



PARD Spending Plan for FY17 Hotel Occupancy Tax Revenue

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Overview



- FY17: City Council allocated approximately \$1 million in Hotel Occupancy Tax (HOT) Revenue directly to PARD:
 - \$ 5,370 Marketing & Promotions
 - \$ 993,841 Capital Expenditures: Funding historical restoration or preservation projects
- PARD developed a spending plan for FY17 as well as horizon projects for consideration.
- Traditionally, PARD's only access to HOT funding has been through a small grant program of the Austin Convention and Visitor's Bureau.





What is Hotel Occupancy Tax?

- Hotel owners collect local and state hotel occupancy tax from their guests who rent a room
- The City of Austin's Hotel Occupancy Tax rate is 9 cents and is used primarily to fund:
 - ❑ Austin Convention Center
 - ❑ Austin Convention and Visitor's Bureau
 - ❑ Cultural Arts Programs administered by the Economic Development Dept.
- Expenditures must meet two-part test for HOT expenditure:
 - ❑ Criterion #1: Every expenditure must DIRECTLY enhance and promote tourism AND the convention and hotel industry.
 - ❑ Criterion #2: Every expenditure must clearly fit into one of nine categories under Texas Tax Code Chapter 351 for expenditures of local hotel occupancy tax revenues.



Advertising & Promotion of the Arts



- Total Amount: \$ 5,370
- Proposed Expenditure: Updating and printing PARD's History, Arts & Culture Guide
- Highlights cultural amenities such as the *Emma S. Barrientos Mexican American Cultural Center* as well as historical exhibitions at *Austin's Brush Square Museums*
- Provides guidance to accessing Austin's popular parks and trails
- Guide will be regularly distributed at hotel accommodations, tourist centers, and the convention center





Historical Restoration & Preservation Projects

- Total Amount: \$993,841
- Proposed Expenditures: Restoration projects for PARD historic sites that are open to the public on a regular basis and are frequented by tourists
 - ❑ \$319,140 Oakwood Chapel
 - ❑ \$205,000 O. Henry Museum
 - ❑ \$389,701 Elisabet Ney Museum
 - ❑ \$ 80,000 Mayfield Park



Horizon Projects



- Barton Springs Bathhouse
- Old Bakery and Emporium
- Historic Cemeteries
- Elisabet Ney Visitor Center
- Pease Park Tudor Cottage
- Zilker Metropolitan Park
- Downtown Squares
- Phase II O. Henry Museum Restoration
- Norwood House
- Charles Umlauf Home & Studio





Additional Resources

- What Cities Need to Know to Administer Municipal Hotel Occupancy Taxes:
https://www.tml.org/legal_pdf/Admin-localHotelTax.pdf
- Visitor Impact Task Force:
<https://www.austintexas.gov/content/visitor-impact-task-force>

