



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





Oakwood Cemetery Chapel

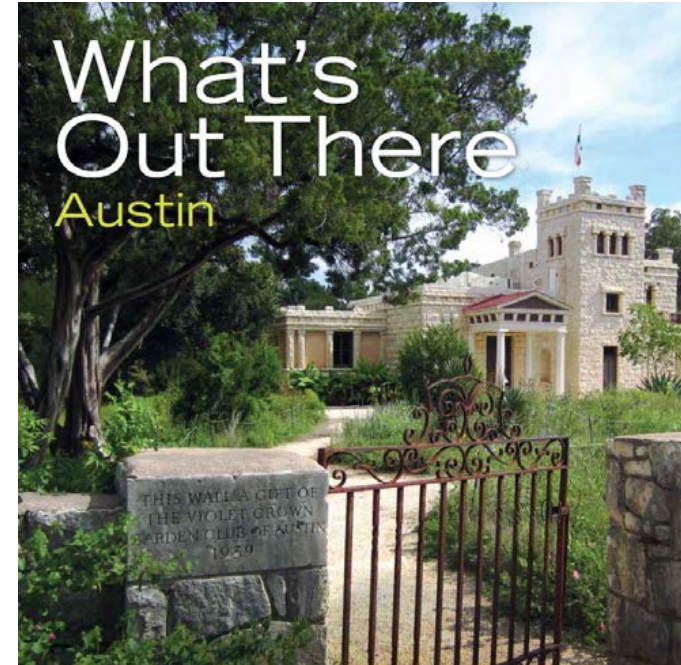
- City of Austin Historic Landmark, Historic Texas Cemetery, National Register of Historic Places
- 1914 Gothic-Revival Chapel; Final resting place for many prominent Texans
- Close proximity to the Texas Capitol, Bob Bullock Texas State History Museum, State Cemetery, and the UT campus
- Chapel to become visitor center and community space
- Promoted as visitor destination for tours and heritage tourism programming





Elisabet Ney Museum

- City of Austin Historic Landmark, State Antiquities Landmark, National Register of Historic Places
- 1892 Classical Revival Sculpture Studio with more than 80 pieces of Ney's original work
- Centerpiece of Hyde Park Historic District
- 43% out of town visitors in 2016
- Historic Artists' Homes and Studios Program
- Tours for national and international conferences



O. Henry Museum

- City of Austin Historic Landmark, National Register of Historic Places
- Late 19th century home of American writer O. Henry
- More than 75 artifacts with direct links to O. Henry
- Located in historic Brush Square in heart of Convention Center district.
- O. Henry Pun-Off attracts thousands each year and has been features on CBS, the Paris Review, Wall Street Journal, NPR and LA Weekly.



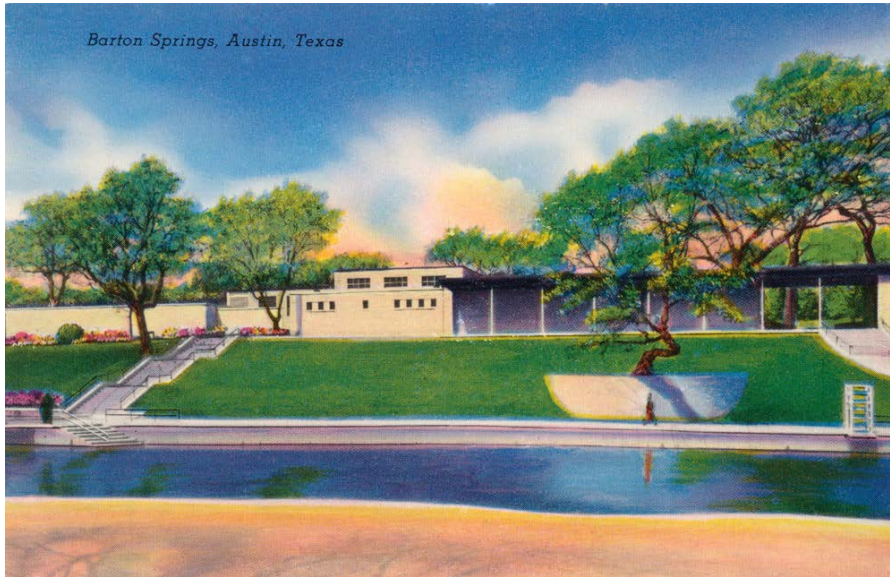


Mayfield Park

- City of Austin Historic Landmark, National Register of Historic Places
- Mayfield-Gutch Estate includes 1870s cottage and 2 acre classical gardens surrounded by 21 acre nature preserve
- Famous for peacocks
- Visitors from all over the world
- Adjacent to Laguna Gloria and Mt. Bonnell
- 2016 Historic Landscape Treatment Plan provides garden restoration plan



Horizon Projects



- Barton Springs Bathhouse
- Old Bakery and Emporium
- Historic Cemeteries
- Elisabet Ney Visitor Center



Horizon Projects



- Pease Park Tudor Cottage
- Zilker Metropolitan Park
- Downtown Squares
- Norwood House



- Phase II O. Henry Museum Restoration
- Charles Umlauf Home & Studio





Questions?

