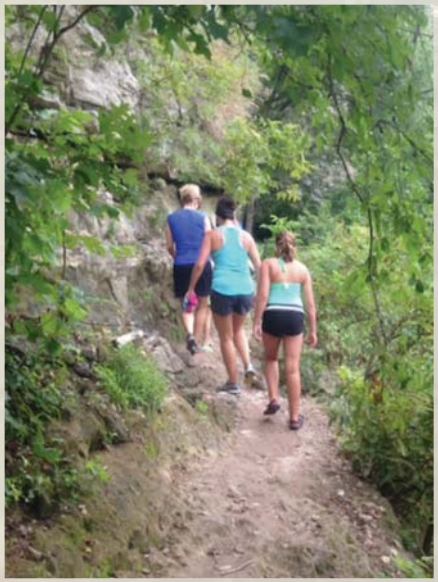
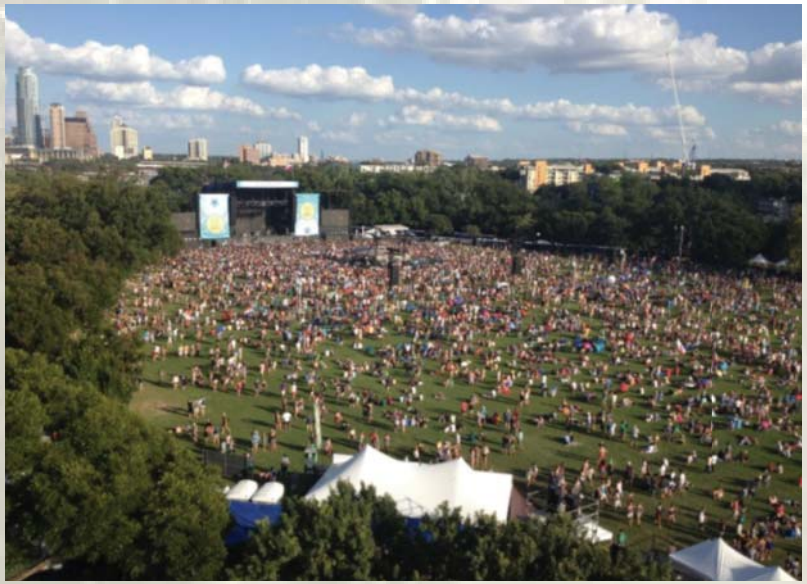
