

# VISIT AUSTIN CULTURAL TOURISM EFFORTS

August 22, 2017



# 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

# LOCAL PARTNERS

- 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
- City of Austin Creative Economy Committee
- Austin Asian Resource Center
- Pride Austin
- Six Square
- Austin Nature and Science Center
- Greater Austin Gay & Lesbian Chamber
- Austin Area Urban League

# 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**

**\$500,000**

**1.2.2**



# 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 eaves 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

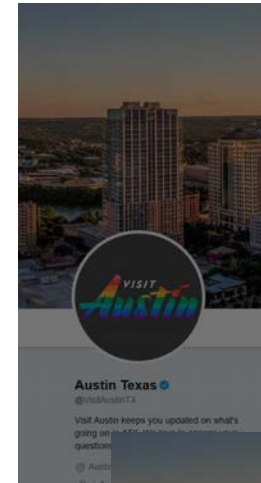
- Shoal Creek Conservancy- Construction documents for Rehab of West 6th Street Bridge over Shoal Creek.
  - Although there was a tourism justification, Heritage Grant does not fund construction documents. The Committee recommended that Shoal Creek Conservancy re-apply once construction phase begins.

## 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



# HERITAGE & DIVERSITY MARKETING

## 1.2.1



## 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

# 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



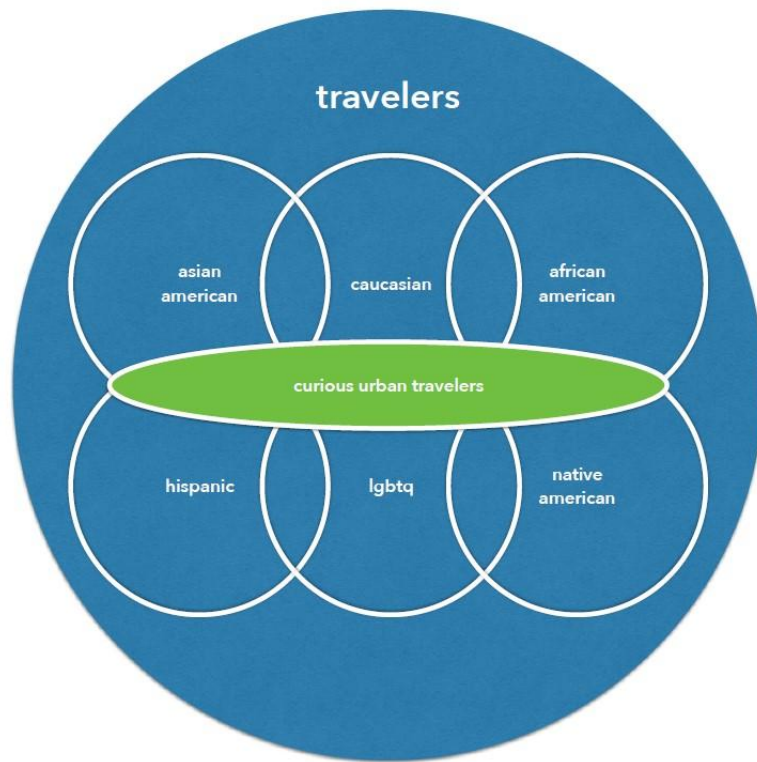


# OUR TARGET AUDIENCE: THE CURIOUS URBAN TRAVELER

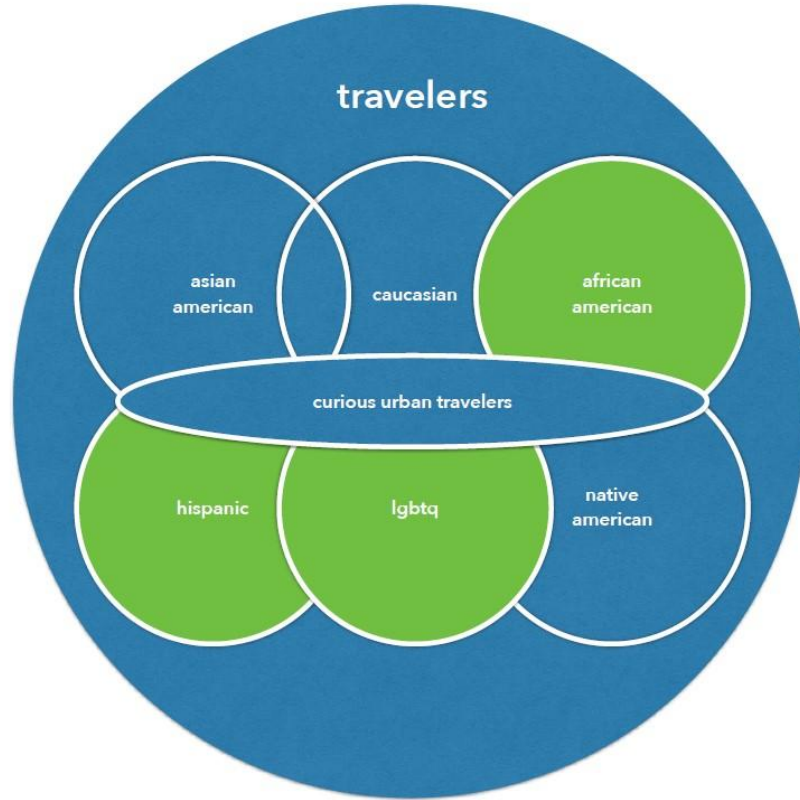
The curious urban traveler- is a mindset inclusive of all races, creeds, regions, and people

