VISIT AUSTIN CULTURAL TOURISM EFFORTS

August 22, 2017

VISIT Austin

MEET THE TEAM

Tom Noonan, President & CEO

Tiffany Kerr, Director of Marketing

Clarissa Perez, Heritage & Diversity Marketing Specialist

Paige Singleton, Diversity and Multicultural Account Manager

Omar Lozano, Music Industry Marketing Manager

Lourdes Zahos, Tourism & PR Manager

HERITAGE & DIVERSITY MARKETING
1.2.1

THE BASICS- OUR VISITORS

- Average household income- $98,082
- Average length of stay- 1.95 days (overnight and days)
- 70.4% are employed, 13.2% retired
- 65.1% do not have children in their household
- Travelers: 48% non-vacation, 21.8% vacation

Austin-Round Rock MSA

		MSA			MSA
Demographic Profile (Person-Days)					
Average Age		44.8	**Employment**		
	18-34 Years	32.2%		Employed	70.4%
	35-49 Years	27.0%		Retired	13.2%
	50-64 Years	29.3%		Not Employed	16.5%
	65+ Years	11.4%			
			Marital Status		
Average HH Income (in $1,000)		$98,082		Married	60.0%
	Under $25,000	12.4%		Never Married	31.1%
	$25,000-$49,999	17.0%		Divorced/Widowed	8.9%
	$50,000-$74,999	15.0%			
	$75,000-$99,999	15.8%	**Children in Household**		
	$100,0000+	39.8%		Yes	34.9%
				No	65.1%

Texas Destinations 2015 prepared for The Office of the Governor, Economic Development & Tourism Division.

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MARKETING OBJECTIVES

OBJECTIVES

Objective: Bolster existing marketing programs targeting diverse travelers and convention groups.

Strategies:

• **Conduct segment research** to gather insights on travel motivations and media usage among diverse audiences. Use findings to inform advertising messaging and media placements.

• Reach diverse audiences through behavioral ad targeting and optimization.

•Continue to **engage in local and national organizations** through outreach, event support, co-op marketing and **promotion of attractions relevant to African American, Hispanic, Asian and LGBTQ travelers**.

• Utilize new Heritage and Diversity Marketing Specialist role to oversee diversity marketing efforts, content generation, convention sales support and community relations.

• **Launch diversity travel brochure series** providing information on cultural history, attractions, points of interest and destination resources.

• Form committee of diversity consumer segment experts, community stakeholders and members of the Visit Austin Board of Directors and staff to **collaborate on Visit Austin marketing and community relations efforts**.

• Ensure campaign, editorial photography, publications, website, social media and general content reflect Austin's diversity.

•Continually **evaluate new opportunities to improve diversity offerings to visitors and meeting professionals**.

Metrics:

• Targeted media impressions

• Heritage Grant fulfillment

OBJECTIVES

Objective: Promote and preserve Austin heritage through strategic content marketing efforts and grant fulfillment.

Strategies:

- **Partner with heritage community to ensure comprehensive representation of Austin** offerings in digital and social programs.
- **Solicit and fulfill Heritage Preservation Grants**, acting as a resource to heritage venues and organizations to develop visitor-ready strategies and marketing tactics.
- In conjunction with Film Commission, **promote Austin heritage through TV and film**.

Metrics:

- Targeted media impressions
- Diversity brochure fulfillment and downloads

RESEARCH

AGENCY PARTNERS

latinworks.

- Visit Austin's Agency of Record
- Identify key strategic trends with the diversity traveler audience
- Provide strategic foundation for engaging with the diversity traveler audience

Sanders\Wingo

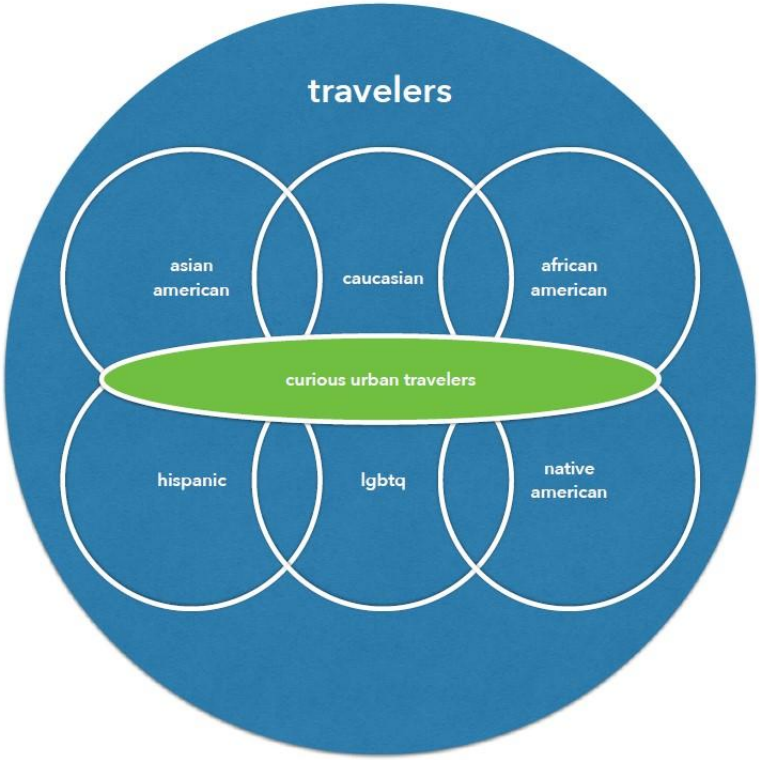
- Partnership to create *The Ultimate Field Guide to the Soul of Austin*
- Behavioral science insights
- African American consumer segment experts

CURIOUS URBAN TRAVELER

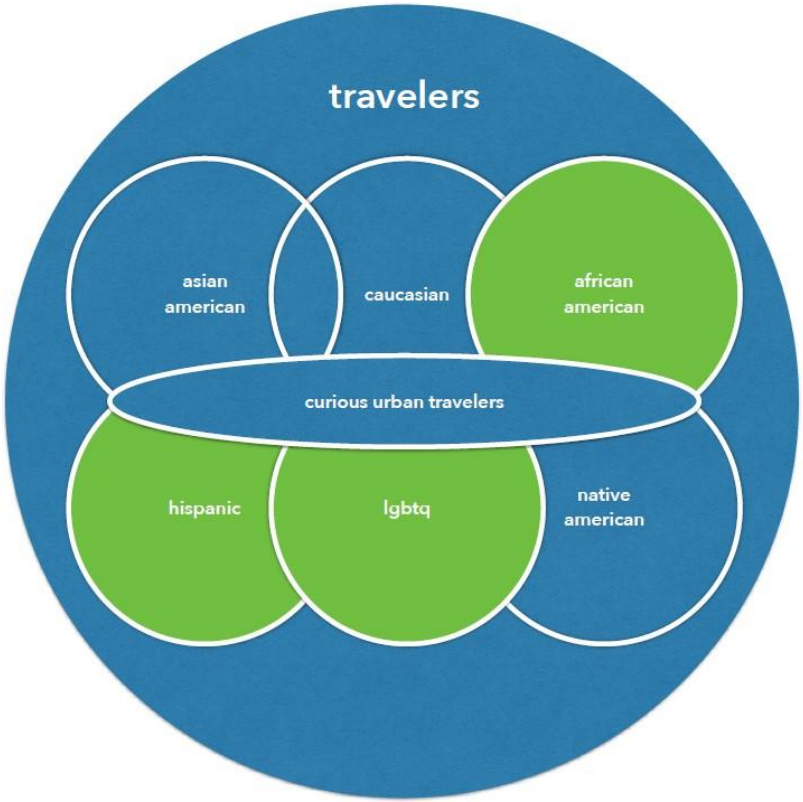
The curious urban traveler- is a mindset inclusive of all races, creeds, regions, and people

<u>Mindset Highlights</u>

- experiences > things
- music lovers
- food & drink explorers
- cultural enthusiasts



FOCUSED RESEARCH ON THREE DIVERSITY TRAVELERS



Methodology (to date)

Secondary research
•analysis of news, pop culture, history

Primary research
• analysis of Latinworks' relevant in-market ethnos

Syndicated research
• simmons consumer survey

COMMON THREADS

Importance of community, wherever you go.

African American | travel implications
- seeking: solidarity in groups
- our approach: promote group activities around segment passion points

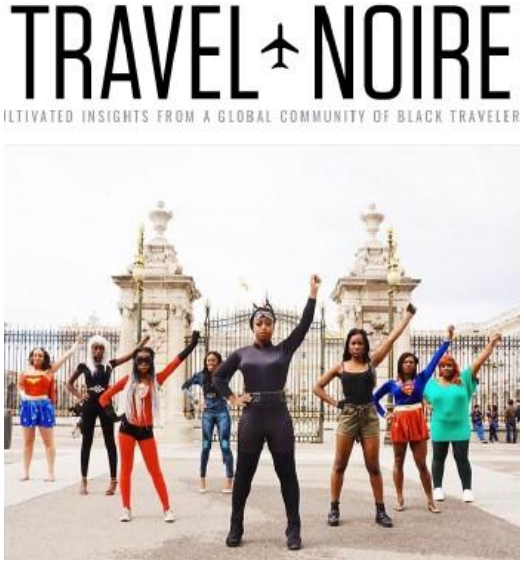
Hispanic American | travel implications
- seeking: authenticity in experiences
- our approach: promote and celebrate authentic hispanic community members, businesses, and local history.

LGBTQ | travel implications
- seeking: kinship in community
- our approach: promote awareness of austin’s brick and mortar gay community, its leading figures, and its energy. our gayborhood is not defined, it is our whole city.

AFRICAN AMERICAN TRAVELER

African American | pulse | trend, tradition, talk of today

- Pride in Black identity and efforts to define and reimagine what it means.
- It is almost impossible to measure the contributions Black Americans have made to American art in music, literature, performance, fashion, and more.
- As a result of American history and proactive conversations about important social issues, we have seen african american driven initiatives to strengthen the Black community as well as our collective American experience.



HISPANIC TRAVELER

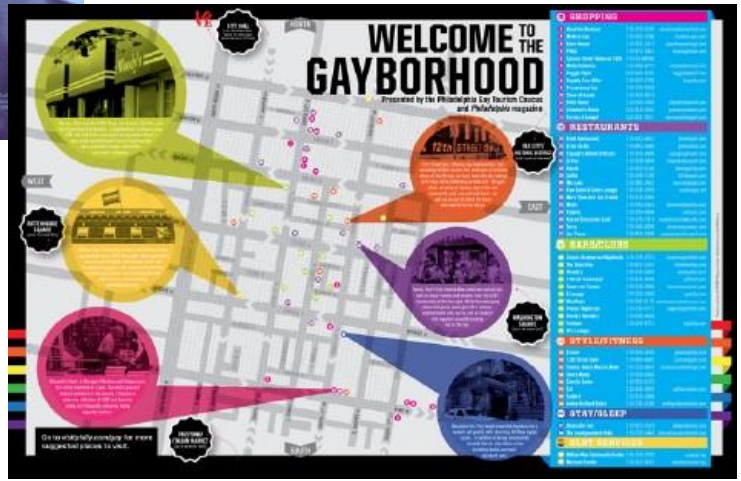
Hispanic | pulse | trend, tradition, talk of today

- Due to country-to-country and region-to-region nuances in food, art, and more, hispanic american culture varies distinctly from coast-to-coast.
- In the daily Hispanic American experience, family life permeates every aspect of personal life- trivial tasks, hobbies, relaxation, travel, and living arrangements.
- Faced with controversial headlines and discussions about immigrants, Hispanic Americans are searching for ways to embrace their roots regardless of where they are.

LGBTQ TRAVELER

LGBTQ | pulse | trend, tradition, talk of today

- Topics surrounding orientation and gender identity have been thrust into the spotlight since the Supreme Court ruling on marriage equality.
- LGBTQ and advocate influencers are using their platforms for inclusion, especially in art and online.
- Over the decades, LGBTQ Americans have not only fostered a strong sense of community, they have built actual brick and mortar environments where they can gather together.



VISIT AUSTIN PROMOTIONS- THE SON

- Opportunity to win two tickets to AMC's The Son season finale at ATX Television Festival
- Visit Austin selected first 30 people who take and post a photo of one of 13 historic locations
    - The State Capitol
    - Paramount Theatre
    - The Driskill Hotel
    - French Legation Museum
    - Chateau Bellevue
    - Mayfield Park
    - O. Henry Museum
    - Elisabet Ney Museum
    - Pioneer Farms
    - Dedrick-Hamilton House
    - Laguna Gloria
    - Downs Field
    - Huston-Tillotson University
- Campaign ran May 25 - June 1 (one week)
- Campaign impressions- 25,224
- Social media engagement- 858

Giveaway: ATX Television Festival's Screening of Season Finale of The Son

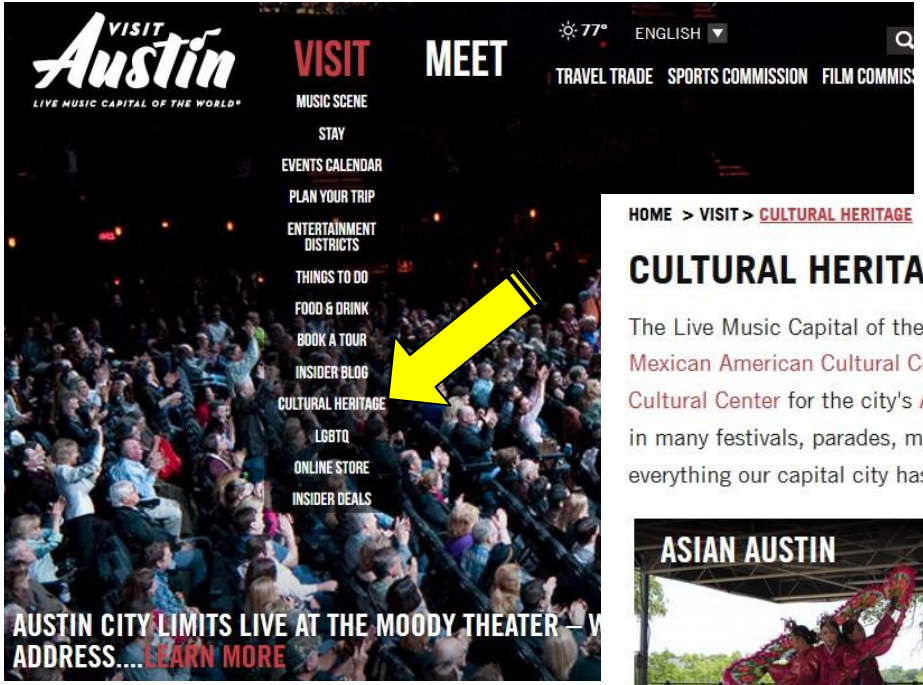
Win two passes to see the screening of AMC's The Son season finale at ATX Television Festival on Saturday, June 10 at 4:30 pm at The State Theatre.