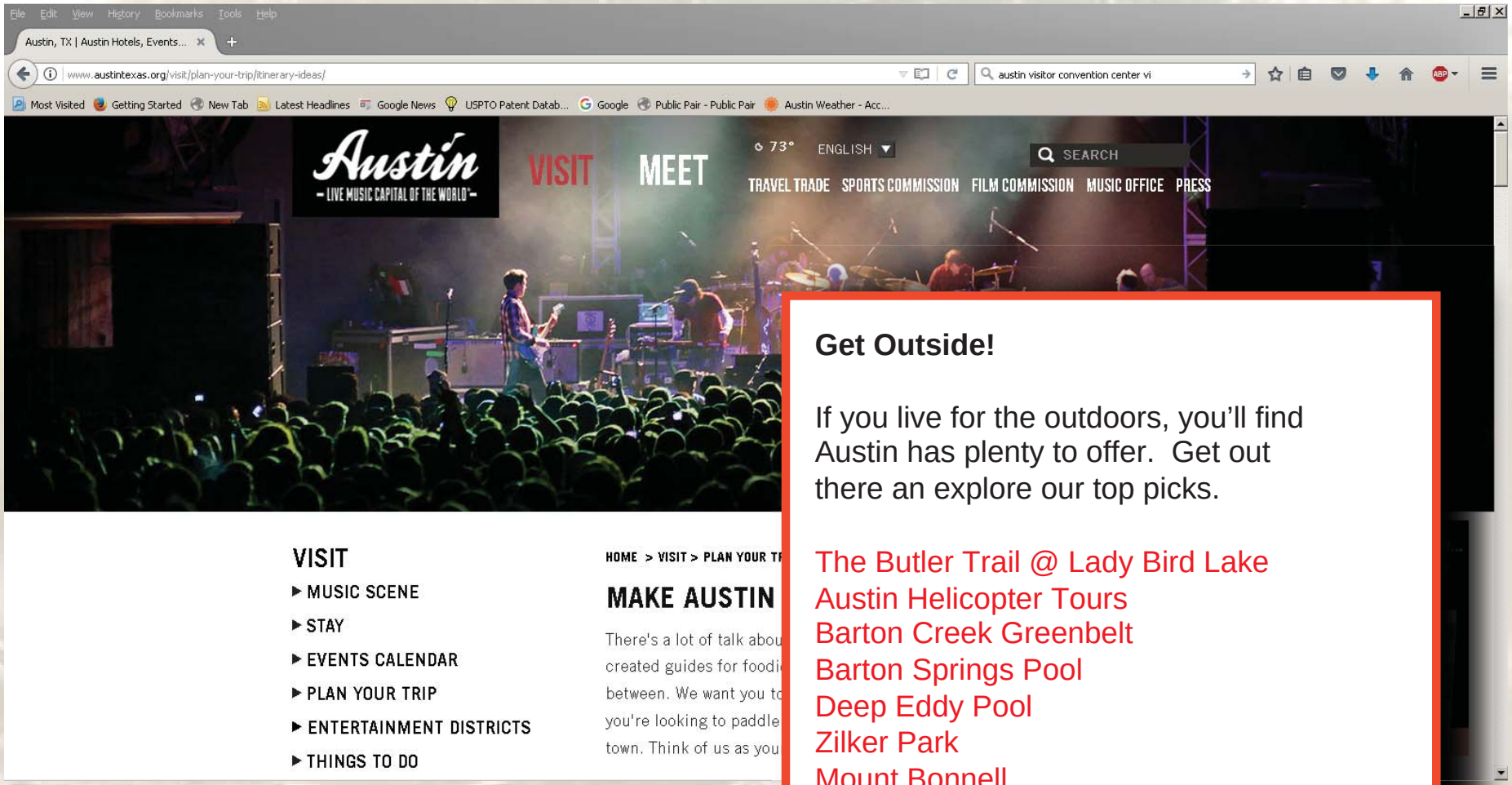