## Mindset Highlights

- 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.

TRAVEL ✈ NOIRE  
CULTIVATED INSIGHTS FROM A GLOBAL COMMUNITY OF BLACK TRAVELER



# HISPANIC TRAVELER

Hispanic | pulse | trend, tradition, talk of today

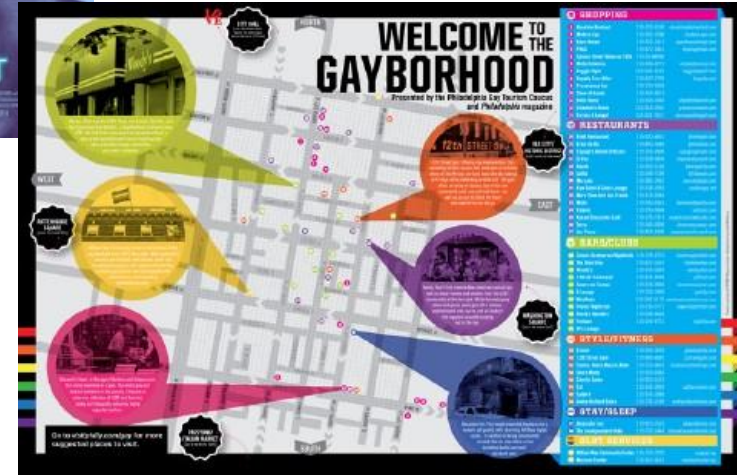
- Due to country-to-country and region-to-region nuances in food, art, and more, hispanic american culture varies distinctly from coast-to-coast.
- In the daily Hispanic American experience, family life permeates every aspect of personal life- trivial tasks, hobbies, relaxation, travel, and living arrangements.
- 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.

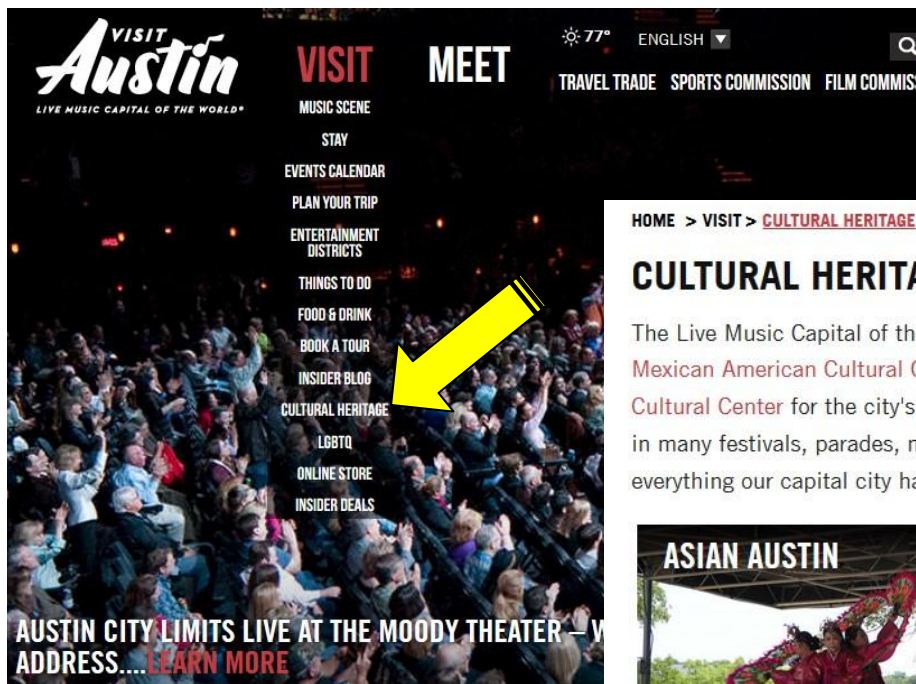


**VISITAUSTIN.ORG - CULTURAL HERITAGE**





# CULTURAL HERITAGE- [WWW.VISITAUSTIN.ORG](http://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](http://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, bánh mì, 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 its 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 its 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**