Visit Austin will select the first 30 people who take and post a photo of one of the 13 historic locations listed below.
Just share your photo on Instagram or Twitter, tag @VisitAustinTX & use the hashtag #ATXTVSon. The contest runs May 25 through June 1 at 5 pm.

VISIT AUSTIN PROMOTIONS- THE SON

VISITAUSTIN.ORG - CULTURAL HERITAGE

CULTURAL HERITAGE- WWW.VISITAUSTIN.ORG



- Website re-organized to be more user friendly
- Current cultural heritage information on website can be found in the *Cultural Heritage* section of website

HOME > VISIT > CULTURAL HERITAGE

CULTURAL HERITAGE

The Live Music Capital of the World® plays to a diverse population of cultures, political leanings and lifestyles. The Mexican American Cultural Center anchors the Latino community, as does the George Washington Carver Museum and Cultural Center for the city's African-American cultural district, Six Square. And an increasing Asian influence has resulted in many festivals, parades, marketplaces and cultural performances throughout the city. Take a look around and see everything our capital city has to offer.

CULTURAL HERITAGE- ASIAN AUSTIN

Ethnicity is as diverse among Austin's Asian American population as it is among its Hispanic, African American and Eastern European racial make-up. In Central Texas, the Asian Pacific American community totals about 111,000 which is almost 8 percent of the City of Austin's population and its fastest growing demographic. Austin's Asian communities celebrate their diversity and commonality through a number of local attractions, festivals and cultural events throughout the year, including Chinese lion dancing, dragon boat racing, the annual Lunar New Year Festival, and the Chinese Mid-Autumn Festival which hosts colorful parades, martial arts demonstrations, ethnic food and drink, unique dance performances, and of course, this being the Live Music Capital of the World®, music.

RESOURCES

PLAN YOUR TRIP

EVENTS

Other culturally enlightening events include the Asia Pacific American Heritage month and annual Dragon Boat Festival in April, the Austin Asian Occasion; the Harvest Moon Festival in September; the Annual Bamboo Festival in October; and the Young Musicians Competition held every two years in the fall. Most these events are held by The Asian American Cultural Center, the largest organization in Austin representing and providing a host of services to all Asian groups, businesses and communities throughout Austin.

For year-round enjoyment, don't-miss Austin's Chinatown Center, it hosts an amazing variety of Asian cuisine restaurants and grocery stores as well as more than 40 retail shops and the largest Asian supermarket in Central Texas. For dining with an Asian influence, check out AsianEatsATX.org and don't miss Uchiko whose executive chef Tyson Cole was awarded the James Beard Foundation Award for Best Chef: Southwest in 2011. With dishes like Karaage (marinated fried chicken), suzuki yaki (whole grilled mackerel) and beef tongue nigiri, Uchiko is accessible to diners of any palate. South of downtown, check out Austin's new darling, Elizabeth Street Café, which offers Vietnamese fare with a decidedly French twist. Bún, phở, báhn mî, tea, Vietnamese coffee, punch and more are available at 1501 South First Street.

One of the most popular attractions in Austin is the Zilker Botanical Gardens. The 60-acre gardens feature flower trails, a butterfly garden and the Taniguchi Oriental Garden. Built by Isamu Taniguchi when he was 70 years old, this peaceful paradise features Koi ponds, a Togetsu-kyo bridge and a Japanese teahouse. Also found in Austin is the Chua Linh-Son Temple. Built in 1984 as a private residence, this temple features a prayer hall and hosts various Vietnamese and Buddhist events.

CULTURAL HERITAGE- BLACK AUSTIN

Welcome to the Live Music Capital of the World®. Austin prides itself on being open-minded, welcoming, diverse and progressive without ever losing its' character. And whether it's experiencing the independent businesses along South Congress Avenue, taking in the galleries and cafes of historic East Austin or discovering our world-famous live music scene – you'll find that when it comes to Austin, what you hear is true.

But don't take our word for it. Check out the following activities, events, professional associations and more that are waiting to be discovered in Austin.

The Dedrick-Hamilton House was owned by Thomas Dedrick, one of the first freed slaves in Travis County. The home, built around 1880, was in one of the earliest African American communities in East Austin. The fully restored historic house now serves as an African American Visitors Center and retail shop. The Dedrick-Hamilton House also houses the Greater Austin Black Chamber of Commerce and the Office of Arts & Cultural Resources. The Dedrick-Hamilton House is currently managed by the Greater Austin Black Chamber of Commerce, which is located at the African American Cultural Heritage facility.

The Contemporary, one museum with two sites, showcases contemporary art and culture. Both its Laguna Gloria and Downtown locations are gorgeously curated homes to international, immersive modern art. Ballet Afrique was started in 2008 by China Smith, as a cultural center for the African American contemporary dance arts. Now home to a dance academy, a professional dance company, a youth dance ensemble and community dance classes, Ballet Afrique is a bedrock of cultural expression through movement.

We're also home to enough filmmakers' studios and film schools to earn the nickname "Third Coast." Be sure to check out the Capital City Black Film Festival in August.

Insider tip: Keep newcomers Fum Fum Ko and B.B. Araya on your radars!

CULTURAL HERITAGE- LATINO AUSTIN

There is so much more to Austin than what meets the eye. This city, known for it's music, politics and burnt orange undertones, is also rich with Latino culture most visitors never fully experience. Austin's diverse culture is not just contained in museums, but is sprinkled throughout the entire city.

But don't take our word for it. Check out the following Latino activities, events, professional associations and more that are waiting to be discovered in Austin.

RESOURCES

PLAN YOUR TRIP

EVENTS

There is so much more to Austin than what meets the eye. This city, known around the world for it's music, politics and burnt orange undertones, is also rich with Latino culture most visitors never fully experience.

For example, many people may not know Austin is home to the official Mexican and Mexican American Fine Art Museum of Texas. The Mexic-Arte Museum, located in downtown Austin, offers year round exhibits and events celebrating traditional and contemporary Mexican, Latin, and Latin American art and culture. One of their most popular events is Viva La Vida Festival and Parade in October, celebrating Dia De Los Muertos, featuring a colorful and fun procession downtown.

Courtesy of Mexic-Arte Museum.

Austin's diverse culture is not just contained in a museum but sprinkled throughout the entire city. Take a stroll along the east side of Lady Bird Lake and you'll find the Trail of Tejano Legends. These statues recognize the local Latino musicians that helped shape Austin's music scene back in the 40s and 50s including Nash Hernandez and Roy Montelongo.

UPDATES

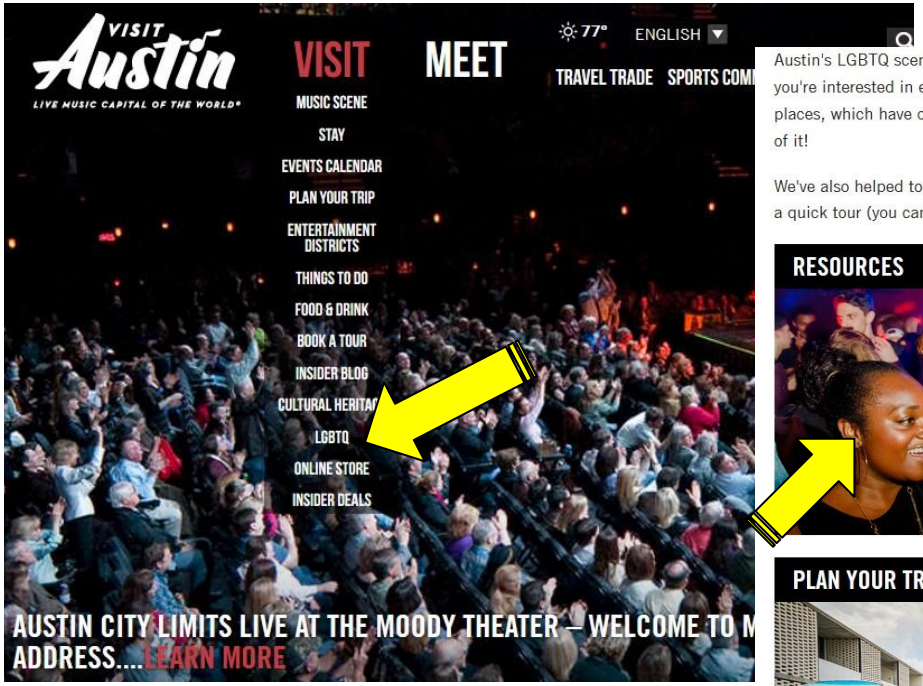
- Through our community partnerships, we have updated many of the City owned event venue listing on our website
- Updated locations, hours, website info, etc. for City operated museums and resource centers
- Currently researching ways to integrate City's events calendar with Visit Austin's event calendar

Asian Pacific American Heritage Month in Austin

Six Square: Austin's African American Cultural

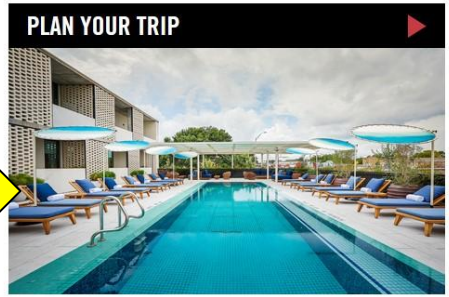
Latino Music Month Spotlight: Adrian Quesada

LGBTQ - WWW.VISITAUSTIN.ORG



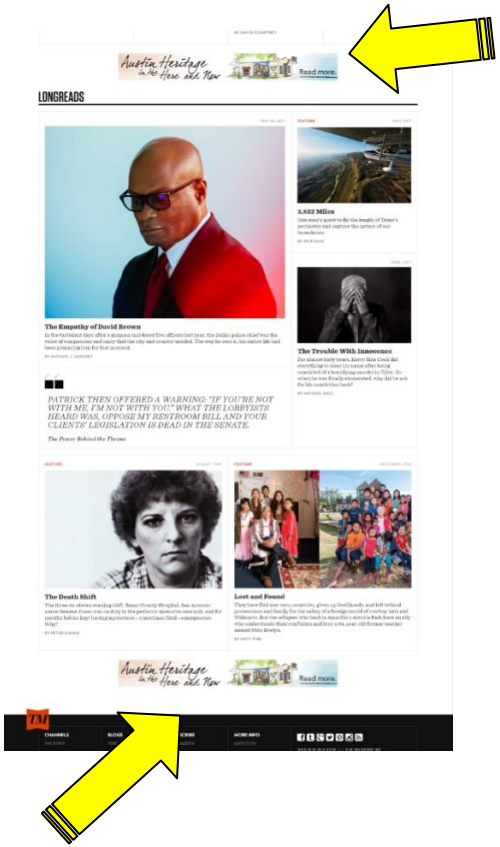
Austin's LGBTQ scene has it all. You don't have to look for rainbow flags or limit yourself to one small part of Austin if you're interested in experiencing everything that the city's large and diverse LGBTQ community has to offer. Unlike many places, which have only one or two areas known as 'gay districts,' Austin's LGBTQ residents are truly everywhere. And proud of it!

We've also helped to build, renew and revitalize many of the city's most popular, vibrant neighborhoods. So, come along on a quick tour (you can drive, walk, bike or hop on the bus) for some of the best offerings.



DIVERSITY & HERITAGE MARKETING- DIVERSITY BANNERS

DIVERSITY & HERITAGE MARKETING- TEXAS MONTHLY



ADVERTISEMENT

Austin Heritage in the Here and Now

Illustrations by Justin Fontes

Rodeo Bar

For much of the 20th century, Austin was known as a university and government town, but these days it's likely more recognized for its reputation as a tech hub, festival locale or as the Live Music Capital of the World®. The Texas capital has been steadily growing since it was established in the early 1800s, and one of the city's defining characteristics is that it's always changing. As *Texas Monthly* chronicled in a 2016 feature called "City of the Eternal Boom," Austin has, in recent years, established itself as a shiny metropolis of the modern age. But while 21st century Austin is brimming with flashy new attractions, at its heart is still a rich history readily accessible to residents and visitors alike.

Take downtown Austin, for example. While towering condos and mixed-use developments may seem to dominate the skyline, downtown's most eye-catching architecture is still the Texas State Capitol. The iconic Capital we all know today opened in 1888 and was constructed out of Oak Hill limestone and red granite from nearby Marble Falls. The Capitol is showcased by a stretch of Congress Avenue that rolls out almost like a red carpet (that particular stretch of Congress is itself listed on the National Registry of Historic Places).

Another celebrated landmark at the heart of Austin culture is Barton Springs, a legendary spring-fed swimming pool just south of downtown. In the city's early history, the land around the springs was settled by William Barton, who promoted their waters as a tourist attraction. Andrew Jackson Zilker, a later owner of the tract, deeded the land to the city in 1918, and shortly thereafter the springs were dammed to create a pool much as it is today. Over the years, subsequent renovations have successfully improved the municipal pool without cramping its historical charm.

Paramount Theatre

But, the city's cultural history includes more than just the aquatic. On the east side of town is Austin's African American Cultural Historic District (AACHD), aka Six Square, a six-square mile area in East Austin of cultural significance to Austin's African American community. Notable landmarks in the Six Square district are Victory Grill, which opened on V-Day in 1945 specifically for returning black troops, and the Downs Baseball Field, once the home of the team the Austin Black Senators. At the heart of Six Square is Huston-Tillotson University, one of the nation's historically black colleges and universities that is the oldest university in Austin.

Austin has a booming culinary scene. Many local chefs have been recognized by the prestigious James Beard Foundation, and new award-winning restaurants pop up year after year. But, there are also many local restaurants that continue to thrive, serving the Austin community for decades or even a century. Scholz Garten, for example, is the oldest continuously operating tavern in town. Built and opened by Civil War veteran and German immigrant August Scholz in 1866, it has been serving German food and beer for more than 150 years. On West Sixth Street are a couple early-20th-century relics, including Hoffbrau Steakhouse, which opened in 1934, and Hut's Hamburgers, which opened on Congress Avenue in the 1930s and has been at its Sixth Street location since 1969. One of East Austin's most prominent restaurants is Joe's Bakery, a Mexican bakery and cafe that has been owned and operated by the Avila family since 1962.

Many of Austin's most iconic locales are those with connections to the city's rich musical history, but it wasn't until the 1970s, when Willie, Waylon and the boys planted their flags at the Armadillo World Headquarters, that the city garnered its reputation as the Live Music Capital of the World® (which you can read about in *Texas Monthly*'s oral history of Outlaw Country, "That 70s Show"). The Armadillo World Headquarters was a legendary venue near Barton Springs Road and South First, and though its last show was on New Year's Eve in 1980, its legacy lives on at the nearby Threadgill's World Headquarters, which has a menu inspired by the Armadillo's and houses a piano played by the likes of Jerry Lee Lewis and Captain Beefheart.