Austin Parks Attract Tourists

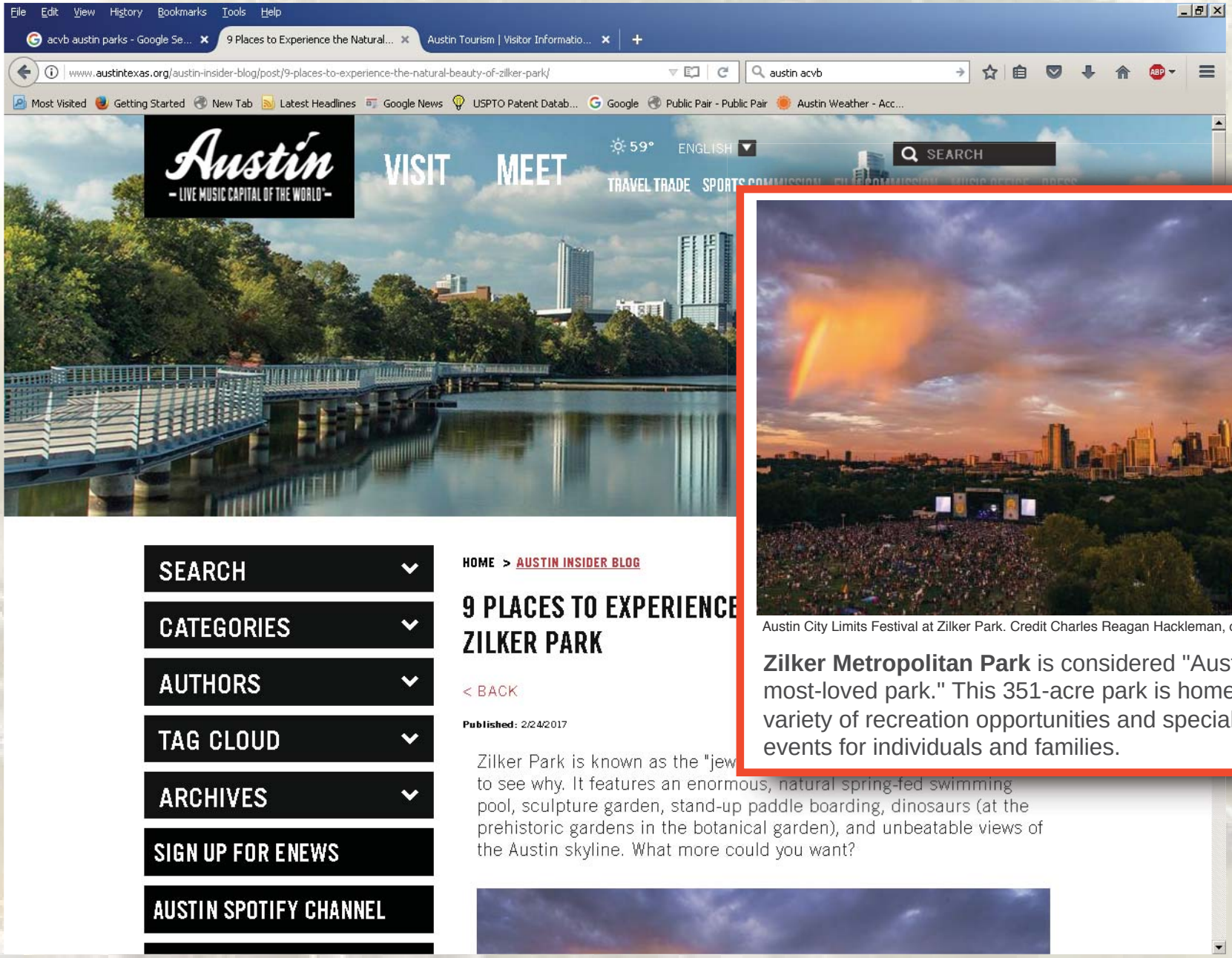


Get Outside!

If you live for the outdoors, you'll find Austin has plenty to offer. Get out there an explore our top picks.

The Butler Trail @ Lady Bird Lake
Austin Helicopter Tours
Barton Creek Greenbelt
Barton Springs Pool
Deep Eddy Pool
Zilker Park
Mount Bonnell
McKinney Falls
Lady Bird Johnson Wildflower Center
Other Hill Country Ideas

