				
5.	TENNIS COURTS AND OTHER RECREATIONAL AREAS				
6.	TOTAL IMPERVIOUS AREAS EACH SLOPE CLASS	5.9125	3.1950	0.2991	0.0034
7.	TOTAL AREA OF EACH SLOPE CLASS	31.6867	40.8406	34.9435	20.1871
8.	PERCENT IMPERVIOUS AREA EACH SLOPE CLASS $\frac{\text{ITEM 6}}{100 \times \text{ITEM 7}}$	18.66 %	7.82 %	0.86 %	
9.	MAX. ALLOWABLE IMPERVIOUS AREA	35 %	10 %	5 %	

IMPERVIOUS COVER SLOPES, 0-25 % = 9.1075 ACRES = 12.56 %
TOTAL SITE IMPERVIOUS COVER = 9.4100 ACRES = 7.37 %

NOTE : IMPERVIOUS COVER CALCULATIONS PROVIDED BY CUNNINGHAM GRAVES, INC. REVISED IMPERVIOUS COVER CALCLATIONS BASED ON IMPERVIOUS COVER CALCULATIONS PROVIDED BY CUNNINGHAM GRAVES AND ADJUSTED TOTAL SITE AREA DUE TO BOUNDARY ADJUSTMENTS AT THE WEST PROPERTY LINE BY BURY & PITTMAN, INC.

STREET WIDTH TABLE

STREET NAME	PAVEMENT WIDTH	RIGHT OF WAY WIDTH	STREET STANDARD
BRIDGE POINT PARKWAY (PUBLIC)	32' W/ CURB & GUTTER	64'	ALTERNATE URBAN
ALL CUL-DE-SAC (PRIVATE)	28' W/ CURB & GUTTER	50'	ALTERNATE URBAN

APPROVED
9-24-87
PRELIMINARY

Scale NO SCALE Date 7/29/87

Designed by

Drawn by

Checked by

Approved by

Project No. 198-06.00

SHEET

II

OF II

HIDDEN VALLEY
PHASE "C"
PLANNED UNIT DEVELOPMENT

DATA AND
CALCULATIONS SHEET

Bury & Pittman, inc.

Consulting Engineers · Surveyors