Threadgill's

Market

The Threadgill name is itself part of Austin legend. The company's original location in north Austin was founded in 1933 by former bootlegger Kenneth Threadgill. It survived the rest of the 20th century and is best known as one of the venues in which a young Janis Joplin developed her signature sound. Other legendary venues around town are the Continental Club on South Congress, which opened as a supper club in 1955, and the Broken Spoke, a honky tonk that opened on South Lamar in 1964 and has hosted everyone from Willie Nelson to Garth Brooks. The oldest venue in Austin is the Historic Scoot Inn. Located just east of I-35 on Fourth Street, the Scoot Inn was originally opened as a grocery store and mercantile by former slaves in 1871. It was converted to a saloon by Aubrey "Scoot" Ivy in 1955 and has been a staple of Austin culture ever since.

Because it has such a rich musical heritage, Austin is well known as a festival town. In addition to world-renowned events like South by Southwest® and the Austin City Limits Music Festival, the city hosts countless other festivals, from the Austin Film Festival, and the Moontower Comedy Festival, to the Kite Festival in Zilker Park. Other notable fairs include the Pecan Street Festival, a two-day arts and music event that takes place in downtown Austin twice a year. Another one of the area's big draws in the Old Settler's Festival, located just outside of town in Driftwood, TX. Old Settler's is an annual roots, Americana and bluegrass festival that has been tearing it up since 1967.

George Washington Carver Museum & Cultural Center

Austin City Limits Live at the Moody Theater

Austin's rich cultural history is omnipresent, and even the city's new construction honors this legacy. The recently developed Seaholm District is a perfect example of Austin's unique ability to blend the vintage with the modern. The Seaholm Power Plant was an iconic art deco power station located north of Lady Bird Lake and just east of Lamar. Today it houses tech start-ups, a Trader Joe's, and several popular restaurants.

Perhaps the crowning example of a new development that perfectly encapsulates Austin's history is the Moody Theater. Officially named Austin City Limits Live at the Moody Theater, it is the newest home to its namesake PBS show, the longest running music program in television history. Austin City Limits first aired on television in 1974, and in its more-than-40-year history it has been awarded the Presidential Medal of the Arts, launched countless music careers, and helped cement Austin's reputation as a musical mecca. It is a state-of-the-art facility, but its newness doesn't outshine its historical charm. Outside the venue's entrance is a Willie Nelson statue reminiscent of the iconic Stevie Ray Vaughan effigy on Lady Bird Lake, and the hallways are decorated with images from Austin City Limits tapings of yore. Austin City Limits Live at the Moody Theater is a shining example of Austin's commitment to growth and innovation, and a celebration of the city's rich past.

FOR MORE, VISIT
TexasMonthly.com/AustinHereandNow

VISIT Austin
VisitAustin.org

VISIT Austin

HERITAGE GRANTS
$500,000
1.2.2

BACKGROUND: CITY OF AUSTIN AND VISIT AUSTIN AMENDMENT

- Increase Heritage Grant funding from $200,000 to $500,000
- $500,000 for Heritage and Diversity marketing
- Amendment created in October 2016
- Agreement signed in January 2017
- Current Heritage Grant guidelines place a cap of $58,000 per applicant

HERITAGE GRANTS SPRING 2017- $262,630

Approved by City 6/19/17

- Stateside Theatre
    - Remove and replace all entry/exit doors and windows
- Paramount Theatre
    - Entry/exit door replacement, box office millwork key card system, mansard tile repair, parapet coping, flashing, and seal
- Austin Woman's Club, North Evans Chateau
    - Repair sidewalks, lighting and iron gate repairs and re-locations
- Mayfield Park
    - Repair stone retaining wall, install iron fence and rebuild rock fountain
- The Austin Club, Historic Millet Opera House
    - Painting of entire wood area- all metal surfaces including columns at front, all window frames/doors, all wood window coverings and all eves and soffits.
- Contemporary Austin, Laguna Gloria
    - Repair exterior doors/windows, roof window awnings and handrails

FALL GRANT CYCLE- APPLICANTS

Fall Cycle Applicants:

- Barton Springs Conservancy
- Austin Woman's Club
- The Austin Club, Historic Millet Opera House
- Republic Square
- Pease Park Conservancy
- Shoal Creek Conservancy
- Pecan Street Festival
- Huston-Tillotson University

Workshop attendees by organization:

- Austin Theatre Alliance
- Metropolitan AME
- O'Connell Architecture
- Pecan Street Association
- St. Edwards
- Six Square
- Texas Osteopathic Medical Association
- UMLAUF

HERITAGE GRANTS FALL 2017- $237,793.75

Historic Land Commission full review and approval on 8/28/17

- Austin Woman's Club, North Evans Chateau- $26,000
  - Windows restoration
- Barton Springs Conservancy- $45,000
  - Historic bathhouse rehabilitation
- The Austin Club, Historic Millet Opera House- $26,000
  - Replacement of 15 single panel windows due to rot
- Shoal Creek Conservancy- $45,000
  - Rehab of West 6th Street Bridge over Shoal Creek.
- Huston-Tillotson University- $40,793.75
  - Painting of the interior and exterior of the Evans Hall building
- Pease Park Conservancy- $10,000
  - Restore and enhance the existing dry stack stonewall
- Republic Square- $45,000
  - Design, fabrication and installation of interpretive historic signage

2017 Spring & Fall Heritage Grants Total: $500,423.75

2017 APPLICANTS WHO WERE NOT APPROVED

Spring 2017

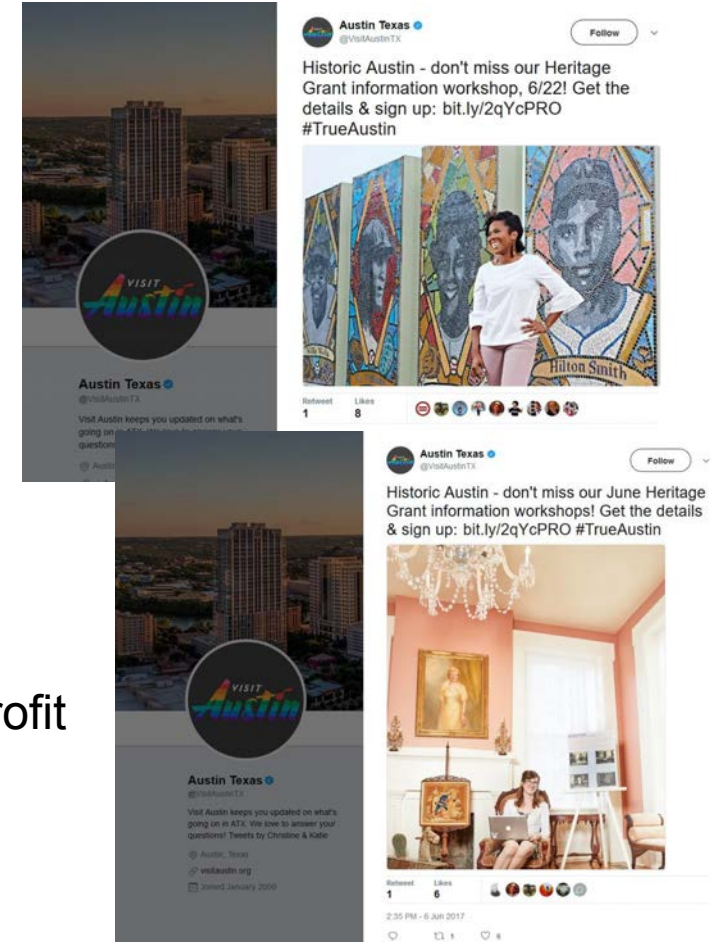
- Shoal Creek Conservancy- Construction documents for Rehab of West 6th Street Bridge over Shoal Creek.
    - Although there was a tourism justification, Heritage Grant does not fund construction documents. The Committee recommended that Shoal Creek Conservancy re-apply once construction phase begins.

Fall 2017

- Pecan Street Festival- Installation of year round lighting
    - Committee recommendations:
        - Pecan Street Festival work in partnership with the Sixth Street Association and Downtown Austin Alliance for this project, and request a letter of approval from these entities
        - There was some discussion as to the historic nature of the project. The Committee asks that Pecan Street Festival include additional information on the project itself, as well as discuss the historic nature
        - Pecan Street Festival discuss this proposed project with the HLC to determine if the lighting is appropriate and applicable addition to the Sixth Street Historic District

OUTREACH- FALL 2017 GRANT CYCLE

- Outreach to Austin Visitor Task Force
- Addition of Heritage & Diversity Marketing Specialist to Visit Austin
- Grant Workshops
  - June 8th, 3:30-4:30 p.m.
  - June 22nd, 9 -10 a.m.
- One on one meetings with organizations who could not attend workshops
- Over 600 letters mailed out to historical, non-profit entities, museums, past recipients, etc.
- E-blasts
- Social media posts

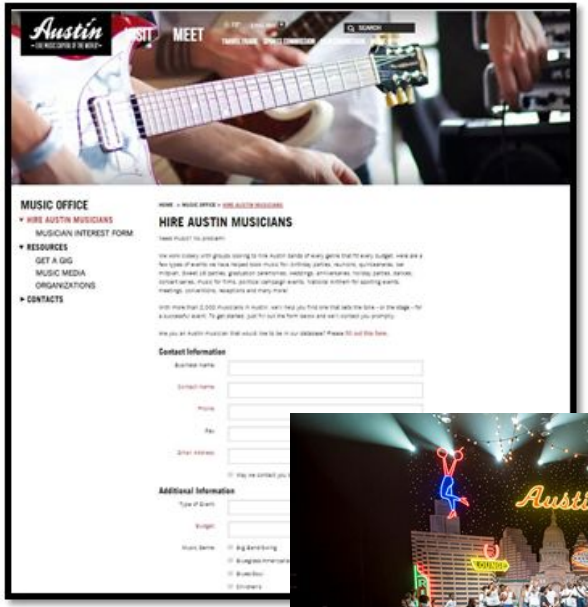


VISIT AUSTIN MUSIC COMMUNITY SUPPORT 1.2.3

CONVENTIONS SUPPORT LOCAL MUSIC

Through our Hire an Austin Musician Program we've connected hundreds of musicians to convention and meeting planners:

- 700+ artist in database
- More than 1,300 artist referrals & 130 hired through Hire an ATX Musician program in FY 15/16
- $192K = total artist fees for 15/16
- 160 booked FY16/17 YTD
- $312,072.50 directly to local musicians FY16/17 YTD
- This year through PCMA Convening Leaders, we were able to raise $25K benefitting HAAM

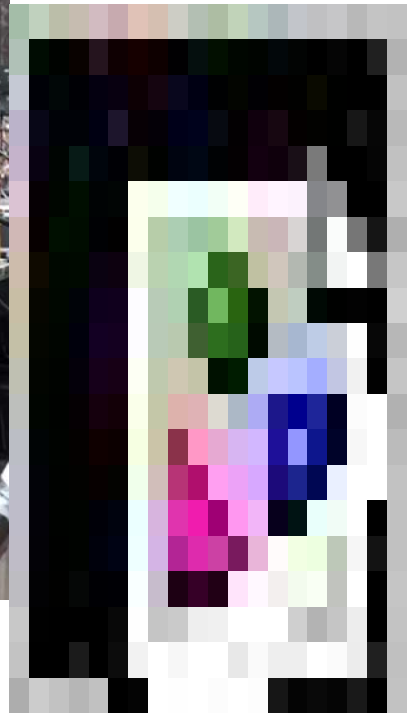


ARTISTS ON THE ROAD

- Visit Austin only hires local musicians to represent the city & perform at tradeshows, media opportunities, conferences, sales missions & international events
- Since Oct 2015, Visit Austin alone has hired over 120 musicians & bands for various promotions

Visit Austin Annual Airstream Tour

- Austin Airstream is a restored and branded 1976 Sovereign Land Yacht trailer
- Tours around the U.S. & Canada annually promoting the destination, music scene and attractions.
- Stops have included:Lollapalooza, San Francisco Pride Fest, NXNE, NYC Big Apple BBQ, Niagara Falls, ACL Fest, & more
- Local Austin musicians join us on tour to perform
- This summer we headed to the East Coast, and attended Mountain Jam and NYC Pride March



HISTORIC TOURS
1.2.3

VISITOR CENTER WALKING TOURS

FY15/16

- 237 tours given
- 1430 participants
- 4+ Visit Austin staff members

FY 16/17 as of April 2017

- 144 tours given
- 949 participants
- 4+ Visit Austin staff members

VISITOR CENTER WALKING TOURS- POINTS OF INTEREST

- Capitol, Congress Ave., E. Sixth St.
  - Capitol grounds
  - The Old Bakery
  - Larmour Block
  - Paramount Theatre
  - Driskill Hotel
  - Intercontinental Stephen F. Austin Hotel
- Congress Ave. South of Sixth Street
  - Visitor Center
  - CapMetro Rail
  - Brush Square, Dickinson Patio
  - Mexic-Arte Museum
  - Congress St. Bridge
  - City Hall
- Downtown West / Bremond Block
  - Capitol grounds
  - Watson House
  - First Methodist Church
  - Woolridge Park
  - Moonlight Tower
  - Austin Women's Club-Chateau Bellevue

This is just a sampling of the sites on each tour

AUSTIN'S STORY- GUIDE TO HISTORIC DESTINATIONS IN AUSTIN

4 OLD EAST AUSTIN

TEXAS STATE CEMETERY

Since 1851, this exquisitely landscaped site has been the final resting place for many Texas leaders, including the "Father of Texas," Stephen F. Austin. Texas' fallen soldiers from the Civil War to modern times are honored here. *909 Navasota St. 512-463-0605. Visitor center on site. Free. cemetery.state.tx.us.*

FRENCH LEGATION MUSEUM

In 1839, King Louis Philippe sent Alphonse Dubois to the Republic of Texas to represent the interests of France in the new nation. He began building a Creole-style house to entertain and impress, but left the house for others to complete in 1841. It is downtown Austin's oldest building. *802 San Marcos St. 512-472-8180. Small admission charge. frenchlegationmuseum.org.*

GEORGE WASHINGTON CARVER LIBRARY

Built in 1926 as Austin's first library, the building was moved to East Austin in 1933 to become Austin's first branch library. It is adjacent to the George Washington Carver Museum and Cultural Center, built in 2005, dedicated to the collection, preservation, research and exhibition of African American cultural material. *1165 Angelina St. 512-974-4926. Free. carvermuseum.org.*

TEJANO WALKING TRAILS

Designated by the National Park Service as a National Recreation Trail, the Tejano Walking Trails of East Austin feature historical and cultural gems in the East Cesar Chavez and adjacent Holly neighborhoods. Brochure download: *eastcesarchavez.org/committees/tejano-walking-music-legends-trails/.*

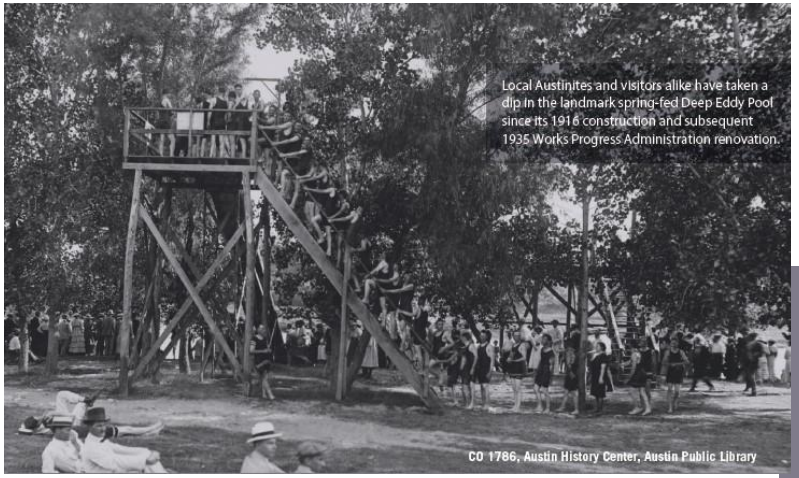
MORE EAST AUSTIN HISTORIC SITES

- The Dedrick Hamilton House, owned by one of the first freed slaves in Austin, Thomas Dedrick, is now the centerpiece of Austin's African American Cultural Heritage District. *912 E. 11th St.*
- Victory Grill was a stop on the "Chitlin Circuit" that brought name entertainers of color to Austin starting in 1947. *1104 E. 11th St.*
- Huston-Tillotson University traces its beginnings to 1876, with buildings from 1911 and 1914. *1820 E. Eighth St.*
- Nearby are historic neighborhoods Guadalupe, San Bernard, Willow-Spenceand Swede Hill.