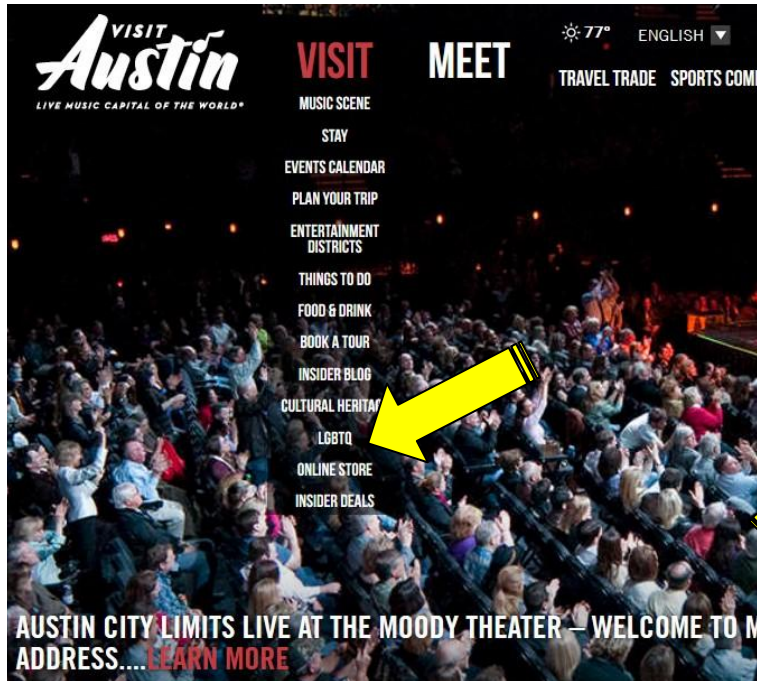


**Six Square: Austin's  
African American Cultural**



**Latino Music Month  
Spotlight: Adrian Quesada**

# LGBTQ - [WWW.VISITAUSTIN.ORG](http://WWW.VISITAUSTIN.ORG)



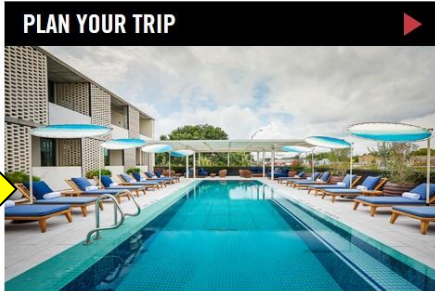
Austin's LGBTQ scene has it all. You don't have to look for rainbow flags or limit yourself to one small part of Austin if you're interested in experiencing everything that the city's large and diverse LGBTQ community has to offer. Unlike many places, which have only one or two areas known as 'gay districts,'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

## RESOURCES



## PLAN YOUR TRIP

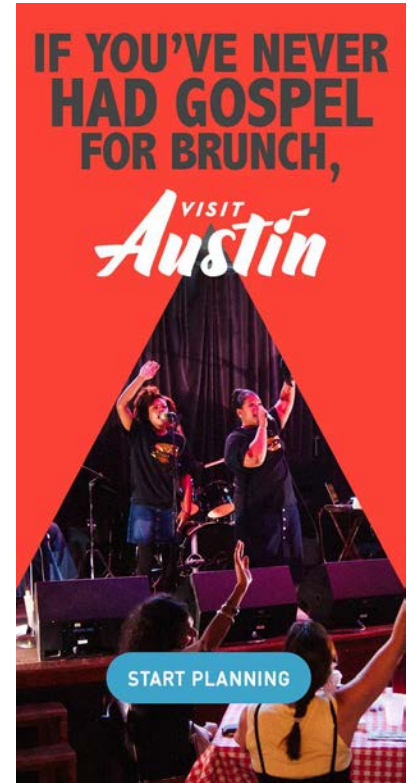


## EVENTS





# DIVERSITY DIGITAL MARKETING





# CONTENT INTEGRATION

(DIGITAL / PRINT)





# AUSTIN INSIDER BLOG



*Courtesy of Big Top Candy Shop.*

## Day One

### Morning

Start your day with an off-the-wall wonder. Part tree-fort, part modern sculpture, the multi-level **Cathedral of Junk** features a dense tangle of jungle-like foliage intertwined with an estimated 60 tons of unusual items and tchotchkes. If you're looking to get wild, take the kiddos to the **Austin Zoo** to see more than 300 animals or head to the **Austin Nature & Science Center** to explore nature trails, see small wildlife creatures and dig for "dinosaur fossils" in the Dino Pit! Just steps away is the **Zilker Botanical Garden**, which kids also love to explore.