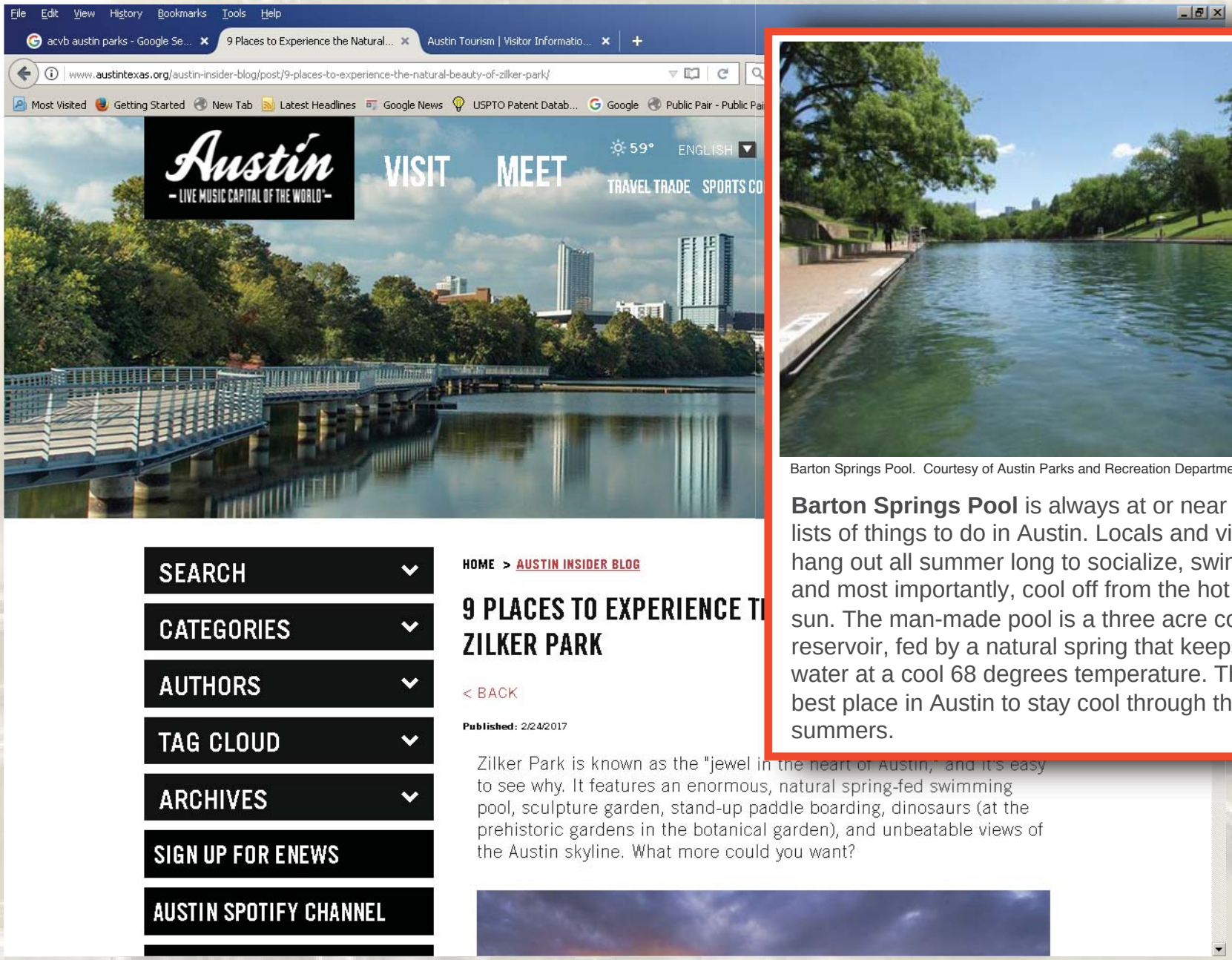
ACVB Uses Austin Parks to Attract Tourists



Austin City Limits Festival at Zilker Park. Credit Charles Reagan Hackleman, courtesy ACL.

Zilker Metropolitan Park is considered "Austin's most-loved park." This 351-acre park is home to a variety of recreation opportunities and special events for individuals and families.

