



AUSTIN CHAMBER

December 6, 2021

The Honorable Steve Adler
Mayor, City of Austin

The Honorable Members of the City Council
City of Austin

RE: Austin Chamber's support of Formula One U.S. Grand Prix under the Major Events Reimbursement Program (Item #8)

Dear Mayor Adler and Members of the Austin City Council:

The City of Austin has worked hard to make Formula One U.S. Grand Prix a magnet for international travel to Austin and these efforts have proven to be a huge success. On behalf of the Greater Austin Chamber of Commerce, I respectfully ask that you renew and extend the City of Austin's support for Formula One USGP to assure the continuation of this important event which is now a major driver of international interest and economic activity for Austin and throughout Texas.

According to data from the Texas Economic Development Office, Formula One USGP has become the largest-impact event in the Major Events Trust Fund Award Database, generating almost \$27 Million in tax revenue for Texas. Furthermore, a study conducted by Angelou Economics revealed that the 2021 Formula One USGP led to an estimated \$434 million in economic impact through direct spending over three days of the race, and a total of \$987 million in direct, indirect, and induced expenditures on hotel and car rentals, food and beverage, shopping, and entertainment spending as a result of the event.

These benefits to Austin's travel, tourism, and hospitality industry have continued to grow overtime as greater numbers of visitors, particularly international visitors, travel to Austin for Formula One. ABIA experienced its highest number of passengers in the history of F1 with approximately 35,000 passengers passing through the airport on the day after the 2021 race. Similarly, the 2021 race saw hotel demand reach 100 percent occupancy and the average daily hotel room rate rise to \$516.58 per night.

Finally, Circuit of the Americas creates jobs -- 8,000 temporary jobs during the event, approximately 3,000 temporary jobs during other COTA events, and approximately 300 permanent full-time employees year-round.

The City of Austin's investment in this major event has led to positive economic impact that continues to grow. For these reasons, the Greater Austin Chamber of Commerce supports



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continuation of the City of Austin's endorsement for Formula One U.S. Grand Prix and respectfully requests your timely attention to and support for this matter.

Sincerely,

Laura Huffman
President & CEO
Austin Chamber of Commerce

cc: Spencer Cronk, City Manager
Rodney Gonzales, Assistant City Manager