In the shady hamlet of Hyde Park, you'll find the **Elisabet Ney Museum**. Housed in what was once the German-born sculptress' home and studio, the museum displays the largest collection of Ney's work in the world, including portrait sculptures of notable 19<sup>th</sup> century Texans.

[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.

## ASIAN PACIFIC AMERICAN HERITAGE MONTH IN AUSTIN

[< BACK](#)

Published: 9/10/2017

May is Asian Pacific American (APA) heritage month! This designation was originally passed into law 1978 as a 10 day celebration that was extended to a month in 1992. The month was chosen to commemorate the first Japanese immigrant to the U.S. on May 7, 1843 and to mark the completion of the transcontinental railroad built mainly by Chinese immigrants on May 10, 1869.



*Courtesy of the Asian American Resource Center.*

[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.

## WHERE TO CELEBRATE LATINO MUSIC MONTH IN AUSTIN

[< BACK](#)

Published: 5/4/2017

Latino Music Month is sure to heat up in Austin this year! Musicians and venues across the city jump on board with this annual tradition to celebrate the vibrant and diverse culture of Latino Music. Find out where to celebrate around town:



*Taco Libre. Credit Karlo X Ramos.*

We celebrate Cinco de Mayo this month, which lends a hand in Austin's wave of Latin music celebrations through May. The **Rancho Alegre Conjunto Festival** will take place at Stubb's Waller Creek Amphitheater May 5-7, hosting some of the premiere Conjunto bands in the region. In East Austin, ACL Festival alumni El Tule will play the Hotel Vegas **Cinco de Mayo Party** and Rock en Espanol outfit **Vitera** will have a special

# INSIDER VISITOR GUIDES

## AROUND TOWN

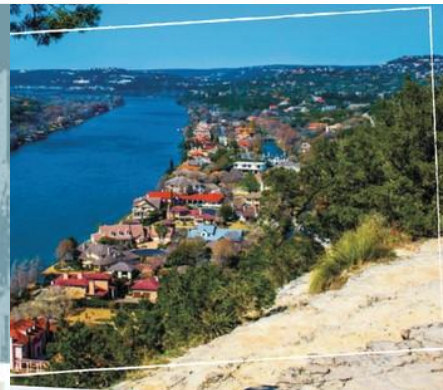
### TAKE A DIP:

With the escalated summer temps, locals love to find a water respite whenever possible. Crowd faves include spring-fed Barton Springs Pool. Deep Eddy Pool and Hamilton Pool.



### EAST END CULTURAL HERITAGE DISTRICT:

This area offers much to explore and honor by way of the George Washington Carver Museum, Texas Music Museum and the African American Cultural Heritage Facility. [eastendculturaldistrict.org](http://eastendculturaldistrict.org)



**Woods & Grapes:** The Hill Country music spectrum offers the likes of old school Austin relics like **Nutty Brown Cafe** ([nuttybrown.com](http://nuttybrown.com)) – Merle Haggard graced the stage – that offer a country music fix, and jazz shows with dinner service at **One World Theatre** ([oneworldtheatre.org](http://oneworldtheatre.org)).

**MOUNT BONNELL:** A sight to behold – 100+ steps lead you up to some of the most picturesque views of the Hill Country and Lake Austin. [austinparks.org](http://austinparks.org)

**OPEN 24/7**

Art in Public Places has commissioned over 200 artworks for parks, libraries, streetscapes, and more. It's Austin's biggest museum. It's free. And it's open 24 hours a day, 7 days a week. Plan your visit at [www.austincreates.com](http://www.austincreates.com)

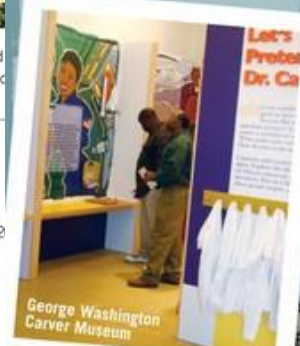
Cultural Arts

**ZILKER BOTANICAL GARDEN:** Japanese, cactus and herb gardens span 30 acres for your frolicking and exploring pleasure.



### SUMMER FLUTTER

Dress the kiddos in their butterfly finest and don't miss the annual Woodland Faerie Trail (May–June 2015). [zilker.org](http://zilker.org)



**DID  
YOU  
KNOW**

that the famed sculptor of the UMLAUF Sculpture Garden & Museum, Charles Umlauf, is represented here and you can still own a piece of his work? Come check out his work outside of the iconic gardens and snag a piece of Texas history before it's too late.