ACVB Uses Austin Parks to Attract Tourists

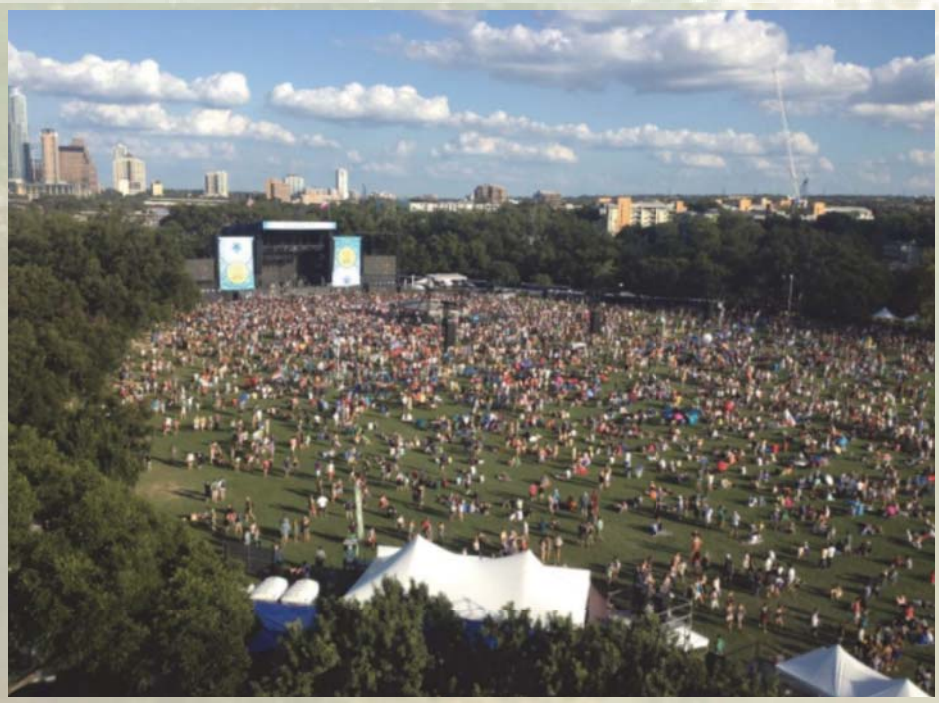


Barton Springs Pool. Courtesy of Austin Parks and Recreation Department

Barton Springs Pool is always at or near the top lists of things to do in Austin. Locals and visitors hang out all summer long to socialize, swim, relax and most importantly, cool off from the hot Texas sun. The man-made pool is a three acre controlled reservoir, fed by a natural spring that keeps the water at a cool 68 degrees temperature. This is the best place in Austin to stay cool through the hot summers.

ACVB Uses Austin Parks to Attract Tourists

Austin City Limits Festival alone brings over 325,000 guests to the City with nearly all participants enjoying our parkland



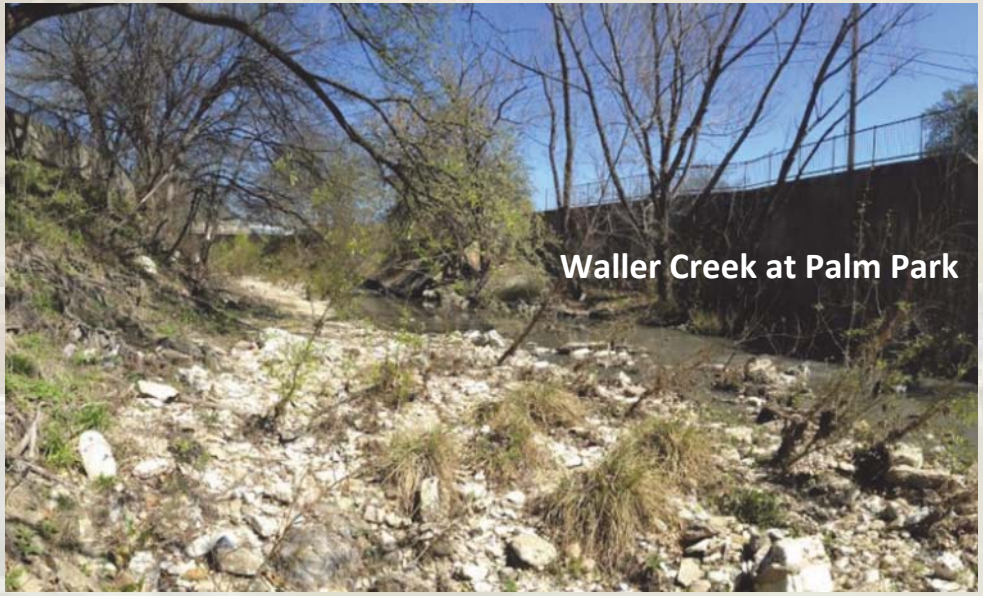
"PARD estimates that more than 80,000 non-residents visited Barton Springs Pool in 2016 based on point of sale data."

1927 Trestle at Shoal Creek

1947 Barton Springs Pool Bathhouse

Historic Downtown Brush Square

Barton Springs Pool Lines


Waller Creek at Palm Park

Austin Parks Need Help

Austin Parks: Sample Repair & Improvement Projects

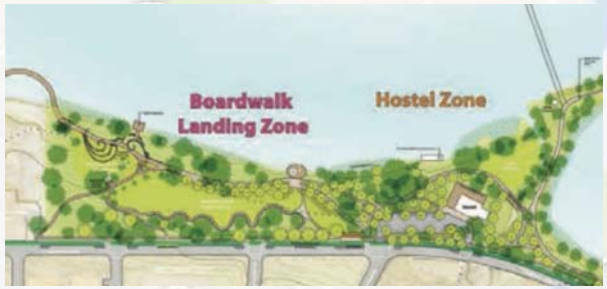
TUDOR COTTAGE & RESTROOM AT PEASE PARK

Bathhouse in 1947 (photo from Austin History Center)

