

Pay off Convention Center without Expansion

More Convention use without enlarging facility

Expand ACC (2B)

Pursue option 2B of Convention Center expansion financing concept. Additional funding generated after convention center obligations split between Historical Preservations & Music Industry

Recommend form/ plan for expansion

Consider existing (example Austin American Statesman) as expansion without more Big Box

Fund Palmer as promised

Include Palmer on HOT

Clarify M&O cost to Palmer

Use all money available to support Heritage/ Historical grants

Change over-site of Historical/ Heritage Grants define Natural or Cultural

Use money for expansion toward Historical/ Heritage grants

Find uses for remaining waterfall... Parks/ Heritage Music Industry

Fund a Heritage Tourism strategic Plan
* Similar to Cultural Tourism Plan

Expand Visitor data being collected to determine types of sites attracting visitors or what they see when visiting
For Example:
• Historical Sites
• Cultural Sites/ venues
• Music Venues

Allow heritage money to be used on interiors as well as exteriors

Fund Recommend of Parks & Historical Preservations Coalition

Maintain process for funding for Arts & Music thru Cultural Arts/EDD

Cultural Arts- Reorganize grants to include use by organizations that do not have to have sponsor but would include strict guidelines: Art & Music

Cultural Arts- A percentage of funds already received to be used for community outreach & education as to grants available

Fund ARTS fully

Recommend staff compilation of cultural assets of marketing

Partially fund public services for COA co-sponsored events with HOT

Recommend COA continue to fund analysis of creative industry with HOT to include impact on tourism economy

Identify non-HOT- paid tourism costs now borne by other local tax sources

Allocate funding to address safety and "walk ability" issues in the Red River District and ARCR center to encourage and enhance the growth of tourism in this district

Support Local Business Districts through tourism. Financially through HOT tax or Grants through Hot tax

Consider support of AIBA (Austin Independent Business Alliance)

Local & Small Businesses that serve visitors (Restaurants, Shops, Clubs, Venues, Etc...)

Support thru HOT tax to Districts, Festivals, tourism, grants, etc...

Be sure there is a diversity/ equity lens to consider grant requests.

Deciders of Grants should have connection to City. Not Separate Organization

Only Consider Recommendations that fall within the Law (or another Law). Don't waste time on things that can't happen

Establish clear quantitative and qualitative measurements to evaluate proposed uses and prior uses of HOT funds. (beyond how many hotels rooms were sold or how many conventions were booked) for all recipients

Distribution of funds to beneficiaries s/h all have same information required in requests

Consider the geographic makeup of revenue & expenditures

Citywide funds not just Downtown

Make sure the East Side is not Forgotten

Fund ACVB at 1.45

Visitor Impact Task Force Members Additional Recommendations -April 25, 2017 Meeting-