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AUG 25 2014

Initial: alt

Application for Naming a Public Facility or Property

Please follow the instructions below when submitting an application for naming a facility or property.

1. Complete the application by providing detailed information about the proposed park name. Please include supplemental information such as articles, letters of support and signature list with the application.
2. City of Austin Parks & Recreation Department must receive the application within the 90 day public comment period in order for the application to be considered.
3. Send all submittals to: Austin Parks and Recreation Department, Attn: April Thedford, 919 W. 28 ½ Street, Austin, TX 78705; (512) 974-9408; april.thedford@austintexas.gov.

Proposed Name for the Facility or Property: Name the East Lawn portion of Auditorium Shores "Vic Mathias Shores."

If proposing the name of an individual, include a biographical description of nominee:

Much of what Austin has become over the last half-century is due in many ways to the vision and quiet leadership of Vic Mathias. Vic's unprecedented tenure of 27 years as CEO of the Austin Chamber of Commerce is eclipsed by his lifelong efforts to promote Austin's natural environment and economic wellbeing for all citizens. He remains in a small handful of individuals that have truly shaped the Austin we all know and enjoy. (Will provide more information in a packet)

Describe the individual's involvement in the Austin community:

Vic Mathias served Austin for his entire adult life, until his death last year. His involvement and leadership in organizations over a 60 year span is too expansive to list. Programs such as Leadership Austin, Crime Stoppers, the Austin Bicentennial Commission, the Austin Travis County Rodeo, The Town Lake Beautification Committee, Boy Scouts, Austin Artist Harvest are just a few areas where Vic's leadership and participation were seen. Even at the age of 86, the former WW II foot soldier raised the funding for the first flight of Honor Flight Austin, that transported aging WWII veterans to Washington DC to visit the moving WWII memorial. (Will provide more information in a packet)

Describe the individual's connection to the facility or property, if any:

From his offices on the banks of Town Lake at Auditorium Shores, Vic had a long term vision for Lady Bird Lake. In the 1950's he was an avid supporter of the construction of Longhorn Crossing Dam. Vic personally named all the banks of Lady Bird Lake with "beaches" on the north banks (Festival Beach) and "shores" on the south (Auditorium Shores.), which the City of Austin eventually officially adopted. When he couldn't find anyone else to do it, in the early 1970's he and his family purchased and renovated a used "tour boat" and created America's only known "water nature trail" running daily tours on the upper end of Lake Lady Bird, to point out the natural beauty, springs, flora and unique geological formations.

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Vic was a leader on the original Town Lake Beautification Committee that designed and implemented a plan for citizen use of the banks of Town Lake. Mrs. Lady Bird Johnson referred to Vic as her "tree man" for his vision to plant trees along the banks. (Early photo of Auditorium Shores, will be in packet)

Vic is sometimes referred to as the "Father of Austin Festivals" for being a founding member of the Austin Aqua Festival; Austin's first major music and water events related festival. He personally oversaw all developments of the long-running Festival that gained nationwide attention. According to reports in the Austin American Statesmen, more than 300,000 attendees enjoyed music on Auditorium Shores during the 10 day festival, which ran on the lake and Auditorium Shores for 35 years.

If proposing a name other than individual, summarize the reason for the name:

N/A

Names of requestors: Mayors Gustavo L. Garcia, Ron Mullen, Carole Keeton, Frank C. Cooksey, Bruce Todd, Lee Cooke, John Treviño, Jr. and Ann Butler on behalf of Mayor Roy Butler.

Address: c/o Nancy Williams and Neal Spelce

Phone Numbers: 512-974-2250 Williams/ 512-970-1781 Spelce

Email: nancy.williams@austintexas.gov and NealSpelce@gmail.com