Housed in the former George Washington Carver Library building built in 1926, the George Washington Carver Museum and Cultural Center sits on Angelina Street and is named in honor of the famous African American inventor and scientist.

PICA 01518, Austin History Center, Austin Public Library

AUSTIN'S STORY- GUIDE TO HISTORIC DESTINATIONS IN AUSTIN



Local Austinites and visitors alike have taken a dip in the landmark spring-fed Deep Eddy Pool since its 1916 construction and subsequent 1935 Works Progress Administration renovation.

CO 1786, Austin History Center, Austin Public Library

6 WEST AUSTIN

HISTORIC NEIGHBORHOODS

The Balcones Escarpment, a dramatic uplift that runs along the west side of downtown Austin, has long been a desirable place for homes, from antebellum plantations and freedman's communities to showplaces for the wealthy of several generations. National Register historic neighborhoods Old West Austin, West Line and Clarksville contain more than 2,000 contributing properties. *Private residences, viewable from the street. Approximate boundary: West Sixth Street to West 35th Street; Lamar Boulevard to MoPac.*

DEEP EDDY POOL

Just west of Loop 1, Sixth Street becomes Lake Austin Boulevard, leading to a landmark swimming pool. Built in 1916 and spring-fed, it replaced a once-popular swimming hole in the Colorado River (now Lady Bird Lake). A 1935 Works Progress Administration project improved the pool and added a bathhouse. Eilers Park and the Lady Bird Lake trail adjoin the pool. *401 Deep Eddy Ave. 512-472-8546. Small admission fee. austintexas.gov.*

West 35th Street, west of Loop 1, leads to four more historic sites:

CAMP MABRY

This 800-acre site has been a military center since 1892. The camp also houses the Texas Military Forces Museum in a 1918 building. *2200 W. 35th St. 512-782-5659. Free. texasmilitaryforcesmuseum.org.*

LAGUNA GLORIA

The Contemporary Austin art museum makes its home in this 1916 Mediterranean villa. Its romantic setting makes it a popular place for weddings and parties. *3809 W. 35th St. 512-458-8191. Small donation suggested. thecontemporaryaustin.org.*

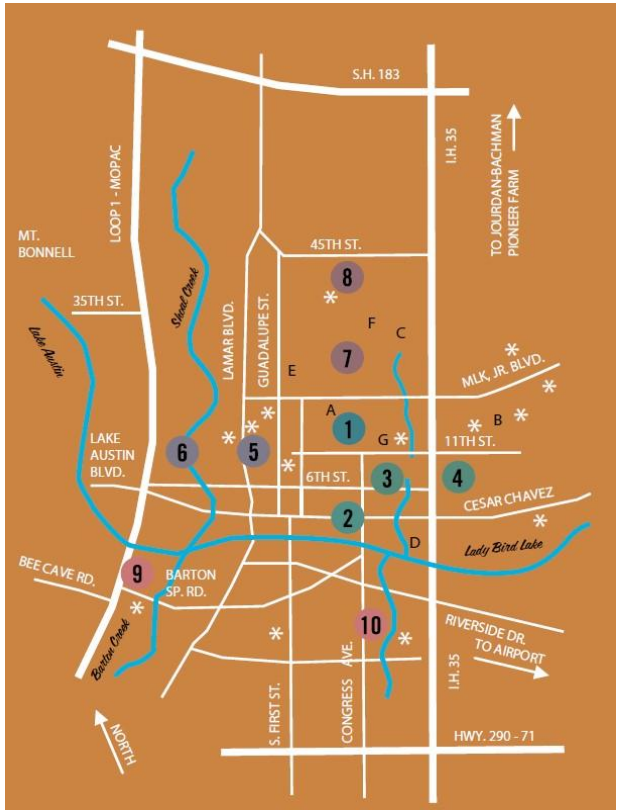
MAYFIELD PARK

Adjacent to Laguna Gloria is a 23-acre nature preserve with wooded trails and a historic cottage. *3505 W. 35th St. Free. mayfieldpark.org.*

MOUNT BONNELL

The historic hilltop has a magnificent view of Lake Austin and surrounding hills. *3851 Mount Bonnell Rd. Free. austinparks.org.*

AUSTIN'S STORY- GUIDE TO HISTORIC DESTINATIONS IN AUSTIN



HISTORIC AUSTIN: WHERE TO GO

1. **THE TEXAS STATE CAPITOL COMPLEX** | 1856-1888
   Capitol, Land Office Bldg., Governor's Mansion. 11th Street to 15th Street; Colorado Street to Brazos Street
2. **CONGRESS AVENUE** | 1856-Present
   Old Bakery, Paramount Theatre, Walter Tips Bldg. and more. Lady Bird Lake to 11th Street
3. **EAST SIXTH STREET, EAST FIFTH STREET** | 1860s-1900s
   Turn-of-the-century commercial district, The Driskill Hotel, Dickinson & O. Henry Museums. Congress Avenue to I.H. 35
4. **OLD EAST AUSTIN** | 1841-1940s
   State Cemetery, French Legation, African American and Latino cultural heritage sites. I.H. 35 to Chicon Street; Lady Bird Lake to MLK, Jr. Boulevard
5. **DOWNTOWN WEST** | 1850s-1930s
   Bremond Block, North-Evans Chateau Bellevue, Heman Marion Sweatt, Courthouse, Austin History Center, Judges' Hill, Wooldridge and Republic Parks. West Seventh Street to MLK, Jr. Boulevard; Lamar Boulevard to Colorado Street
6. **WEST AUSTIN** | 1850s-Contemporary
   Historic neighborhoods. West Sixth Street to West 35th Street; Lamar Boulevard to Lake Austin. Nearby: Deep Eddy Pool, Laguna Gloria, Mayfield Park, Mt. Bonnell, Camp Mabry
7. **THE UNIVERSITY OF TEXAS AT AUSTIN** | 1883-Contemporary
   Historic campus buildings, museums. Guadalupe Street to Lafayette Avenue; MLK, Jr. Boulevard, to West 27th Street
8. **HYDE PARK, NORTH AUSTIN** | 1890s-1930s
   Historic neighborhoods, Elisabet Ney Studio and Museum. 38th Street to 45th Street; Guadalupe Street to Duval Street
9. **ZILKER PARK** | 1840s-1940s
   Barton Springs, Zilker Botanical Garden. Barton Springs Road; Robert E. Lee Street to Loop 1
10. **LADY BIRD LAKE, OLD SOUTH AUSTIN** | 1888 –1960s
    Historic neighborhoods, South Congress Avenue (SoCo). Lady Bird Lake to Monroe Street; South Congress Avenue to I.H. 35

MUSEUMS, LIBRARIES, CULTURAL CENTERS

Austin has more than 40 museums, cultural centers and libraries, plus the public library system. Some are listed here. For a complete list, see austinmuseums.org.

A. **Bullock Texas State History Museum**
1800 N. Congress Ave. | 512-936-8746 | thestoryoftexas.com

B. **George Washington Carver Museum and Cultural Center**
1165 Angelina St. | 512-974-4926 | carvermuseum.org

C. **Lyndon B. Johnson Presidential Library & Museum**
2313 Red River St. | 512-721-0200 | lbjlibrary.org

D. **Emma S. Barrientos Mexican American Cultural Center**
600 River St. | 512-974-3772 | maccaustin.org

E. **Harry Ransom Center**
300 W. 21st St. | 512-471-8944 | hrc.utexas.edu

F. **Texas Memorial Museum, Natural Science Center**
2400 Trinity St. | 512-471-1604 | utexas.edu/tmm

G. **Texas State Capitol Visitors Center and Museum**
112 E. 11th St. | 512-305-8400 | tspb.state.tx.us

* **MOONLIGHT TOWERS**
Considered in 1895 to be a modern way to illuminate cities, the towers now exist only in Austin, where they are regarded with affection. Half of the city's original 31 towers are being preserved.

FOR MORE HISTORY:
Download free smartphone tours of Austin's historic places.
preservationaustin.org/programs/historic-austin-tour-app

VISIT Austin

SIX SQUARE WALKING TOURS

FY 15/16

- 10 tours given by one staff member
- 166 participants

FY 16/17 as of April 2017

- 10 tours given by one staff member
- 136 participants

SIX SQUARE WALKING TOUR- POINTS OF INTEREST

AUSTIN CULTURAL DISTRICT

Texas Commission on the Arts
State Cultural District

1. Rising Star Baptist Church
2. David Chapel Missionary Baptist Church
3. John Chase, David Chapel
4. John Chase, House
5. Ulit Ave. Baptist Church
6. Zion Hill Baptist
7. 810 E. 13th St.
8. Murray Owens' Auto Shop
9. Mt. Olive Baptist Church
10. Emancipation Day Celebration Association
11. McKinley Heights
12. Evergreen Cemetery, TX
13. L.C. Anderson House
14. John Chase 1
15. Hoffeinz Houses
16. Down's Field
17. Jolly Courts
18. 1109 Curve St.
19. Hitching Post
20. Texas State Cemetery
21. Emacipation Park
22. Blackshear Elementary School
23. Bertram-Huppertz
24. Pilgrim Rest Baptist Church
25. First Church of Christ
26. Lincoln Baptist Church

Additional Points of Interest

- Huston-Tillotson University
- Dedrick-Hamilton House
- Evergreen Cemetery

VISIT Austin

COMMUNITY INVOLVEMENT
1.3.2 & 1.3.3

LOCAL PARTNERS

Working partnership with the following organizations:

- Greater Austin Black Chamber
- Greater Austin Hispanic Chamber
- Greater Austin Asian Chamber
- City of Austin Cultural Arts Division
- Emma S. Barrientos Mexican American Cultural Center
- George Washington Carver Museum
- Dougherty Arts Center
- Elisabet Ney Museum
- Creative Economy Committee
- Austin Asian Resource Center
- Pride Austin
- Six Square
- Austin Nature and Science Center

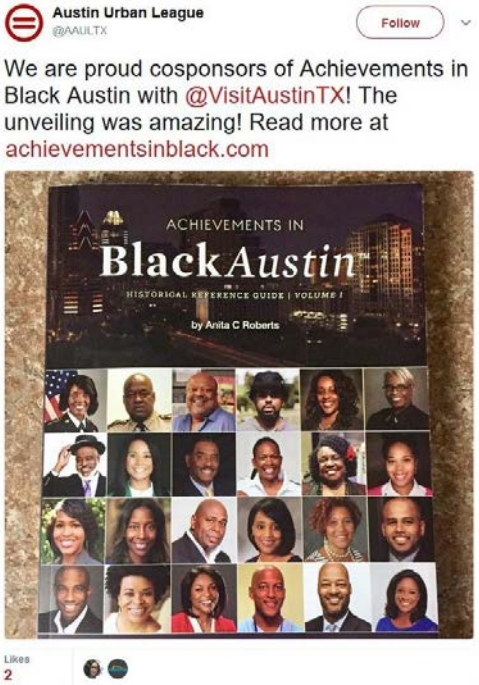
2017 RECAP

- Mabson Downs Field Rehabilitation- Golf Tournament
- Inaugural Visit Austin Give Back Gig
- Taste of Black Austin
- Achievements in Black Austin
- African American Field Guide Outreach Meetings
- Latino Field Guide Outreach Meetings

DOWNS FIELD REVITALIZATION PROGRAM

- The Austin Sports Commission's Golf Tournament has raised $60,000 for Downs Field revitalization project

ACHIEVEMENTS IN BLACK AUSTIN- CO-SPONSOR WITH AUSTIN AREA URBAN LEAGUE



VISIT Austin

TASTE OF BLACK AUSTIN- VISIT AUSTIN TITLE SPONSOR

GIVE BACK GIG

- To kick off National Travel and Tourism Week- Visit Austin celebrated for a cause, Austin-style.
- Give Back Gig highlights the positive impact of the Austin hospitality community, as well as give back to a local charity.
- Visit Austin’s inaugural Give Back Gig raised $40,000 for the non-profit, Art from the Streets

COMING SOON...

