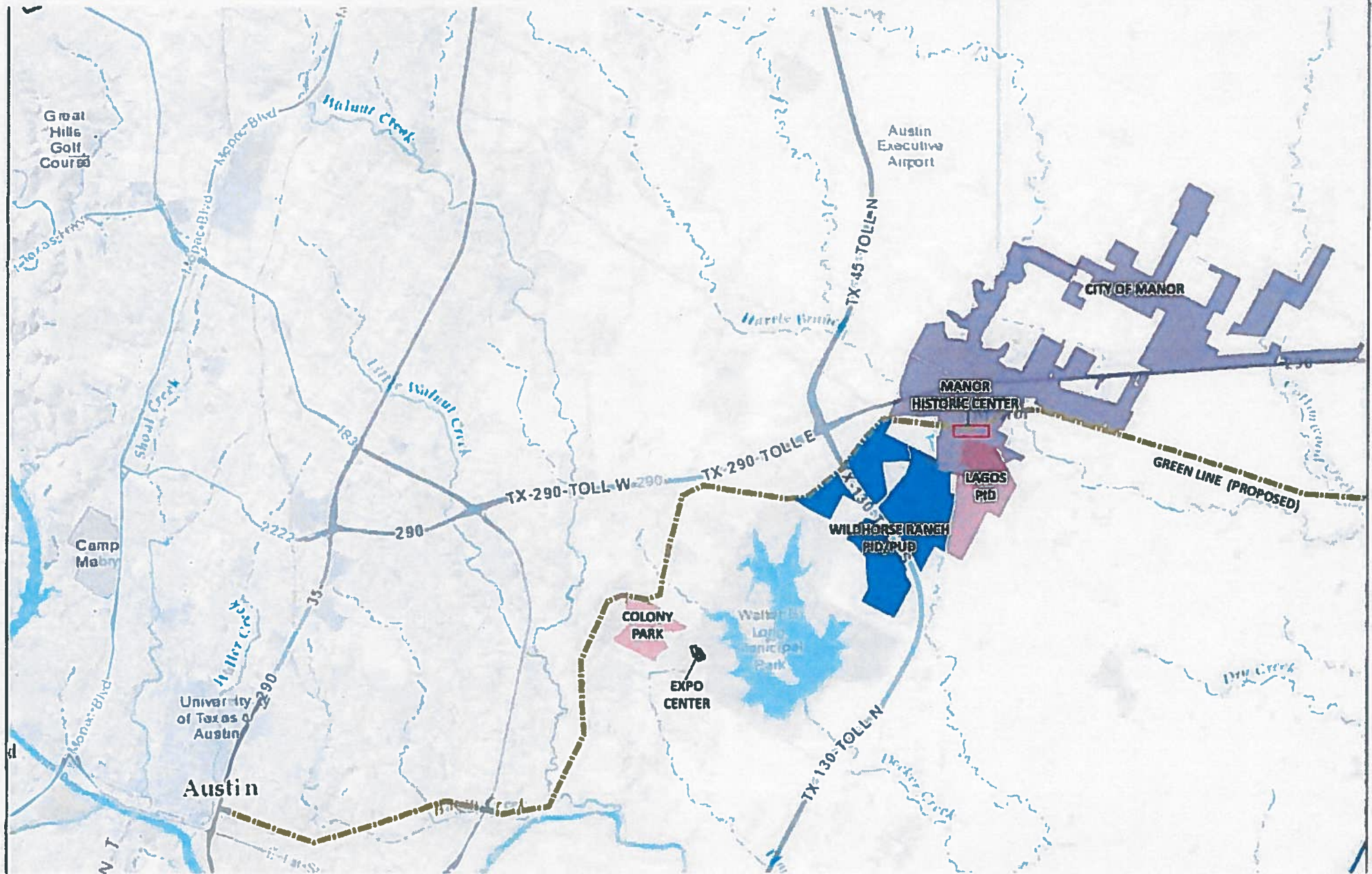


## TRAVIS COUNTY - CITY OF AUSTIN HOT & EXPO CENTER TIMELINE



# EASTERN CRESCENT COMMUNITY DEVELOPMENT



# HOTEL OCCUPANCY TAXES IN TEXAS & AUSTIN'S PROPOSAL

## STATEWIDE HOTEL OCCUPANCY TAX

6%



### TEXAS TAX CODE CHAPTER 351

Municipal Hotel Occupancy Tax **7%**  
Austin + 2 others allowed to increase **+2%**  
for a total of **9%**