# COMMUNITY INVOLVEMENT

## 1.3.2 & 1.3.3



# 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

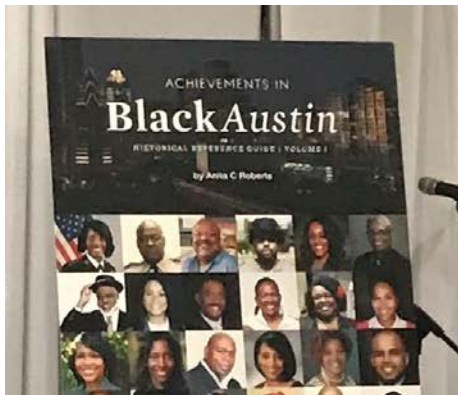


# DOWN'S FIELD REVITALIZATION PROGRAM

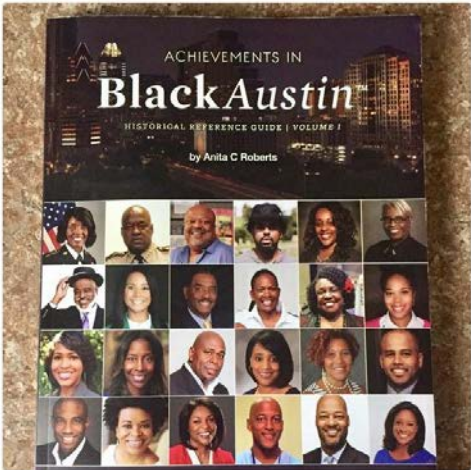
- The Austin Sports Commission's Golf Tournament has raised \$60,000 for Downs Field revitalization project



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



We are proud cosponsors of Achievements in Black Austin with @VisitAustinTX! The unveiling was amazing! Read more at [achievementsinblack.com](http://achievementsinblack.com)



Likes 2

# TASTE OF BLACK AUSTIN- VISIT AUSTIN TITLE SPONSOR





# VISIT AUSTIN 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



Six Square District Celebration - Official Music  
Sponsor



# FIELD GUIDE TO THE SOUL OF AUSTIN

PROTOTYPE



# FIELD GUIDE TO THE SOUL OF AUSTIN



## TABLE OF CONTENTS

Welcome to Austin .....	3
East Austin .....	4
Six Square (Austin's Black Cultural District) .....	5
Huston-Tillotson University .....	7

## INSIDER TIPS

Music .....	10
Arts & Culture .....	11
Food .....	12
Comedy .....	14
Dance .....	15
Outdoors .....	16
2 Days in Austin .....	18

## ENTERTAINMENT DISTRICTS

Downtown .....	22
East .....	24
Rainey Street .....	25
Red River .....	26
Sixth Street .....	27
South Congress .....	28
The Domain .....	29
Events .....	30
Transportation .....	36
Directory .....	38

## 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](http://visitaustin.org) and [austinbcc.org](http://austinbcc.org).

# FIELD GUIDE BROCHURE SERIES

## Target Development Timeline:

Latino Field Guide- Finalized and printed by January 2018

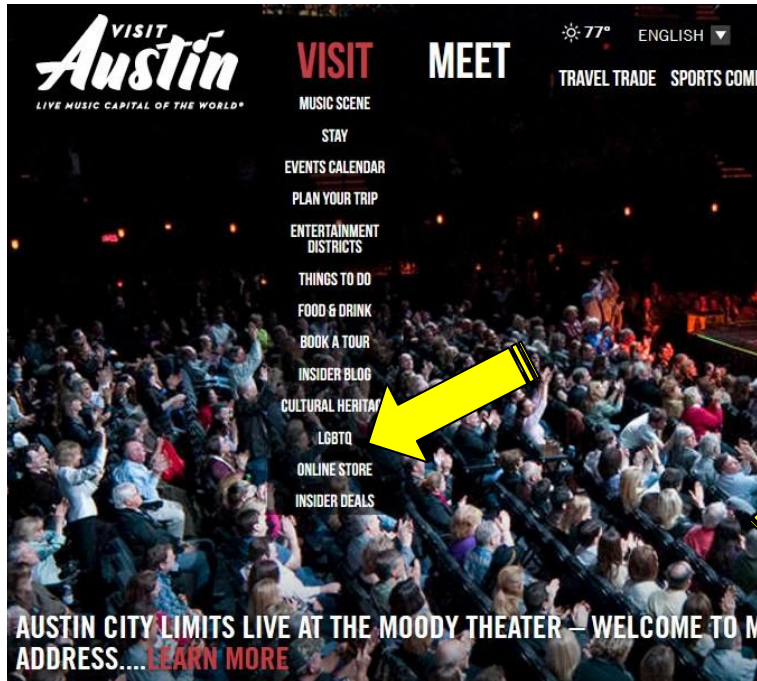
Asian American Field Guide- Finalized and printed by end of FY17/18

