



MEMORANDUM

TO: Mayor and City Council

FROM: Sara L. Hensley, CPRP, Director
Austin Parks and Recreation Department

DATE: February 7, 2017

SUBJECT: PARD HOT Spending Plan and Horizon Issues

The Austin City Council allocated Hotel Occupancy Tax (HOT) funding to be directly spent on Parks and Recreation Department (PARD) projects in Fiscal Year 2016-17 that meet allowable uses as defined under Chapter 351 of the Texas Tax Code. HOT revenue is an important tool for the promotion of tourism and supports the growth of the tourism, convention and hotel industry. PARD is an important partner in the promotion of tourism: public parks, museums, and cultural centers are among the top tourist attractions in the city.

PARD intends to strengthen our partnership with the Austin Convention Center, the Austin Convention and Visitor's Bureau and the tourism and hospitality sector through the enhancement and promotion of historic parks, museums and cultural centers. The enclosed document is PARD's plan and recommended process for expending HOT revenue that was directly allocated in FY 2016-17. The City of Austin's Law Department has reviewed the plan and found the expenditures to be allowable under Chapter 351 of the Texas Tax Code. Additionally, PARD has identified many horizon projects that are allowable expenditures under Chapter 351 of the Texas Tax Code.

PARD greatly appreciates the City Council's acknowledgement of the strong role we play in Austin's tourism, convention and hotel industry. We look forward to continuing the conversation about how PARD can further work to support the industry, which brings significant economic impact to our city.

Should you have any questions, please contact my office at (512) 974-6717.

Cc: Elaine Hart, Interim City Manager
Bert Lumbreras, Assistant City Manager
Mark Washington, Assistant City Manager
Mark Tester, Director, Austin Convention Center