Celebrando Austin in partnership with Greater Hispanic Chamber of Commerce

Greater Austin Hispanic Chamber of Commerce

Your Resource Your Future Your Voice

Six Square District Celebration - Official Music Sponsor

six square

austin's black cultural district

UPDATES

- Through our partnerships, we have updated many of the event venue listing on our website
- Updated locations, hours, website info, etc. for City operated museums and resource centers
- Currently researching ways to integrate City's events calendar with Visit Austin's event calendar

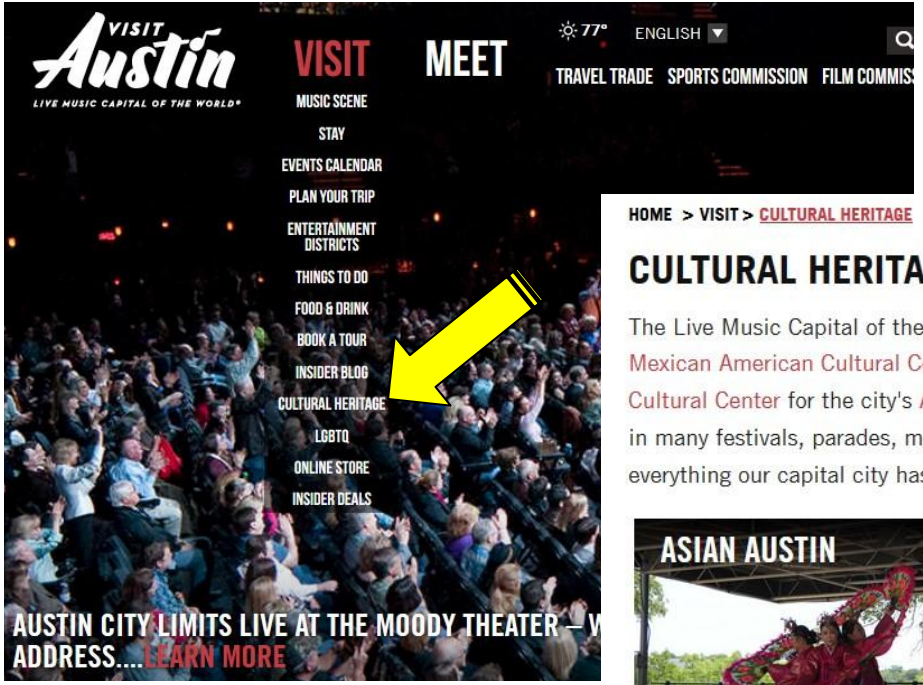
Asian Pacific American Heritage Month in Austin

Six Square: Austin's African American Cultural

Latino Music Month Spotlight: Adrian Quesada

VISIT AUSTIN’S CULTURAL HERITAGE

CULTURAL HERITAGE- WWW.VISITAUSTIN.ORG



HOME > VISIT > CULTURAL HERITAGE

CULTURAL HERITAGE

The Live Music Capital of the World® plays to a diverse population of cultures, political leanings and lifestyles. The Mexican American Cultural Center anchors the Latino community, as does the George Washington Carver Museum and Cultural Center for the city's African-American cultural district, Six Square. And an increasing Asian influence has resulted in many festivals, parades, marketplaces and cultural performances throughout the city. Take a look around and see everything our capital city has to offer.

CULTURAL HERITAGE- ASIAN AUSTIN

Ethnicity is as diverse among Austin's Asian American population as it is among its Hispanic, African American and Eastern European racial make-up. In Central Texas, the Asian Pacific American community totals about 111,000 which is almost 8 percent of the City of Austin's population and its fastest growing demographic. Austin's Asian communities celebrate their diversity and commonality through a number of local attractions, festivals and cultural events throughout the year, including Chinese lion dancing, dragon boat racing, the annual Lunar New Year Festival, and the Chinese Mid-Autumn Festival which hosts colorful parades, martial arts demonstrations, ethnic food and drink, unique dance performances, and of course, this being the Live Music Capital of the World®, music.

RESOURCES

PLAN YOUR TRIP

EVENTS

Other culturally enlightening events include the Asia Pacific American Heritage month and annual Dragon Boat Festival in April, the Austin Asian Occasion; the Harvest Moon Festival in September; the Annual Bamboo Festival in October; and the Young Musicians Competition held every two years in the fall. Most these events are held by The Asian American Cultural Center, the largest organization in Austin representing and providing a host of services to all Asian groups, businesses and communities throughout Austin.

For year-round enjoyment, don't-miss Austin's Chinatown Center, it hosts an amazing variety of Asian cuisine restaurants and grocery stores as well as more than 40 retail shops and the largest Asian supermarket in Central Texas. For dining with an Asian influence, check out AsianEatsATX.org and don't miss Uchiko whose executive chef Tyson Cole was awarded the James Beard Foundation Award for Best Chef: Southwest in 2011. With dishes like Karaage (marinated fried chicken), suzuki yaki (whole grilled mackerel) and beef tongue nigiri, Uchiko is accessible to diners of any palate. South of downtown, check out Austin's new darling, Elizabeth Street Café, which offers Vietnamese fare with a decidedly French twist. Bún, phở, báhn mî, tea, Vietnamese coffee, punch and more are available at 1501 South First Street.

One of the most popular attractions in Austin is the Zilker Botanical Gardens. The 60-acre gardens feature flower trails, a butterfly garden and the Taniguchi Oriental Garden. Built by Isamu Taniguchi when he was 70 years old, this peaceful paradise features Koi ponds, a Togetsu-kyo bridge and a Japanese teahouse. Also found in Austin is the Chua Linh-Son Temple. Built in 1984 as a private residence, this temple features a prayer hall and hosts various Vietnamese and Buddhist events.

CULTURAL HERITAGE- BLACK AUSTIN

Welcome to the Live Music Capital of the World®. Austin prides itself on being open-minded, welcoming, diverse and progressive without ever losing its' character. And whether it's experiencing the independent businesses along South Congress Avenue, taking in the galleries and cafes of historic East Austin or discovering our world-famous live music scene – you'll find that when it comes to Austin, what you hear is true.

But don't take our word for it. Check out the following activities, events, professional associations and more that are waiting to be discovered in Austin.

The Dedrick-Hamilton House was owned by Thomas Dedrick, one of the first freed slaves in Travis County. The home, built around 1880, was in one of the earliest African American communities in East Austin. The fully restored historic house now serves as an African American Visitors Center and retail shop. The Dedrick-Hamilton House also houses the Greater Austin Black Chamber of Commerce and the Office of Arts & Cultural Resources. The Dedrick-Hamilton House is currently managed by the Greater Austin Black Chamber of Commerce, which is located at the African American Cultural Heritage facility.

The Contemporary, one museum with two sites, showcases contemporary art and culture. Both its Laguna Gloria and Downtown locations are gorgeously curated homes to international, immersive modern art. Ballet Afrique was started in 2008 by China Smith, as a cultural center for the African American contemporary dance arts. Now home to a dance academy, a professional dance company, a youth dance ensemble and community dance classes, Ballet Afrique is a bedrock of cultural expression through movement.

We're also home to enough filmmakers' studios and film schools to earn the nickname "Third Coast." Be sure to check out the Capital City Black Film Festival in August.

Insider tip: Keep newcomers Fum Fum Ko and B.B. Araya on your radars!

CULTURAL HERITAGE- LATINO AUSTIN

There is so much more to Austin than what meets the eye. This city, known for it's music, politics and burnt orange undertones, is also rich with Latino culture most visitors never fully experience. Austin's diverse culture is not just contained in museums, but is sprinkled throughout the entire city.

But don't take our word for it. Check out the following Latino activities, events, professional associations and more that are waiting to be discovered in Austin.

RESOURCES

PLAN YOUR TRIP

EVENTS

There is so much more to Austin than what meets the eye. This city, known around the world for it's music, politics and burnt orange undertones, is also rich with Latino culture most visitors never fully experience.

For example, many people may not know Austin is home to the official Mexican and Mexican American Fine Art Museum of Texas. The Mexic-Arte Museum, located in downtown Austin, offers year round exhibits and events celebrating traditional and contemporary Mexican, Latin, and Latin American art and culture. One of their most popular events is Viva La Vida Festival and Parade in October, celebrating Dia De Los Muertos, featuring a colorful and fun procession downtown.

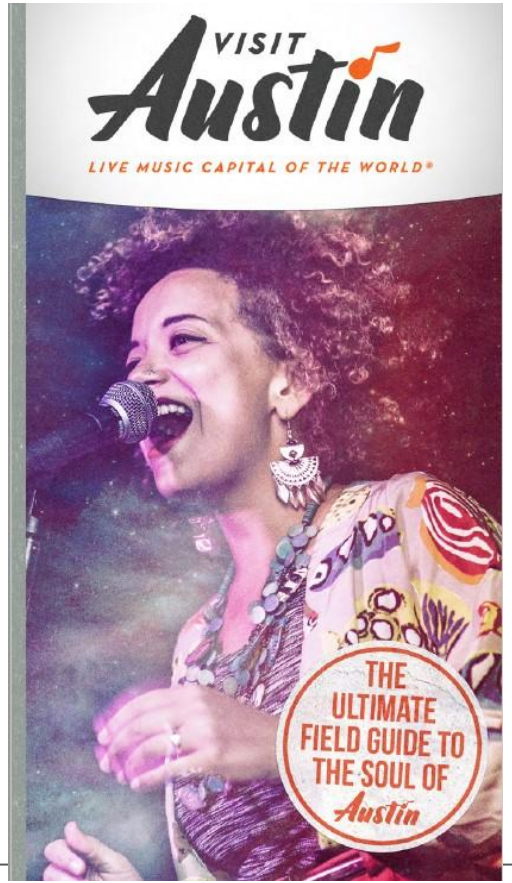
Courtesy of Mexic-Arte Museum.

Austin's diverse culture is not just contained in a museum but sprinkled throughout the entire city. Take a stroll along the east side of Lady Bird Lake and you'll find the Trail of Tejano Legends. These statues recognize the local Latino musicians that helped shape Austin's music scene back in the 40s and 50s including Nash Hernandez and Roy Montelongo.

FIELD GUIDE TO THE SOUL OF AUSTIN

PROTOTYPE

FIELD GUIDE TO THE SOUL OF AUSTIN



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WELCOME TO AUSTIN

On behalf of Visit Austin and the Greater Austin Black Chamber of Commerce (GABC), welcome to the Live Music Capital of the World®! This Field Guide to the Soul of Austin provides an overview of the city, plus plenty of signposts to help you get your cultural bearings. In the following pages, you'll find a sampling of the must do, see and experience Austin hits. Let this insider's advice point you in the right direction for history and culture, as well as where to go for an amazing meal, a relaxing afternoon or a hot night out.

On behalf of the Greater Austin Black Chamber of Commerce, welcome to Austin. This guide includes just a sampling of our members' businesses, but it won't take long for you to see what makes Austin one of the top 15 cities where African Americans achieve economic success, and where Black firms exceed Texas and U.S. averages in retail sales. We invite you to experience Austin's history, unique culture and of course some of the local businesses featured in these pages. While you're in town, interact with us via #IAMBLACKAUSTIN™, an ongoing interactive campaign highlighting the multidimensional expression of Black life in Austin.

TAM HAWKINS *President & CEO, GREATER AUSTIN BLACK CHAMBER OF COMMERCE*

Welcome! At Visit Austin, we invite you to experience Austin like a local — stroll through our vibrant entertainment districts, catch a show at one of more than 250 live-music venues or immerse yourself in the rich history of East Austin's African American cultural district. If we can be of assistance during your stay, please stop by the Austin Visitor Center, engage with us on Twitter using #trueaustin or just tap a friendly Austinite on the shoulder. We're happy you're here and wish you an enjoyable stay.

TOM NOONAN *President & CEO, VISIT AUSTIN*

For more information, visit us at **visitaustin.org** and **austinbcc.org**.

VISIT Austin

FIELD GUIDE BROCHURE SERIES

Target Development Timeline:

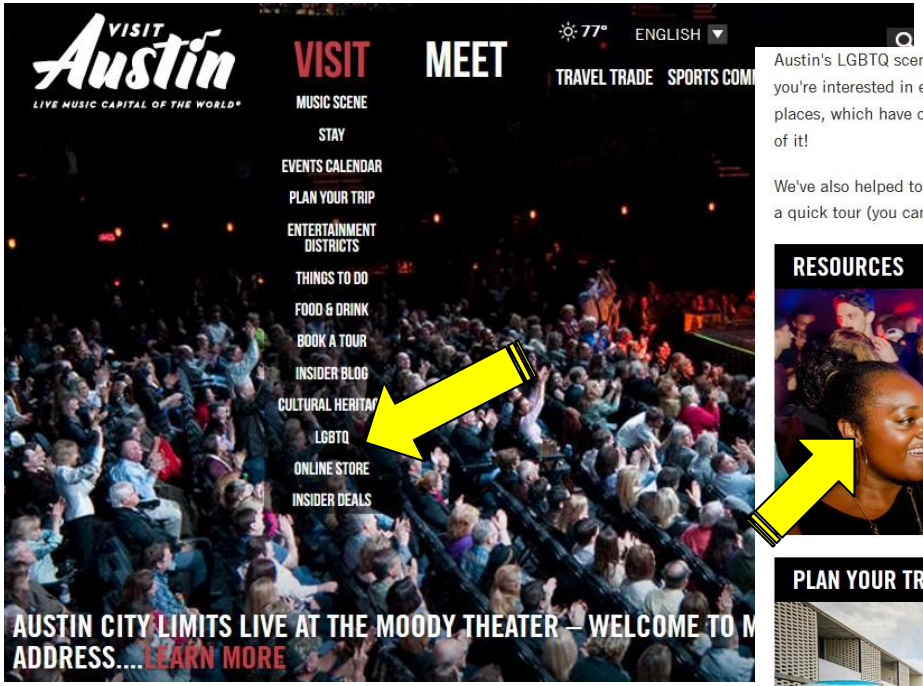
Latino Field Guide- Finalized and printed by January 2018

Asian American Field Guide- Finalized and printed by end of FY17/18

LGBTQ Field Guide- Finalized and printed by end of FY17/18

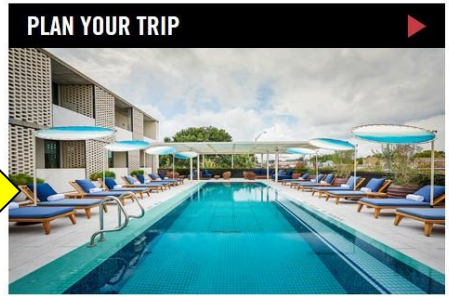
LGBTQ

LGBTQ - WWW.VISITAUSTIN.ORG



Austin's LGBTQ scene has it all. You don't have to look for rainbow flags or limit yourself to one small part of Austin if you're interested in experiencing everything that the city's large and diverse LGBTQ community has to offer. Unlike many places, which have only one or two areas known as 'gay districts,' Austin's LGBTQ residents are truly everywhere. And proud of it!

We've also helped to build, renew and revitalize many of the city's most popular, vibrant neighborhoods. So, come along on a quick tour (you can drive, walk, bike or hop on the bus) for some of the best offerings.