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

LGBTQ



# LGBTQ - [WWW.VISITAUSTIN.ORG](http://WWW.VISITAUSTIN.ORG)



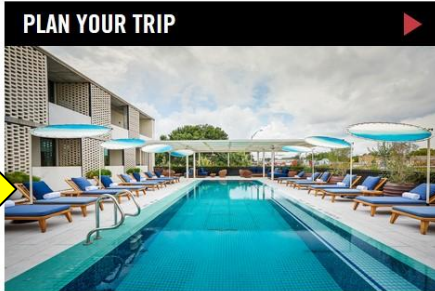
Austin's LGBTQ scene has it all. You don't have to look for rainbow flags or limit yourself to one small part of Austin if you're interested in experiencing everything that the city's large and diverse LGBTQ community has to offer. Unlike many places, which have only one or two areas known as 'gay districts,'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

## RESOURCES



## PLAN YOUR TRIP



## EVENTS



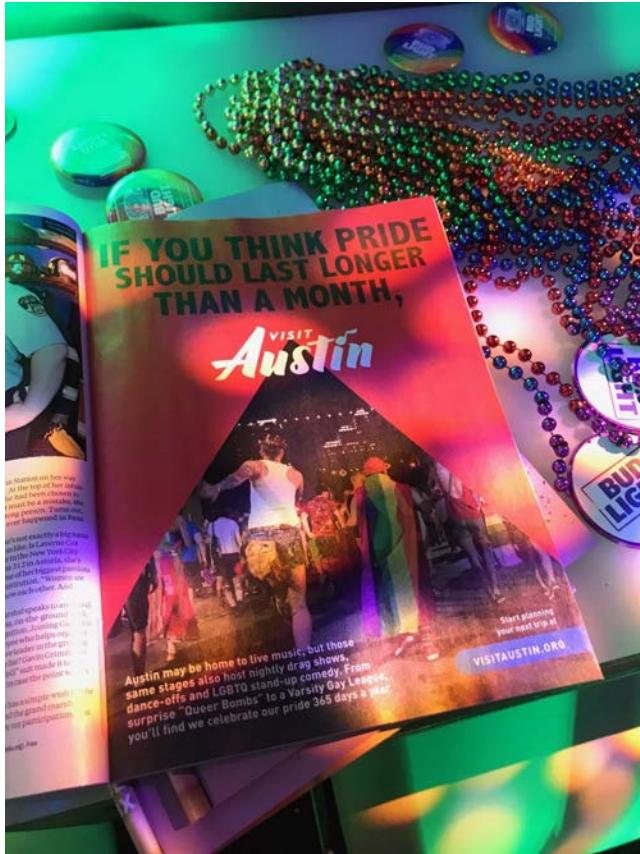


# DIVERSITY & HERITAGE MARKETING-NYC PRIDE MARCH

- 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 MUSIC COMMUNITY SUPPORT

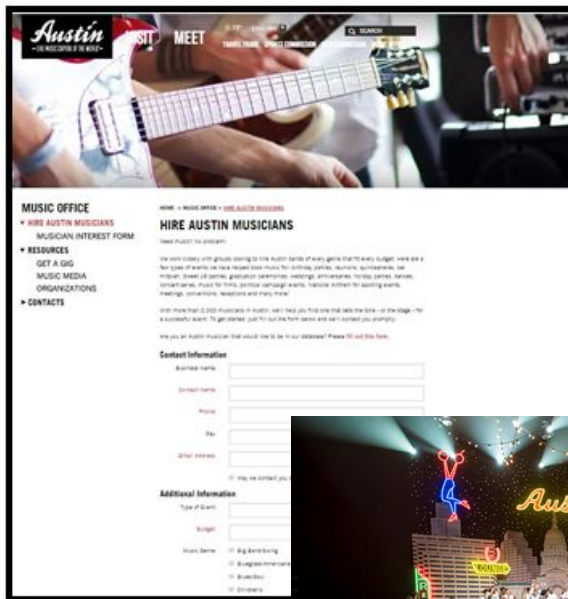
## 1.2.3



# CONVENTIONS SUPPORT LOCAL MUSIC

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

- 700+ local artists in database
- More than 1,300 artist referrals & 130 hired through in FY 15/16
- Total artist fees for FY15/16- \$192K
- Raised \$25K benefitting Health Alliance for Austin Musicians (HAAM) in early 2017 in conjunction with PCMA Convening Leaders