Travis County is  
**NOT ELIGIBLE**

City Council Resolution #20190523-029  
A financial plan for Convention Center  
expansion that includes raising HOT to 9%  
from the current 7%

### LOCAL GOVERNMENT CODE CHAPTER 334

Local Venue Tax **2%**

*Specific project and tax must be approved by Voter Referendum*

Travis County **IS**  
**ELIGIBLE**

City Council Resolution #20190523-029  
A financial plan for Convention Center  
expansion that includes continued use of  
Venue Tax capacity

TOTAL HOTEL OCCUPANCY TAX RATE FOR A GIVEN LOCALITY:

**NOT TO EXCEED 7%**



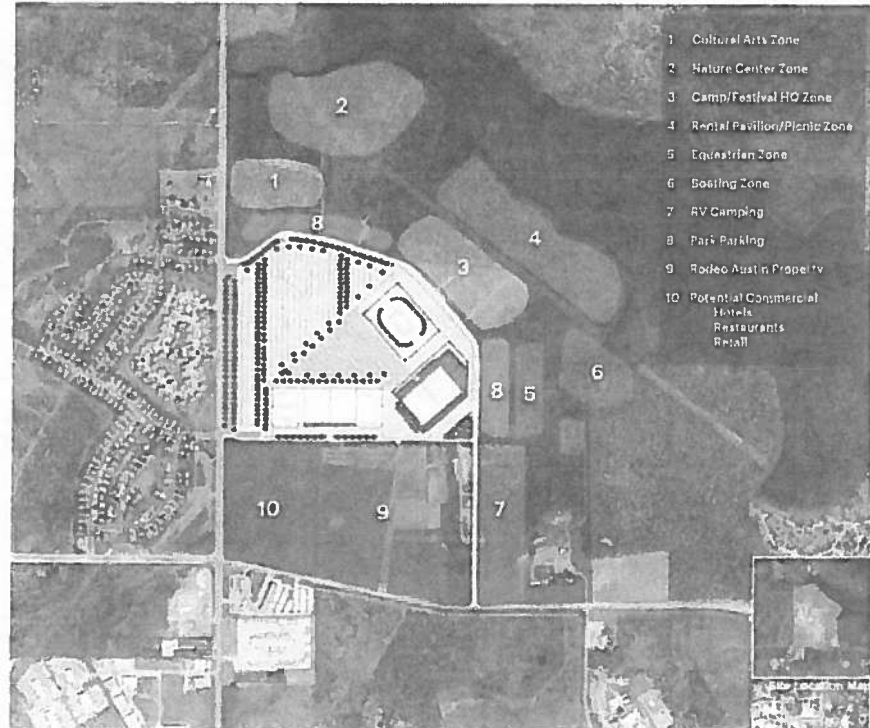
# Hunden Strategic Partners Report Summary

**Objective:** Rodeo Austin, Travis County, and the City of Austin engaged Hunden Strategic Partners to conduct a market and feasibility analysis assessing the optimal future use of the Travis County Exposition Center, as well as to make recommendations for how the complex could interact with the surrounding Walter E. Long Metropolitan park.

## Key Findings

- **Faltering Facilities On-Site:** Existing facilities are obsolete, too small, and have significant deferred maintenance
- **Limited Supply in Market:** The Austin market has a limited supply of event space. The Convention Center and Palmer Events Center cannot accommodate all the demand they are receiving for facilities. Some of that demand is misplaced due to Austin's lack of:
  - A true civic sports and entertainment arena
  - A true exposition center
  - A true equestrian facility
- **Expanding Demand:** Demand is expanding in the market and on-site; Rodeo Austin has outgrown the existing facilities, and event space in Austin has not kept pace with the metro's population boom
- **Economic Development Opportunity:** The area around the site is underdeveloped and presents an opportunity for real estate development, catalyzed by the TCEC
- **Master Plan for Walter E. Long Park:** The report recognized the larger park as a massive underutilized resource and recommended developing a master plan for the entire park.

HSP Proposed Uses for TCEC and Surrounding Park Area



Facility	Existing	Recommended
Arena	9,000 total capacity 25,000 SF arena floor	15,000-seat capacity 25,000 SF arena floor
Show Barn/Arena	1 covered, non-enclosed show barn	1 covered, non-enclosed dressage arena + 2 covered, non-enclosed practice arenas
Exhibit Hall	15,000 SF	200,000 SF + future expansion of 200,000 F
Ballroom	n/a	30,000 SF
Meeting Space	10,000 SF Skyline Lounge	25,000 (divisible)
Parking	4,000 spaces	6,100 spaces
Grounds	300,000 SF Midway/outdoor event area	400,000 SF Midway/outdoor event area
Park	Minimal use	Collaborative uses: cultural, nature, leisure, etc.