DIVERSITY & HERITAGE MARKETING-NYC PRIDE MARCH

- Activation at TimeOut Pride pre-party
- 2017 NYC Pride March with award-winning bilingual Latin-folk singer, songwriter, and LGBTQ advocate, Gina Chavez

LGBTQ DIVERSITY BANNER

- Featured in Compete magazine
- Shared at TimeOut pre-Pride party
- Shared at NYC Pride March
- Used in the Airstream VIP Austin Experience

VISIT Austin
#AUSTINSOUNDSGAY

VISIT Austin

OVERALL CONTENT INTEGRATION

(DIGITAL / PRINT)

VISIT AUSTIN WEBSITE

VISIT
- MUSIC SCENE
- STAY
- EVENTS CALENDAR
- PLAN YOUR TRIP
- ENTERTAINMENT DISTRICTS
- THINGS TO DO
- FOOD & DRINK
- BOOK A TOUR
- INSIDER BLOG
- ONLINE STORE
- INSIDER DEALS

SIGN UP FOR ENEWS

VISITOR GUIDE

HOME > VISIT > ENTERTAINMENT DISTRICTS

ENTERTAINMENT DISTRICTS

Check out the latest things to do, places to eat and music to listen to in some of Austin's most vibrant neighborhoods:

HOME > VISIT > ENTERTAINMENT DISTRICTS > RED RIVER

RED RIVER

Do you hear that? That's the sound of live music coming from some of the hottest stages in Austin, all spanning a three-block radius. Nightclub heavy, droves of concert-seekers mill the streets, dipping into watering holes for Lone Star beers while waiting for the lights to dim and shows to begin.

Related

Stubb's. Credit Denise Chambers.

Red River

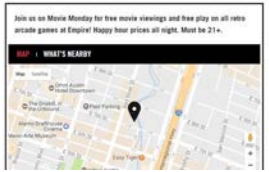
For the ultimate music fan, this district is your scene. From big-name acts to local newbies, this street blares with the sounds of live bands at a variety of bars and clubs along the block. Here, the Live Music Capital of the World® successfully showcases its refreshing appreciation for diversity through sound. This crowd is a toss-up of people there to listen to artists, and is located northeast of the Sixth Street district.

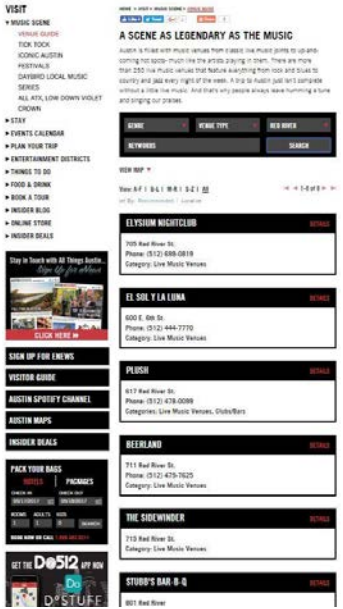
Top Picks: Stubb's BBQ - Local live music legacy dates back to Willie Nelson and Johnny Cash singing for their supper at the original location. Also be on the lookout for raw acts popping up at Cheer Up Charlies, Barracuda, Mohawk and Empire Control Room.

FREE PLAY ON ALL ARCADE GAMES ON MONDAYS

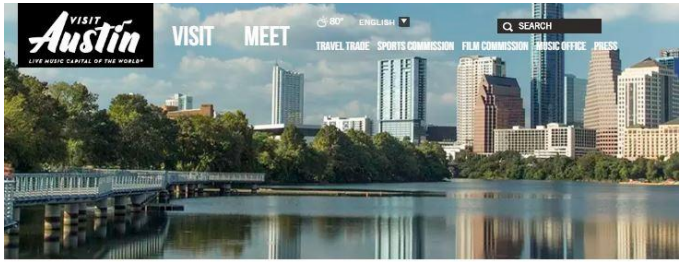
Redeemable January 1, 2017 - December 31, 2017
Empire Control Room & Garage

DETAILS





AUSTIN INSIDER BLOG



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HOME > AUSTIN INSIDER BLOG

This blog, written and curated by Visit Austin staff, shares the things that visitors love and locals can't get enough of.

5 MINUTES WITH A LOCAL: JAMES MOODY OF THE MOHAWK

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Published: 4/17/2017

James Moody has access to the best music in Austin. Moody founded the Mohawk in 2006, downtown Austin live music venue, bar and cornerstone of the Red River Cultural District and Guerilla Suit, a branding agency, in 2010.

Courtesy of the Mohawk.

FREE WEEK IN THE RED RIVER CULTURAL DISTRICT

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Published: 12/28/2016

Red River is the perfect street to wander down when you're waiting for something to catch your ear and draw you in. This official entertainment and cultural district is vital to the heart of the Live Music Capital of the World and in January, Red River will put on a show like no other. From January 1 - 8, venues throughout the city host free live music shows to celebrate the artists, venues and thriving culture of creativity in Austin. Here are the can't miss venues on Red River during Free Week (and all year long):

Mohawk: This corner bar plays host to big names as well as local up-and-comers. Stop by during Free Week for craft beer and tunes from Carson McHone, Whiskey Shivers, Keeper, Otis the Destroyer and tons more.

Barracuda: Head to Barracuda from January 1-14 for double the Free Week fun! Two weeks of free music will include performances by A Giant Dog, Sweet Spirit, Annabelle Chairlegs and more.

The Sidewinder: This venue captures the true Austin spirit and is run by musicians, for musicians. Free Week shows include Chippr Jones, Daphne, Ringo Deathstarr, Burning Years and more.

Empire Control Room & Garage: This multi-stage venue is perfect for cool January nights, and when it gets hot inside, head to the patio overlooking Waller Creek. Expect Free Week showcases by hot local artists such as Ruby & the Reckless, Calliope Musicals, Black Books and more.

Swan Dive: This intimate venue is hosting Free Week parties from Sunday to Sunday, so stop in for sets from the likes of My Jerusalem, Fort Never and more.

Cheer Up Charlies: Spend your Free Week on the pink patio at Cheer Up's who is hosting showcases throughout the week featuring Megafauna, Residual Kid, Summer Salt and more.

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BEST AUSTIN BRUNCHES

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Everyone loves a good weekend brunch and Austin serves up some of the best in Texas. From dynamic omelets and inventive pancakes to simple pleasures and traditional dishes, Austin has a brunch place that's sure to satisfy every palate.

Stubb's Gospel Brunch: Stubb's BBQ is known for its mouthwatering, slow smoked Texas barbecue, but it also has a weekly Sunday brunch that should not be missed. Live gospel music plays all morning long, while you meander past the world-renowned buffet featuring everything from southern-style grits to fried catfish. You can top off the meal with a signature Bloody Mary, created by you at the "make your own" Bloody Mary bar.

Banger's on Rainey Street. Photo by Banger's Sausage House & Beer Garden.

Courtesy Arlo's.

Bac'n Cheeze Burger Arlo's *900 Red River St.*
This trailer serves up some of the best vegan comfort food in town, including the amazing Bacon Cheeze Burger. House-made soy free and gluten free patty, stacked with house-made seitan bac'n, melted cheeze, mayo, ketchup, mustard, tomatoes, onions, pickles and lettuce.

HOME > AUSTIN INSIDER BLOG

This blog, written and curated by Visit Austin staff, shares the things that visitors love and locals can't get enough of.

NEIGHBORHOOD IN REVIEW: RED RIVER CULTURAL DISTRICT

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Published: 8/24/2016

A street that never misses a beat, here you can have a love affair with a plate of ribs, a date with live music destiny and make nice with an ice cold Texas bottleneck.

Arlo's Food Truck owner Chris Baker with the vegan bac'n cheeze burger. Credit Robert Nabbe.

ARLO'S FOOD TRUCK: Vegans rejoice! This on-wheels restaurant is 100 percent vegan and open until 2 a.m. for late-night cravings. Tacos made with veggie crumbles and tomato basil dogs are crowd faves. arlostruck.com

508 TEQUILA BAR: Located next to the Pelóns Tex-Mex Restaurant, it's always tequila o'clock at this casa thanks to its lengthy selection served on the pretty patio. *508austin.com*

HANDLEBAR: Check social media for frequent best mustache contests.

Heading to Austin in August? Check out the 6th annual Quesoff, a celebration of all things melted cheese. The event takes place at the Mohawk (912 Red River) on Saturday, August 20.

What Austin restaurant serves your favorite queso? Tell us with #TrueAustin on Twitter or Instagram!

Photo of Torchy's Tacos courtesy of Aimee Wense. Photo of queso samples courtesy of Quesoff.

INSIDER VISITOR GUIDES

THE JAM

Stay up on Austin's music scene with the Austin Music Office's social channels.

@musicaustin

@musicaustin

Yo Gotti at the Mohawk

Central Market concerts

Hot Rize at Old Settler's Music Fest

Red River Cultural District is on the other side of the spectrum – indie acts, bigger beards, awesome tattoos. You'll find all of the above at **the Mohawk**, **Cheer Up Charlies**, and **Empire Control Room & Garage**. South of Downtown, **One-2-One Bar** and **Saxon Pub** could have a one-man acoustic act or a 12-piece brass band.

You can spend your whole trip on Sixth Street and still not hear all that it has to offer. Hop from **Friends** to the **Parish** to **Maggie Mae's**. Find reggae and Latin at **Flamingo Cantina** or down-and-deep riffs on **Blind Pig**'s rooftop.

Take a trip east of I-35 to **Rhine Room**, **White Horse** and **Hotel Vegas** for a musical smorgasbord. Rainey Street should also be on your radar. This entertainment-heavy neighborhood is the ideal hop-around locale. Wander in and out of houses transformed into lovely bars, like **The Blackheart** and **Clive Bar**, and relish giant patios, cocktail in-hand and ears perked for terrific live tunes.

Larger-than-life performances can be found at **Stubb's**, **ACL Live at the Moody Theater**, **Bass Concert Hall** and the **Frank Erwin Center**. And because this is the live music capital, grocery stores like **Central Market** and **Whole Foods** also boast pretty hefty concert calendars.

If you're craving a festival, well-known acts come through for **Austin City Limits Music Festival** and **Sound on Sound**. **South by Southwest® Conference & Festivals** is a 10-day celebration of all things Internet, comedy, film and music. Additional Austin-centric festival experiences include **Old Settler's Music Fest**, **Honk!TX**, **Urban Music Festival**, **Lone Star Music Festival**, and **Art City Austin**.

Every night in Austin is a choose-your-own-adventure musical journey. Make sure to pack some comfy shoes, sense of adventure and your dancing pants.

MOHAWK: PHOTO BY CODY R COWAN; COURTESY OF ONE-2-ONE BAR; COURTESY OF WHITE HORSE; COURTESY OF CENTRAL MARKET; COURTESY OF OLD SETTLER'S MUSIC FESTIVAL; PHOTO BY JOHN GRIBBS

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LOCALS SPEAK

Do Like the Locals Do:

Party Like You Live Here

James Moody has access to the best music in Austin. Co-Founder and Chief Executive Officer of Guerilla Suit, Moody founded downtown Austin live music venue and bar, the Mohawk, in 2006, Transmission Events, a full-service events agency, in 2007 and Guerilla Suit, a branding agency, in 2010.

A TYPICAL WEEKEND IN AUSTIN

You're likely to catch Moody brunching at Laundrette or Enoteca, where the deli counter and fresh desserts like tiramisu draw hungry locals by the dozens.

If brunch doesn't send him into a food coma, Moody will grab a drink at a local watering hole. Favorites include Small Victory, Weather Up, Lost Well, the Mohawk and Cloak Room.

Drink of choice? An Old Fashioned or single malt scotch on the rocks.

MOODY'S TOP PICKS FOR LOCAL TALENT:

- Spray Paint
- Johnny Hotbub
- The Wait
- Bleedwing
- A.Sinclair
- The Max Meehan 5

4 RESTAURANTS MOODY CAN'T GET ENOUGH OF

- Uchi
- Justine's Brasserie
- Clark's Oyster Bar
- Polvos

Clark's Oyster Bar

per rider or per trip before hopping in.

★ Taxi/Rideshare

Austin is tapped into the latest tech-based transit. Visit **austintexas.org/visit/plan-your-trip/transportation** for a list of taxis and rideshare options.

WEST AUSTIN
NORTH AUSTIN
CENTRAL AUSTIN
MARKET DISTRICT
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SIXTH STREET
RED RIVER DISTRICT
EAST AUSTIN
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AROUND TOWN

RED RIVER

Officially proclaimed a Cultural District, the packed three city blocks will introduce you to ribs that stick to your ribs and music that settles into your soul.

MUSIC SCENE: The perfect road to wander down when you're waiting for something to catch your ear and draw you in, this official entertainment district offers live tunes every night of the week.

CHEER UP CHARLIES: Drop inside this LGBTQ-friendly spot for a live show, a stiff sip and a toast on the patio covered in a huge pink canopy. *cheerupcharlies.com*

BARRACUDA: Three reasons to go: second Saturday sock hops, record release parties and a vintage photo booth. *barracudaaustin.com*

EMPIRE CONTROL ROOM & GARAGE: Come for live performances on three stages and magical Mondays showcasing local talent. *empireatx.com*

STUBB'S BBQ: One of the top live music venues in town, come here to clap your hands to the beat and stay to lick the bbq sauce off your fingers during Sunday gospel brunch. *stubbsaustin.com*

CB'S LOUNGE: This VIP live music lounge offers a great view of the Waller Creek Amphitheater.

MOHAWK: From root beer-flavored whiskey to BYOVinyl happy hour, you're always in for a treat at this long-standing live music venue. *mohawkaustin.com*

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EMPIRE: COURTESY EMPIRE CONTROL ROOM; STUBB'S: PHOTO BY JOHN TORNOW; BUZZO PHOTO BY CODY R COWAN; COURTESY THE MOHAWK

ENTERTAINMENT DISTRICT- DOWNTOWN

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DOWNTOWN

As hoppin' during the week as it is on the weekends, this bustling area of commerce, cuisine, cocktails and the Capitol is a melting pot of finance and fun, as well as philanthropic conservation. In addition to opportunities for retail therapy, the arts scene is alive and well with galleries and museums at nearly every corner.

2ND Street

Officially spanning the length of 2nd Street between Congress Avenue and San Antonio streets, this area is home to local and national brands, ranging from beauty, body and abode, to restaurants and overnight respites. Don your favorite reusable tote and wear shoes meant for strolling.

Warehouse District

As the name suggests, many of this neighborhood's bars and restaurants are housed in renovated, antique warehouses. The gritty backdrop makes for a

DOWNTOWN VENUES FOR EVERY NIGHT OF THE WEEK

< BACK

Published: 9/28/2016

All of Austin is a stage and we like it that way. There are 250+ music venues in our fair city and the music scene is constantly evolving to fit the expanding needs of our local and touring artists. Whether you're here for a short stop or an extended stay, fitting one of these quintessential musical experiences into your visit is an absolute must-do.

Gary Clark Jr. Performing at Antone's. Courtesy of Arnold Wells.

Antone's Nightclub: One of the East Sixth Street neighborhood's earliest and most prominent blues venues, Antone's has hosted legends such as Stevie Ray Vaughan and B.B. King over the years. Today, Antone's still offers blues and soul music seven nights a week within its storied walls and, if you're lucky, you may even catch current operating partner Gary Clark Jr. take the stage from time to time.

Elephant Room: A mainstay in the Austin scene since the early '90s, the Elephant Room has provided the downtown area with live jazz performances that you can catch on any given day. This basement lounge

This blog, written and curated by Visit Austin staff, shares the things that visitors love and locals can't get enough of.