REHABILITATION OF BARTON SPRINGS BATHHOUSE

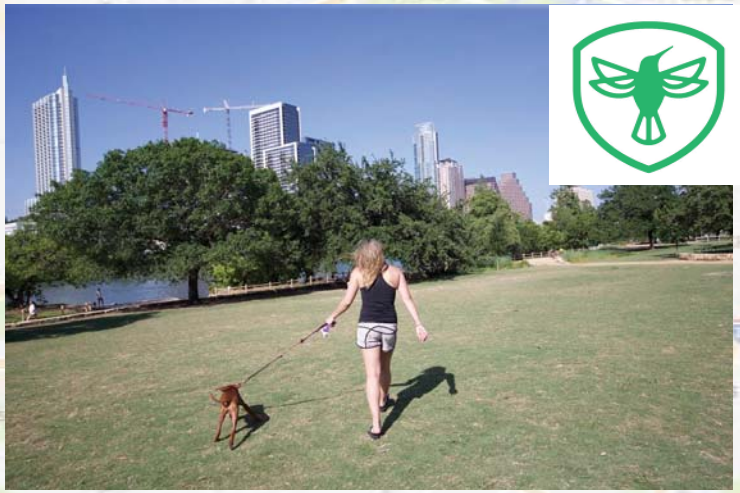
DOWNTOWN HISTORIC SQUARES

Austin Parks: Sample Repair & Improvement Projects



The Trail Foundation

BUTLER TRAIL AT LADY BIRD LAKE IMPROVEMENTS



AUSTIN PARKS FOUNDATION

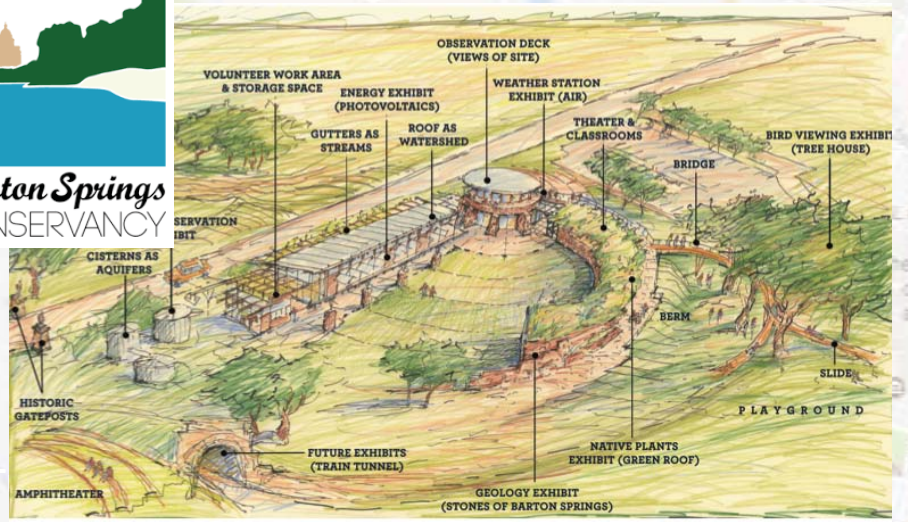
AUDITORIUM SHORES IMPROVEMENTS

AND MORE...

