

Visitor Impact Task Force

City Directives and Impacts

Tourism Impact

- Impact of Tourism on Infrastructure: General Tourism, Activities
 - 24M to 30 M where do they stay?
 - what do they visit
 - Need data:
 - to evaluate Transport, Safety, Capacity*
 - Impact on city districts, services
- Impact of Tourism on Infrastructure Convention Center
 - 85% of the attendees in Down Town area:
 - Positive Impact on Down Town Businesses (Future?)
 - Pedestrian Comfort , City Attractions, History, Museums, Parks Entertainment
 - Expansion Plans
- Impact of Tourism : Events
 - Traffic, Safety, Logistics
 - City waivers and co-sponsors –(Funding?)
 - * e.g. Increasing population creates park capacity problems

Austin Visitor Impact

- HOT Use: Allocations per Tax code
 - Increasing Tourism proportionally incremental allocations
 - Citizen /Interest Group Request More Funding
 - Gap exists between Requests and Fund Allocations
 - Requests Merit Serious Consideration
- HOT Use: Per code Major Allocation both Base and Incremental to Convention Center
- HOT Use : Reevaluate Tax code e.g. Use 2015 as base line
 - Increased Funding Available to Cultural Heritage, Tourism Promotion, Historic Preservation, Music, Art etc.*
 - * Even with Extra Funding - Gap Remains
 - Transportation needs work with Transport Agencies
 - Event Funding Need alternatives per City Staff

Austin Convention Center Expansion

- Austin Convention Center one of the smallest compared to competition
- Hotel Owners in favor of expansion
- 34% business lost due to unavailability of convention center
- Convention Center fully occupied (@65%) in 2015
- Option 2b is preferred
- Total cost \$600M+
- Increased Revenue for City, Convention center and Hotels
- Does Design take care of traffic, green and open spaces and business community needs fully? – Citizen Requests
- Convention business less sensitive to economic downturns ?

Austin Convention Center Expansion

- Convention Center Expansion:
 - requires all of the 351 allocation,
 - it requires 2% additional HOT → 17%
- The 17% Tax allows increased finding for other areas but does not fill the gap
- Current convention center will cater to 91% of the conventions for the size of the conventions
- Operating costs for enlarged convention center ???
- Convention Center as Cost Center???

Other

- Use \$1M for series of projects mandated by City council
 - Allocation for Maywood Park included
- Artist concerns – poverty level, health care and transportation
- Business community's concerns
- Ensure success of Brand Austin,
- Austin Tourism Promotion