TOP 5 PLACES TO VISIT AT THE BUTLER TRAIL

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Published: 8/15/2016

The Ann and Roy Butler Hike-and-Bike Trail around Lady Bird Lake is one of the most visited and beloved spaces in the Austin area – it truly is the heart of the city! The trail is a place where we go to connect with nature, with loved ones, and with ourselves. Have you visited before? Take this survey to help improve the future of the Butler Trail! While many locals use the trail almost daily, sometimes we need a little help breaking from our routines to explore all that the trail has to offer! Here are the top 5 places to visit at the Butler Trail for locals and first-timers:

1. The Boardwalk

If you haven't had the opportunity to get out to Austin's best over-water experience, what are you waiting for? This 1.1 mile, partially over-water, boardwalk flows east-west and provides some of the most gorgeous views of downtown and wildlife over the water. This ADA friendly stretch of the trail is an excellent place to take visitors to give them a uniquely Austin experience.

Check out the Boardwalk in action.

2. Lou Neff Point

ENTERTAINMENT DISTRICTS- EAST

TOP EAST AUSTIN MUSIC VENUES

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Published: 6/24/2016

As the Live Music Capital of the World®, Austin, Texas doesn't fall short on places to experience all different styles of music. The up-and-coming East Austin is home to many venues that are full of character, both new and old. Locals and visitors flock to the "eastside" every day of the week to get their live music fix and to experience authentic Austin vibes. Check out this list of some of the best music venues that East Austin has to offer:

Thee Oh Sees at Hotel Vegas. Credit Dustin Downing.

Hotel Vegas
Located in the heart of East Sixth Street, Hotel Vegas offers its patrons live music almost every night of the week. The venue's vintage, Louisiana-meets-Texas inspired furnishings make for a unique experience to accompany the rockin' performances. Hotel Vegas is especially bustling during SXSW week when it hosts many different shows and showcases as an official venue. And if Hotel Vegas isn't enough, its sister bar Volstead Lounge serves up great drinks and even more live music right next door.
www.texashotelvegas.com

The North Door
The North Door, just off of I-35, is everything visitors could want in a

SIX SQUARE: AUSTIN'S AFRICAN AMERICAN CULTURAL HERITAGE DISTRICT

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Published: 1/6/2017

Where can you visit cultural assets such as the oldest house in Austin, the first neighborhood African American Museum in Texas, the Arlington Cemetery of Texas, and the oldest institution for higher learning in Austin?

The answers to all the above may be found by visiting **Austin's African American Cultural Historic District (AACHD)**. Austin's African American Historic district is six square miles of East Austin, originally created in 1928 as the Negro District by the Austin City Council. East Austin was already the home of the majority African Americans who built a vibrant and rich culture that included businesses, churches, schools, two colleges, and fraternal organizations, but also boasted ethnic neighborhoods consisting of Swedes, Germans, Italians and Lebanese.

Visit Austin's African American Cultural Heritage District and discover these gems:

Harold McMillan at Victory Grill. Credit Spencer Ponce.

Victory Grill ***1104 E. 11th St.*** Opened on Victory over Japan Day 1945 as a restaurant and bar for returning Black servicemen. Popular venue for local musicians and major performers on the Chitlin Circuit; including Billie Holiday, James Brown, Ike and Tina Turner, Etta James, Chuck Berry and Janice Joplin.

WHERE LOCALS EAT BBQ

Austin's culinary reputation just keeps getting better. When it comes to Texas barbecue, everyone seems to have their preferred pit master and brisket or rib go-to. We invite you to log some time, do the research and find your favorite. Here are some local faves to get you started.

6 great places to eat BBQ in Austin:

Lambert's Downtown Barbecue
Lambert's menu spins modern interpretations on Texas cuisine. The smell it before you see it bar-restaurant-live-music-venue serves up fancy barbecue like cold smoked quail and bacon braised greens, along with wood grilled steaks, chops and seafood. Side yours with their green chili cheese grits or fried okra with spicy remoulade.

Stiles Switch BBQ & Brew
Situated in the art deco 1950s Violet Crown Shopping Center (you might recognize it from the 1990s film "Dazed and Confused"), Stiles Switch is named after the historic 1800s I. & G. N. railroad stop. Sip Austin craft brews, try their beef chuck ribs with classic sides like potato salad, corn casserole and peach cobbler with Blue Bell ice cream, while taking in the nostalgic ambiance.

The County Line
Boasting two Austin locations - The County Line On The Lake and County Line On The Hill - this Texas institution is dedicated to high-quality smoked ribs, brisket, sausage and chicken served with traditional sides of coleslaw, potato

VISIT Austin

ENTERTAINMENT DISTRICTS- RAINEY STREET

ROAMING THROUGH RAINEY STREET

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Published: 1/28/2014

Austin's most unique entertainment district is lined with historic houses converted into bars with as much personality as the city itself. Whether you're looking for local brews, great food trucks or a rousing game of corn hole in the back yard, Rainey Street is perfect for a laid back night of socializing with friends.

Night lights at Lustre Pearl. Courtesy Dunlap Properties.

Staying true to Austin's roots, this strip of bars often features live, local bands. If your friends are anything like mine, the music is sure to induce awkward dance parties to music of all genres. After all, this is The Live Music Capital of the World: we deserve to lose ourselves in a cold mug of beer and a live serenade at the end of a long week.

Don't miss these spots:

- **Lustre Pearl:** This popular bar has an authentic and preserved character. Patrons enjoy beer, cocktails, hula hoops, concrete ping pong tables and food from the taco truck.
- **Icenhauer's:** Locals sip on specialty drinks named after women and local draft beers around the backyard fire pit.

RESIDENCY REVIEW: MRS. GLASS AT THE BLACKHEART

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Published: 4/15/2016

As soon as you hear the first strum of Mrs. Glass's electric guitar, one word comes to mind: Southern. Mrs. Glass is a local Delta blues/rock trio, with heavy New Orleans influences. The band features guitarist and lead vocalist Jordan Webster, bassist/vocalist/keyboardist Ivan Evangelista and percussionist/vocalist Ian Fry. Upon first glance, one wouldn't expect such deep, resonating vocals from the cool and collected lead singer. Wearing a fine vintage suit and holding a lit cigarette, Webster plays the whole show sitting down, reminiscent of traditional blues singers. Yet when he hums his initial raspy note, new audience members are in for a soulful surprise. Known around town for both Webster's vocals and his smooth confidence, Mrs. Glass has become an essential among the local music scene and has gained a loyal following.

The trio plays blues covers and original compositions. The band's own songs often center on romance, yet Mrs. Glass's lyrics avoid clichés and instead focus on storytelling. Such storytelling elements are present in the song "NOLA" which was influenced by Webster's move from New Orleans to Austin after Hurricane Katrina.

Mrs. Glass plays Thursday nights from 10 p.m. to 2 a.m. at The Blackheart on Rainey Street. "For over three years, our Thursday Blackheart residency has felt like a weekly family reunion. The staff and patrons there have become close friends. We have enjoyed playing hundreds of shows in dozens of clubs, but The Blackheart is home" said Mrs. Glass. If you like smooth whiskey with your live music, The Blackheart is the place to be; this venue will take you back to a simpler time with its rustic, Southern aesthetic.

Lustre Pearl: This popular bar anchored the Rainey Street District development and continues to be a popular spot representing everything Austin has to offer. Clientele ranges from the professionals, the weird, the hippy, and hipsters alike.
Food truck fare: Located on the patio, don't miss out on the original chicken lollipop wings at **Tommy Want Wingy**.

Banger's: Beer lovers take a moment of silence for the largest tap wall in Austin (add to it antelope and venison dishes for a full Texas experience). Swing by on Sundays for the Big Band Brunch and be sure to ask about their featured sip, the Manmosa.

Credit Cassandra J Klepac.

L'Estelle House: A patio courtyard strung with lights invites you to enjoy coffee, wine, dinner and weekend brunch at this French-styled Southern bistro.
Toast Tip: The courtyard space is shared with **The Drafting Room** which offers a revolving set of draught beers Thursday–Saturday.

Bungalow: Three reasons to hit this bar: craft cocktails, a spacious outdoor patio and the infamous wall with the "I hate you so much" painted message.

ENTERTAINMENT DISTRICTS- RED RIVER

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RED RIVER

Do you hear that? That's the sound of live music coming from some of the hottest stages in Austin, all spanning a three-block radius. Nightclub heavy, droves of concert-seekers mill the streets, dipping into watering holes for Lone Star beers while waiting for the lights to dim and shows to begin.

Related Articles

NEIGHBORHOOD IN REVIEW: RED RIVER CULTURAL DISTRICT

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Published: 8/24/2016

A street that never misses a beat, here you can have a love affair with a plate of ribs, a date with live music destiny and make nice with an ice cold Texas bottleneck.

Arlo's Food Truck owner Chris Baker with the vegan bac'n cheeze burger. Credit Robert Nabbe.

ARLO'S FOOD TRUCK: Vegans rejoice! This on-wheels restaurant is 100 percent vegan and open until 2 a.m. for late-night cravings. Tacos made with veggie crumbles and tomato basil dogs are crowd faves. arlostruck.com

508 TEQUILA BAR: Located next to the Pelóns Tex-Mex Restaurant, it's always tequila o'clock at this casa thanks to its lengthy selection served on the pretty patio. *508austin.com*

CULTURE ON TAP: Red River Street was recently dubbed an official cultural district. Stroll the street and pop into staples like **The Sidewinder** *(thesidewinderaustin.com)* and **Beerland** *(beerlandtexas.com)*.

THE MOHAWK

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Published: 10/12/2015

The Mohawk is an iconic Austin music venue located on the corner of 10th and Red River in the heart of downtown. Open since 2006, the Mohawk has been providing endless music and entertainment to whoever walks through its doors. The venues mission from the beginning is to welcome music fans of all tastes by providing a variety of music and a diverse culture. If you've ever been to the Mohawk, you know they do not fall short on creativity.

Daily happy hour specials bring in folks wanting to drink one of the 80 different varieties of beer (39 of which are local brews), nine types of cider or a Mohawk Blood Mary that will knock your socks off. You can sit on the roof deck with friends or lounge on the outdoor patio which makes for a great ambiance. That all leads up to when the sun goes down, signaling the artist to step on stage and play the first note.

Along with the three complete bars and great daily doses of good music, The Mohawk is also available for a range of creative and private events. These events range from queso cook-offs and beard competitions to weddings and birthday parties. The Mohawk is Austin's go-to live music venue for a night filled with great entertainment for all.

For a complete schedule of upcoming events taking place at the Mohawk, click here.

The Mohawk 912 Red River St. Austin, TX 78701

Contributed by Harrison Holt, Austin CVB MusicMarketing Intern.

VISIT Austin

ENTERTAINMENT DISTRICTS- SIXTH STREET

VISIT

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SIXTH STREET

Sixth Street is distinctly Austin. With its colorful and bustling array of bars, restaurants and entertainment venues, it's a sure bet for experiencing local characters and the vibrancy of the city.

NEIGHBORHOOD IN REVIEW: SIXTH STREET

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Published: 9/14/2016

A must-hit for every visitor, this thoroughfare offers a glimpse into our city's vibrant social scene. Hop from bar to bar and take five for a bite on the fly.

DJ Booth. Courtesy Vulcan Gas Company, Credit Bret Brookshire.

VULCAN GAS COMPANY: Call it "The Vulcan" to sound like a local; you'll love this club if dancing to DJ house music is your thing. *vulcanatx.com*

EASY TIGER BAKE SHOP & BEER GARDEN: This laid-back, creekside beer garden with an in-house bakery serves up artisan pretzels with your craft brew. *easytigeraustin.com*

THE PARISH: Climb the stairway to this musical heaven to catch a local or national act after hitting the bars along the street below. *theparishaustin.com*

An evening on Sixth Street in Austin, Texas.

Sixth Street Looking to go out, and okay with a younger crowd? Sixth Street is the place to be, and is arguably one of the most famous nightlife districts in town. Complete with inexpensive drinks, dancing, music and Greek life, this stretch of road rests between Congress Avenue and Highway 35 and kicks off around sunset through 2 a.m. This crowd definitely likes to celebrate, and street traffic is closed for pedestrians, Thursday-Saturday nights.

> ***Top Picks:*** Blind Pig Pub - Dance on the rooftop and enjoy people-watching below as you listen to live bands. Other favorites include Fireside Lounge, B.D. Riley's, Parish and Buffalo Billiards.

East Austin East Austin is a growing favorite for the young and very hip looking for a more alternative vibe. Walk down this area east of Highway 35 on Sixth Street to experience food trucks and a variety of casual and quirky bars, graffiti-style murals and alternatives for dancing, dining and coffee.

> ***Top Picks:*** East Side Showroom - Come for the music, stay for the cocktails; they'll take you back in time with their version of an Old Fashioned. Other favorites include Shangri La, The White Horse, The Liberty.

ENTERTAINMENT DISTRICTS- SOUTH CONGRESS

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SOUTH CONGRESS

This vibrant neighborhood south of Lady Bird Lake is a must-stroll for visitors and a popular hangout for locals. South Congress oozes homespun character and boasts the story of Austin's yesteryear in its boutiques and eateries.

Related Articles

FANTASTIC ITALIAN EATS IN AUSTIN DOWNTOWN

Sit back and enjoy our wide selection of meat, seafood, and pasta dishes paired with our award-winning wine collection. Or host your event in one of our private rooms for up to 140 guests (we cater, too!). GF and vegan menus are always available. No need to rush, you're home.

CLICK HERE >

Austin Insider Guide

Check out our insider Guide online to start planning your perfect Austin trip. Get inside tips, trip ideas and more!

CLICK HERE >

NEIGHBORHOOD IN REVIEW: SOUTH AUSTIN

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Published: 8/17/2016

From art galleries and furniture havens to darling boutiques and kitschy food trailer parks, South Austin is the crossroad where eccentric meets nostalgic.

Courtesy Austin Art Garage.