# Developments Since Hunden Study

The Hunden Study was finalized in early 2016. A number of conditions have changed since that time:

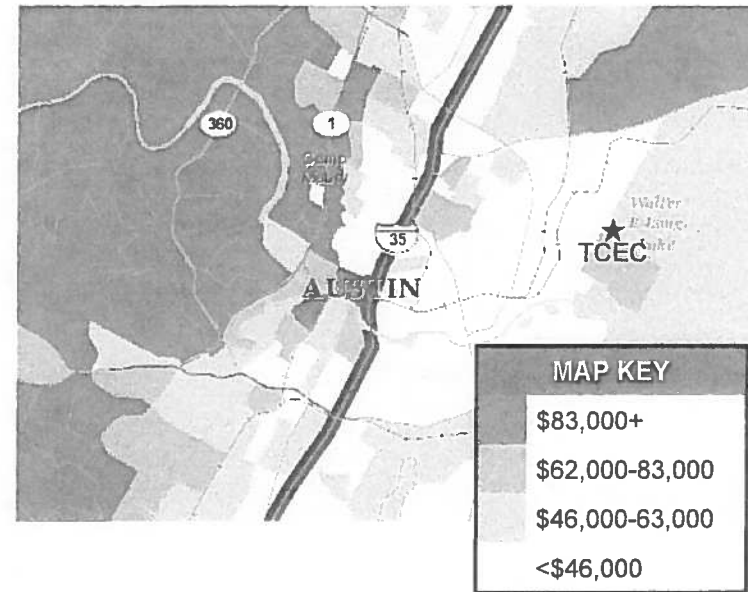
## Economics and Demographics

- The Austin MSA has continued to experience unprecedented growth, gaining over 58,000 new residents in 2016.
- Austin's economy has also continued forward on an upward trajectory, adding roughly 37,000 jobs in 2016, and another 25,000 in 2017.
- While incomes have risen in the MSA, East Austin has some of the lowest incomes in the city, indicating an ongoing need for economic development. The Travis County Expo Center's location in far East Austin presents an opportunity to catalyze investment in underserved areas.

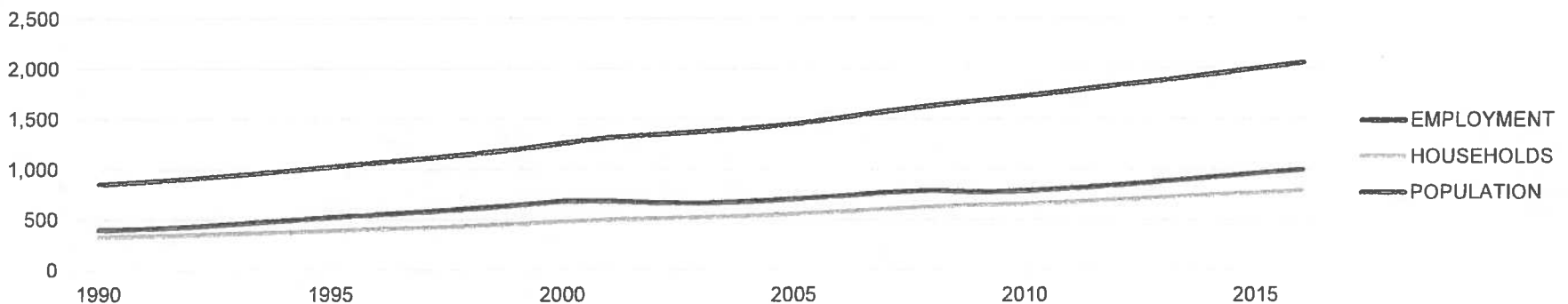
## Inadequate Infrastructure

- With Austin's continued growth, the city's infrastructure is increasingly burdened, leading to severe traffic congestion.
- Many of the existing event facilities, such as the Austin convention center, are located in high-traffic areas, limiting opportunities for expansion without raising concerns about worsening congestion.

**Median Household Income by Census Tract  
Austin MSA, 2017**



**Employment, Households, and Population (000s); Austin MSA, 1990-2016**



Source: Moody's Analytics; BLS; Esri; RCLCO