Austin Parks Need at Least $100 Million in Repairs and Improvements

Austin Parks: Sample New & Enhancement Projects

Barton Springs CONSERVANCY



VISITOR EDUCATION CENTER FOR ZILKER PARK

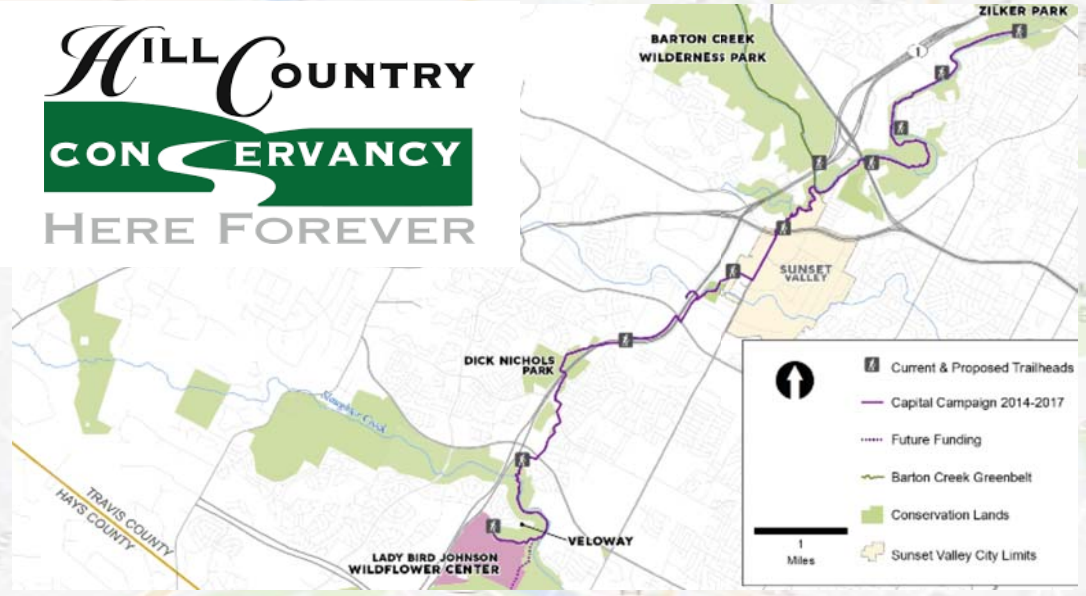
NEW PUBLIC PLAZA AT 1927 TRESTLE, SHOAL CREEK & LIBRARY

Waller Creek Conservancy

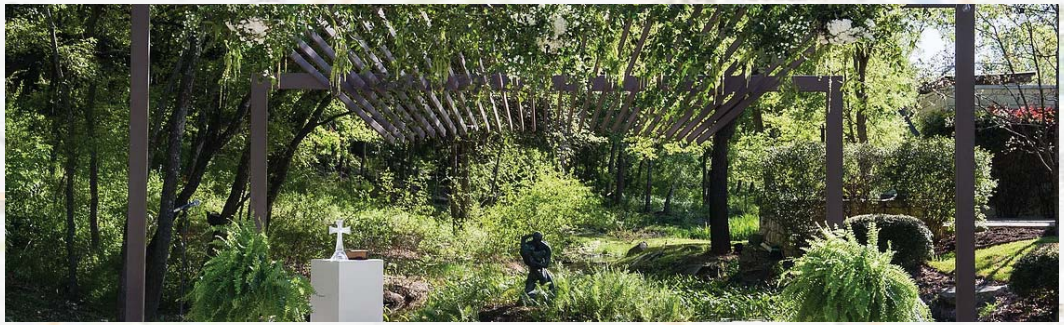
SHOAL CREEK CONSERVANCY

CHAIN OF PARKS ALONG WALLER CREEK

Austin Parks: Sample New & Enhancement Projects



ZILKER PARK TRAILHEAD & VIOLET CROWN TRAIL



EXPANSION & ADDITIONS TO THE UMLAUF SCULPTURE GARDEN

UMLAUF sculpture garden & museum

AND MORE...

Please Support the Following Hotel Occupancy Tax Use Recommendations
to the Austin City Council
(Per the VITF charge in Resolution No. 20160818-075)

1. Create a new "Parks & Historic Preservation Tourism Fund" to repair and improve qualifying city park and historic assets

2. Continue to fully fund the Tourism/Promotion Fund (for the ACVB)

3. Remove the Heritage Grant Program from the ACVB fund and transfer it to the new Parks & Historic Preservation Tourism Fund

4. Continue to fully fund the Cultural Arts Fund

We believe the City of Austin can do all of the above and maintain the financial capacity to expand the Convention Center.

AUSTIN PARKS FOUNDATION

Barton Springs CONSERVANCY

SHOAL CREEK CONSERVANCY

HILL COUNTRY CONSERVANCY HERE FOREVER

PEASE PARK CONSERVANCY

UMLAUF sculpture garden & museum

The Trail Foundation

Waller Creek Conservancy

THANK YOU!