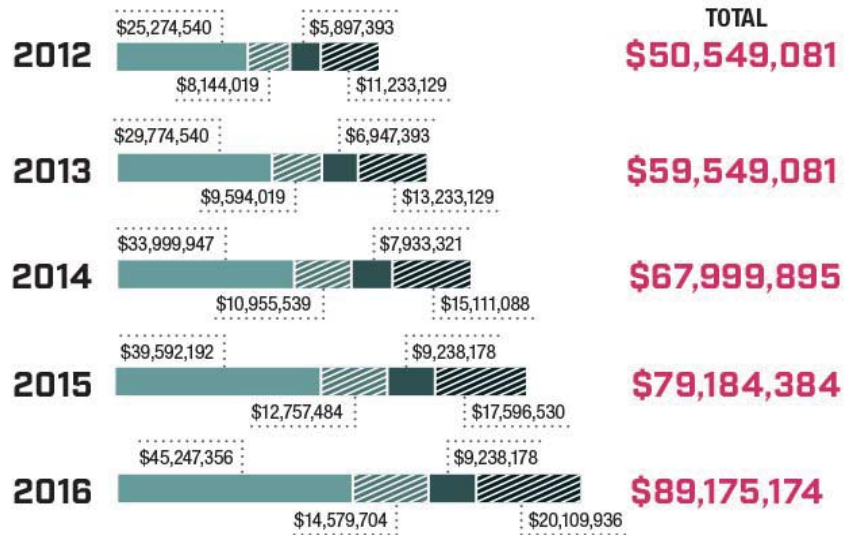


# To Grow the Pie ...

## HOTEL OCCUPANCY TAX REVENUE OVER THE PAST 5 YEARS

This graph shows the distribution of hotel tax revenue among tourism entities, the 2 percent venue tax—approved in 1998 to defray convention center and Waller Creek project costs—revenue distribution and yearly hotel tax revenue growth.

**KEY** ■ Convention center ■ Austin Convention and Visitor's Bureau ■ Cultural Arts Program ■ Venue tax



Projected 2017 15% Historical Cap - \$11.7M \$100,767,946 (Δ2016 ~\$11.6M)

Projected 2018 15% Historical Cap - \$13.3M \$113,867,779 (Δ2016 ~\$24.7M)

Projected 2019 15% Historical Cap - \$15M \$128,670,591 (Δ2016 ~\$39.5M)

Projected 2020 15% Historical Cap - \$16.9M \$145,397,766 (Δ2016 ~\$56.2M)