AUSTIN ART GARAGE: Intimidated by fancy galleries but want to take home a framer? This welcoming space offers affordable art from 30+ local artists all under one roof. *austinartgarage.com*
**Palette Pals: The garage often hosts art social happy hours where you can mix and mingle with the featured talent.*

MÉTIER COOK SUPPLY: If you're more professional chef than amateur sous, you'll appreciate this shop for its hard-to-source cookbooks, high-end culinary tools and unique services like knife sharpening and cast iron restoration. *metieraustin.com*

SEVENTH FLAG COFFEE: A modern, open space with Wi- Fi, fuel up with the avocado toast or a mug of quality coffee from Huckleberry Roasters and enjoy the natural outdoor patio. *seventhflagcoffee.com*

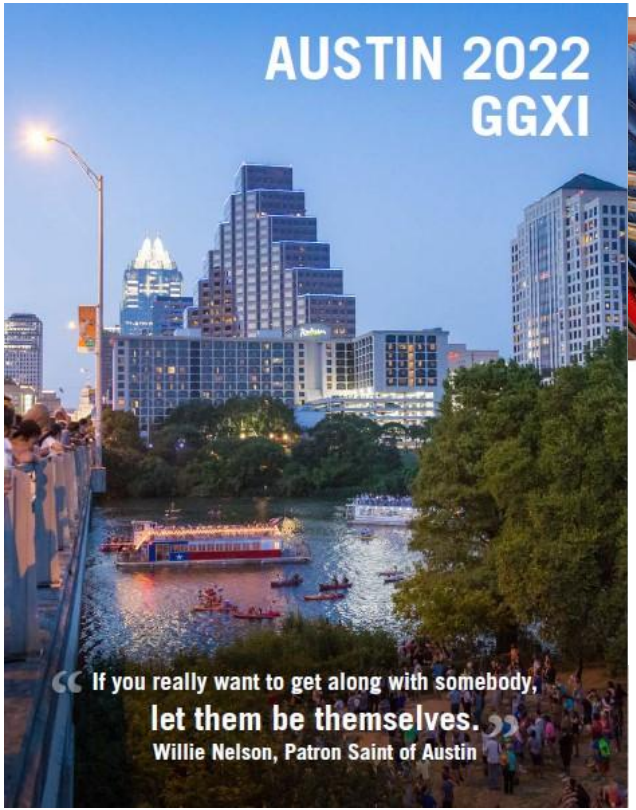
DAY 1 - SOUTH CONGRESS

Start your day with breakfast at **Café No Sé** at South Congress Hotel with the ricotta hotcakes and avocado toast.

VISIT Austin

CONVENTION SALES SUPPORT

GAY GAMES XI- BID BOOK



AUSTIN HAS BEEN INVOLVED IN NUMEROUS LGBT+ SPORTING EVENTS AND PROGRAMS, and there has been a concerted effort by the city to increase our participation in this space. This will continue to grow, as we are widely known to be the prime LGBT+ friendly destination within the state of Texas.

NAGAAA

North American Gay Amateur Athletic Alliance's 40th Annual Gay Softball World Series

- Austin hosted this event with great success in Summer 2016
- NAGAAA is expecting Trust Fund disbursement of approximately $500,000+, based on 3,500 total room nights.
- This was NAGAAA's largest event to date, with nearly 4,500 competitors
- Austin supported this event with 2,500 volunteers

Connect SPORTS

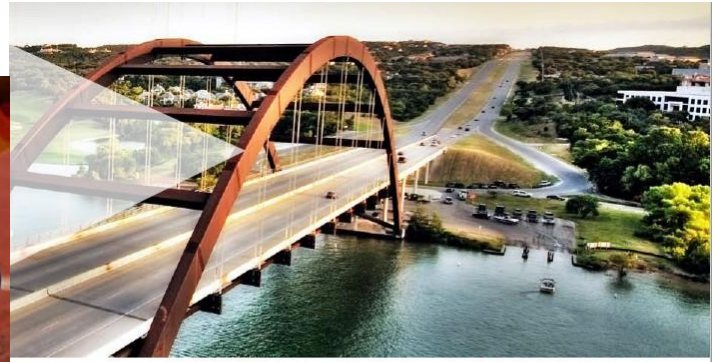
Connect Sports' LGBT+ National Task Force

- Two members of the Task Force are Austin Sports Commission employees
- Austin is hosting the Winter 2016 Task Force meetings

ASANA

Amateur Sports Alliance of North America's 12th Annual World Series

- Austin will play host to ASANA's World Series in Summer 2017
- Team registrations are underway and are on pace for a record turnout



Click image above to view video

WHY WE'RE QUALIFIED

HRC SCORE

Austin leads the nation in policies related to the LGBT+ community. Not only are we the top-ranked city in the USA by the Human Rights Campaign, we also received 12 bonus points for a score of 112.

BEST EVENT & FESTIVAL TOWN IN NORTH AMERICA

- As a 2016 JD Power Destination Experience award winner, Austin ranks as the top vacation destination in the Southwest USA.
- Nationwide, we are ranked #2, behind only Las Vegas, for visitors. We host over 450,000 visitors for Austin City Limits Music Festival each year, and attendance for South by Southwest each spring is over 300,000 people!

OUR FACILITIES

Austin is home to The University of Texas and the Circuit of the Americas—both of which will be used as GGXI venues—in addition to other amazing established Austin sports and entertainment venues.

FINANCIAL ADVANTAGES

View section 1 (Austin's Financial Advantages) for more information on financial incentives offered when hosting GGXI in Austin.

- **A 2015 Gallup poll declared Austin as the city with the third highest percentage of LGBT+ residents in the USA.**
- **Winner of the 2016 JD Power Destination Experience Award,** designating Austin as the #1 vacation destination in the Southwest USA.
- **An amazingly safe and compact downtown** area filled with over 250 live music venues, making Austin the "Live Music Capital of the World."
- **We are rated as the 3rd best LGBT+ friendly city in the USA.**
- **Unofficial Austin slogan: "Keep it Weird."**

VISIT Austin

VISIT AUSTIN MEETING PLANNER INSERT

CONVENTION RESOURCES

Event Planning
- Mia the Event Diva
- Events Unleashed: Luxury
- Splendor Weddings and Events
- Platinum Dreams by Monalisa
- Forever Your Events
- Wedding & Events
- Allied PRA

Transportation
- Peeks Cruise & Tours
- Yellow Cab Company

Amenities/Gift Ideas
- Soul Popped Gourmet Popcorn
- Hawkins Bucklew Handcrafted Jewelry Designs

Photography/Printer/Advertising
- HIAdewumi Photography
- Alfy Wilmot Photography
- Look At Me! Media
- Northstar Photography
- Rebuk Artist Photography
- Texas Touch Photography
- Cindy Elizabeth Photography
- Funmi Ogunro
- AFTV5
- Sanders\Wingo Advertising
- Nokoa Newspaper
- City-Wide Coupons
- Mprint Studio
- The Villager Newspaper

AUSTIN CONTACTS

Greetings from Austin!

Austin is a destination that breathes music and meetings. With over 11,000 hotel rooms, 250+ music venues, and a 10-mile hike and bike trail, downtown Austin has an array of options to offer. Austin is a vibrant destination for work and play all within steps of your hotel. Whether you are enjoying the Gospel Brunch on Sunday at Stubb's or strolling through Six Square to learn about African American culture, you will definitely find the true soul of Austin. The next time you are considering Austin or looking to host an event, I would love to be your local expert!

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Greater Austin Black Chamber of Commerce
Tam Hawkins
President & CEO
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(512) 459-1181

SILICON HILLS

Austin is an entrepreneurial, tech-friendly city that's earned its moniker, Silicon Hills. With Facebook, Google, Apple, Samsung and Dell having big footprints here, it's only natural that the city is constantly attracting ambitious new startups.

Austin boasts more than its fair share of Black tech innovators. Localeur was founded here, as was Sandbox Commerce, Are You Watching This?!, BLNDED Media, AlibiX and JamKazam, to name a few.

Dell Medical School is focused on creating new curriculum, putting the community at the forefront and transforming the future of medical education and care in Texas and beyond. The school has recruited leaders in traditional medical education sectors as well as leading-edge areas such as health care redesign, population health, informatics and design - these and other ambassadors are frequently available for presentations to groups. Medical meetings in Austin will benefit from easily accessible experts and speakers in unique and inspiring areas such as the new Design Institute for Health.

MVMT50 promotes diversity and leadership development in digital and technology fields. Look for them during SXSW with panels, the Top 10 Black Innovator Awards and the HBCU Battle of the Brains. Austin is home to Divinc, a 12-week accelerator program for ethnically diverse entrepreneurs and Urban Co-Lab, an urban innovation-focused incubator and coworking hot spot.

VISIT AUSTIN CONVENTION SERVICES

Program Planning
- Referrals and leads to local convention service suppliers
- Site and planning visit coordination
- Venue suggestions
- Digital planning tool kit
- Welcome program

Housing Bureau
- Determine use of housing bureau services during contracting stage
- Housing provided by Visit Austin's preferred housing provider, Key Bookings
- Housing software used is Lanyon Passkey
- Secure, 24/7 access to online inventory and room block management tools as well as numerous useful reports
- Direct on-line booking and call center available Monday – Friday, 7:30 am – 6:00 pm CST

Staffing Assistance
- Staffing at registration and information booths
- Assistance in compiling and distributing information packets
- Other assistance available for consideration

Promotion
- Online image and video library
- Promotional items and brochures
- Local media list
- Custom ad and postcard templates

Music Marketing Office
- Creative, personalized assistance with booking live music
- Discounted Austin Compilation CDs and mini guides to Austin's live-music scene
- Assistance with utilization of live music venues for off-site events
- Assistance and guidance with local music attractions and creation of music tours

Staffing Guidelines, Rates and Billing
- 30-day notice for staffing request
- Staffing request received inside 30 days of event date will be subject to one-time surcharge
- Fee for each staff member is $17 per hour; 4-hour minimum required per shift
- Based on your specific staffing needs, you may be required to add a supervisor when 6 or more staffers are scheduled
- Hourly rate for a Supervisor and/or Administrative Assistant is $22 per hour, with a 4-hour minimum
- Invoice will be sent within 30 days of meeting conclusion

VISIT Austin

VISIT AUSTIN MEETING PLANNER INSERT

AUSTIN CONVENTION CENTER 101

It Has Free Wi-Fi

With complimentary wireless Internet throughout the facility, the convention center is one of the most technologically advanced centers in the U.S. and boasts a communication infrastructure capable of moving voice, video and data at 1 billion bits per second.

You Can Take a Virtual Tour

See the space from the comfort of your own office with Visit Austin's online virtual tour. Check out the exhibit spaces, get ideas for welcoming delegates in the airy rotunda and see if the ballrooms can accommodate your event. (visitaustin.org/meet)

It's as Green as Green Can Be

In addition to low-water fixtures, recycled carpet, a massive recycling and composting program and highly efficient lighting, the roof of the structure utilizes plants that soak up storm water and reduce the amount of heat cast back into the atmosphere. Plus, the renewable energy-powered center is participating in a sustainability plan to help the city become carbon neutral by 2020.

OFFSITE VENUES

Off-site events are something to look forward to all on their own, but when they're paired with local spirits, the bar is decidàedly raised. From bold brews to tangy Texas tequila, there's something to suit every palate at these breweries, distilleries and venues worth writing home about.

AUSTIN CITY LIMITS LIVE

Home to the stage where the iconic Austin City Limits television series is taped, the ACL Live at the Moody Theater is a music lover's dream come true. With a capacity of 2,700+, its three levels of venue and gallery seating boast a selection of Jim Marshall's legendary rock photography and state-of-the-art lighting and sound equipment.

CIRCUIT OF THE AMERICAS™

Bringing racing enthusiasts into Austin each year for exhilarating Formula 1® races, including the revered Grand Prix, Circuit of The Americas (CoTA) can be yours for a special occasion, whether you're attending one of CoTA's signature events or renting the track privately for your group.

DEEP EDDY VODKA DISTILLERY & TASTING ROOM

The good folks who make Sweet Leaf Tea® also happen to know a thing or two about distilling great vodka; in fact, the Deep Eddy tasting room has become a popular destination for laid-back gatherings and private tours.

FAIR MARKET

Tucked into Austin's vibrant East Side sits a unique 30,000-square-foot indoor/outdoor event space, great for hosting social events, cultural exhibitions, philanthropic events and concerts. What's more, it allows guests to bring food trucks on-site and enjoy local bites in a quirky, industrial-chic environment.

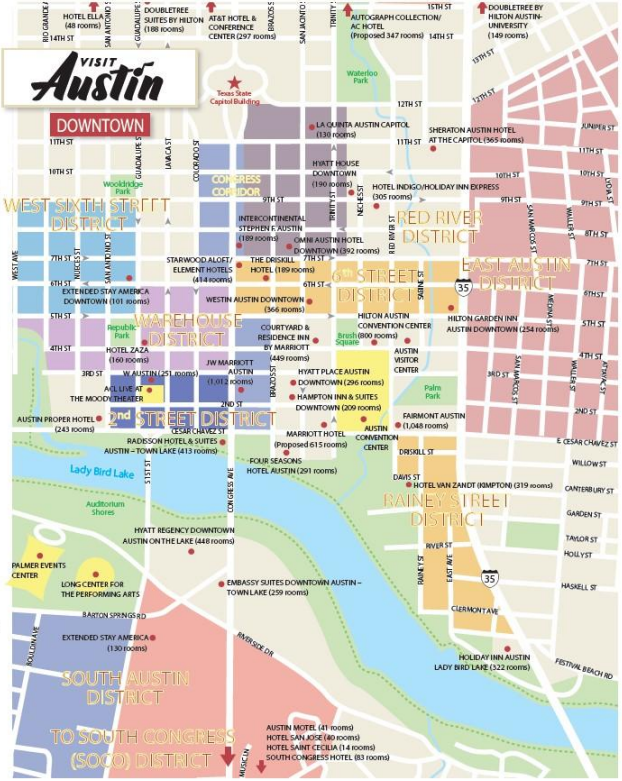
For a complete list of Austin venues, visit austintexas.org/special-event-venues.

Six Square

Austin's Black Cultural District is an independent nonprofit organization dedicated to celebrating the African American heritage of Central East Austin and preserving cultural assets in the District through historical interpretation, promotion of cultural events and programs.

PROFESSIONAL ASSOCIATIONS

Austin African American Firefighters Association
Austin Association of Real Estate Brokers
Austin Black Contractors Association
Austin Black Lawyers Association
Black Professional Alliance
Blacks in Government (Austin)
National Association of Advancement of Colored People
National Association of Black Accountants
National Black MBA
National Council for Negro Women — Austin Chapter
National Forum for Black Public Administrators (Central Texas Chapter)
National Society of Black Engineers — Austin Alumni Chapter
Southwest Minority Supplier Development Council



VISIT Austin

GROUPS

Booked:

- Texas Legislative Black Caucus
- National Pan American Golf Association
- Alpha Kappa Alpha Sorority
- Sigma Pi Phi Fraternity
- National Minority Supplier Diversity Council
- Jack & Jill of America

Prospects:

- Hispanic Association of Corporate Responsibilities
- Association of Hispanic Advertising Agencies
- Austin Gay & Lesbian Pride Foundation
- Asian American Journalist Association
- National Association of Black Accountants

WHAT'S NEXT?

Texas Legislative Session 2017

SB4

- Immigration law
- How will it affect Austin as a conference destination?
- How will it affect Austin as a leisure travel destination?

Bathroom Bill

- XX in special session
- How will it affect Austin as a conference destination?
- How will it affect Austin as a leisure travel destination?

QUESTIONS?

THANK YOU

VISIT Austin