# ARTISTS ON THE ROAD

- Visit Austin only hires local musicians to represent the city & perform at tradeshow, media opportunities, conferences, sales missions & international events
- FY16/17 (as of May 2017)- 160 artists booked
- FY16/17 (as of May 2017)- \$312,072.50 directly to local musicians



# 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 Baltimore Harbor, International Pow Wow (IPW), Mountain Jam and NYC Pride March





# HISTORIC TOURS

## 1.2.3



# AUSTIN VISITOR CENTER WALKING TOURS

## FY15/16

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

## FY 16/17 YTD

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

# AUSTIN 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

## HISTORIC AUSTIN: WHERE TO GO

- THE TEXAS STATE CAPITAL COMPLEX** | 1856-1888  
Capitol, Land Office Bldg., Governor's Mansion, 11th Street to 15th Street; Colorado Street to Brazos Street
- CONGRESS AVENUE** | 1856-Present  
Old Bakery, Paramount Theatre, Walter Tjib. and more, Lady Bird Lake to 11th Street
- EAST SIXTH STREET, EAST FIFTH STREET** | 1860s-1900s  
Turn-of-the-century commercial district, The Driskill Hotel, Dickinson & O. Henry Museums, Congress Avenue to LH 35
- OLD EAST AUSTIN** | 1841-1940s  
State Cemetery, French Legation, African American and Latino cultural heritage sites, LH 35 to Chicon Street; Lady Bird Lake to MUK, Jr. Boulevard
- DOWNTOWN WEST** | 1850s-1900s  
Brimmed Block, North-Exams Chateau Bellevue, Herman Martin Sewett, Courthouse, Austin History Center, Judges' Hall, Woodbridge and Republic Parks, West Seventh Street to MUK, Jr. Boulevard; Lamar Boulevard to Colorado Street
- 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
- THE UNIVERSITY OF TEXAS AT AUSTIN** | 1883-Contemporary  
Historic campus buildings, museums, Guadalupe Street to Lafayette Avenue; MUK, Jr. Boulevard, to West 27th Street
- HYDE PARK, NORTH AUSTIN** | 1890s-1920s  
Historic neighborhoods, Elizabeth Rey Studio and Museum, 38th Street to 46th Street; Guadalupe Street to Doral Street
- ZILKER PARK** | 1840s-1940s  
Barton Springs, Zilker Botanical Garden, Barton Springs Road, Robert L. Lee Street to Loop 1
- LADY BIRD LAKE, OLD SOUTH AUSTIN** | 1889-1940s  
Historic neighborhoods, South Congress Avenue to Guadalupe Street; Lady Bird Lake to Monroe Street; South Congress Avenue to LH 35

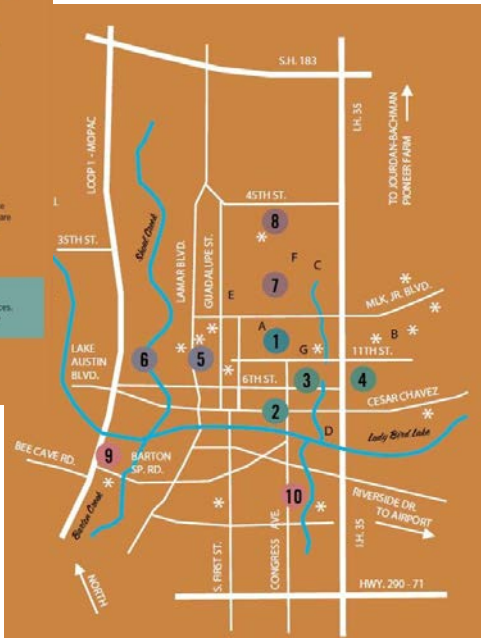
## MUSEUMS, LIBRARIES, CULTURAL CENTERS

Austin has more than 40 museums, cultural centers and libraries, plus the public library system. Some are listed here. For a complete list, see [austintourism.org](http://austintourism.org).

- A. Bullock Texas State History Museum**  
1800 N. Congress Ave. | 512-936-8746 | [thehistoryofteas.com](http://thehistoryofteas.com)
- B. George Washington Carver Museum and Cultural Center**  
1165 Angelina St. | 512-974-4926 | [carvermuseum.org](http://carvermuseum.org)
- C. Lyndon B. Johnson Presidential Library & Museum**  
2113 Red River St. | 512-721-0200 | [lbjlibrary.org](http://lbjlibrary.org)
- D. Emma S. Barrientos Mexican American Cultural Center**  
600 River St. | 512-974-3772 | [maccaustin.org](http://maccaustin.org)
- E. Harry Ransom Center**  
300 W. 21st St. | 512-471-8944 | [hrc.utexas.edu](http://hrc.utexas.edu)
- F. Texas Memorial Museum, Natural Science Center**  
2400 Trinity St. | 512-471-1604 | [utexas.edu/tmm](http://utexas.edu/tmm)
- G. Texas State Capitol Visitors Center and Museum**  
112 E. 11th St. | 512-305-8400 | [tspb.state.tx.us](http://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/austintourism-austin-don-app](http://preservationaustin.org/programs/austintourism-austin-don-app)



