



- 1 • He named the north and south banks of Lady Bird Lake. The north  
2 banks were named Festival Beach and the south banks were named  
3 Auditorium Shores.
- 4 • He operated the Austin Convention Center and Visitors Bureau for  
5 more than 20 years while heading up the Chamber, until the City of  
6 Austin assumed that function.

7 5. Vic Mathias believed that to keep Austin’s young people from leaving the  
8 area to find employment, the City could thrive economically by highlighting  
9 our environmentally-sound quality of life and highly-educated workforce to  
10 attract “clean industry.”

- 11 • He founded the Austin Economic Development Council (forerunner  
12 of Opportunity Austin) and beginning in the early 1960s, the Austin  
13 Chamber marketed Austin tirelessly nationwide to attract world-class  
14 “clean industry” employers (such as IBM, Texas Instruments, etc.)  
15 that ultimately led to the emergence of the high tech sector of Austin’s  
16 economy. This was accomplished by working with the City of  
17 Austin, The University of Texas, business leaders and civic  
18 volunteers. This sustained Chamber of Commerce effort occurred  
19 under Vic’s leadership until his retirement in 1983 and it continues  
20 today.

- 21 • As a volunteer naturalist and entrepreneur, he expanded recognition  
22 and appreciation for the area’s natural treasures, reinforcing the area’s  
23 economic development and quality of life reputation. He helped form  
24 and operate the Highland Lakes Tourist Association, was one of the  
25 organizers of the Discover Texas Association, and served three years  
26 as Vice President of the Beautify Texas Council. Knowing the value  
27 of Austin’s natural setting on the Colorado River and the edge of the  
28 Hill Country, Vic and his wife Helen founded three tour companies:  
29 1) Town Lake Tours, which featured the ecosystems of the lake area,  
30 flora, bluffs, springs and ancient geological history of the lake; 2)  
31 Austin Tours, which was the first and only city tour at the time; and 3)  
32 The Texas Nature Tour Company which took weekend tours to  
33 natural areas such as Travis County’s Hamilton Pool and West Cave  
34 Preserve long before they were accessible to the general public.

35 6. Vic Mathias epitomizes the volunteer community working through non-  
36 profits on behalf of Austin. He served 27 years as a non-profit executive,  
37 leading volunteers. He then served an additional 30 years as a volunteer,  
38 reversing his role to practice what he taught.

- 1 • Under his guidance, Leadership Austin – one of the earliest leadership  
2 programs in America – was founded and it has helped encourage  
3 many of Austin’s current leaders. As Chamber CEO, he rescued the  
4 Austin-Travis County Rodeo when it was on the brink of bankruptcy  
5 and the Chamber operated the rodeo for almost 20 years, when it  
6 became a free-standing non-profit organization. Additionally he was  
7 a founding member of the Capitol Area Security Council and the  
8 Austin Foreign Trade Council, to name a few.
  
- 9 • After retiring from the Chamber of Commerce, there was never a time  
10 when Vic was not volunteering, serving on dozens of boards and  
11 commissions – ranging from the Mental Health Association to the  
12 Austin Symphony to Rotary International to Austin Artist Harvest to  
13 the Austin Bicentennial Commission. He hosted and raised the initial  
14 funds for “Crime Stoppers.” And in the last year of his life, at the age  
15 of 86, the former WWII foot soldier was the fundraiser for the  
16 inaugural Honor Flight Austin that transported aging World War Two  
17 veterans to Washington, D.C. to visit the moving WWII memorial.

18 7. The grounds have changed dramatically since Vic began 27 years ago in his  
19 office there. (In fact, the original auditorium has changed to the Long  
20 Performance Center.) And Austin has changed dramatically in many ways,  
21 as a result of Vic’s vision and action.

22 8. It seems altogether fitting that the East Lawn portion of Auditorium Shores  
23 be renamed Vic Mathias Shores as a tribute to the Austinite who may have  
24 done more than anyone else to utilize and enhance this exquisite asset for the  
25 benefit of all Austinites.

26 **PART 2.** The East Lawn portion of Auditorium Shores, as shown on the attached  
27 Exhibit A, is named “Vic Mathias Shores.”