## 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. 300 N. Austin 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 Texas to represent the interests of France in the newly acquired territory. Dubois lived in the Legation building, a Creole-style house he envisioned but left the house for others to complete in 1841. It's Austin's oldest building. 802 San Marcos St. | 512-471-0200. Small admission charge. [frenchlegationmuseum.org](http://frenchlegationmuseum.org)

### GEORGE WASHINGTON CARVER LIBRARY

Built in 1926 as Austin's first library, the building was East Austin in 1923 to become Austin's first branch. It is adjacent to the George Washington Carver Museum.

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](http://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: [austintourism.org/committees/tejano-walking-trails-agenda-trails/](http://austintourism.org/committees/tejano-walking-trails-agenda-trails/)



PHOTO BY L. K. Austin History Center, Barton Springs Road

## 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 freedmen's communities to showplaces for the wealthy of several generations. National Register historic neighborhoods Old West Austin, West Line and Carville 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 MUK, Jr. Blvd.

### DEEP EDDY POOL

Just west of Loop 1, Sixth Street becomes Lake Austin Boulevard, leading to a landmark swimming pool. Built in 1916, and named for a local legend, 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. Eileen Park and the Lady Bird Lake trail adjoin the pool. 401 Deep Eddy Ave. | 512-472-8546. Small admission fee. [austintourism.org](http://austintourism.org)

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

### CAMP MABRY

This 400-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. | 512-782-6659. Free. [texasmilitaryforcesmuseum.org](http://texasmilitaryforcesmuseum.org)

### LAGUNA GLORIA

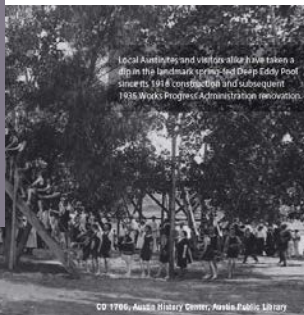
The Contemporary Austin art museum makes its home in this 1916 Mediterranean villa. Its romantic setting makes it a popular place for weddings and parties. 3809 W. 35th St. | 512-455-6191. Small donation suggested. [thecontemporaryaustin.org](http://thecontemporaryaustin.org)

### MAYFIELD PARK

Adjacent to Laguna Gloria is a 28-acre nature preserve with wooded trails and a historic cottage. 3506 W. 35th St. Free. [mayfieldpark.org](http://mayfieldpark.org)

### MOUNT BONNELL

The historic hilltop has a magnificent view of Lake Austin and surrounding hills. 3851 Mount Bonnell Rd. Free. [austinparks.org](http://austinparks.org)



© 1996, Austin History Center, Austin Public Library

# SIX SQUARE WALKING TOURS

## FY 15/16

- 10 tours given by one staff member
- 166 participants

## FY 16/17 YTD

- 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

## Additional Points of Interest

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

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. Hoeffeinz Houses
16. Down's Field
17. Jolly Courts
18. 1109 Curve St.
19. Hitching Post
20. Texas State Cemetery
21. Emancipation Park
22. Blakeshear Elementary School
23. Bertram-Huppertz
24. Pilgrim Rest Baptist Church
25. First Church of Christ
26. Lincoln Baptist Church



# CONVENTION SALES SUPPORT



# GAY GAMES XI- BID

## AUSTIN 2022 GGXI



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.



### 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



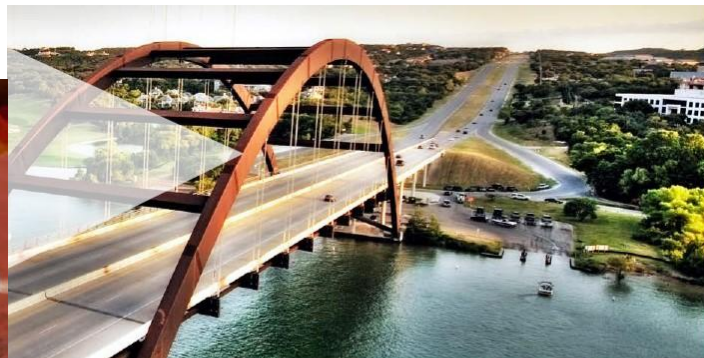
### Connect Sports' LGBT+ National Task Force

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



### 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."

“If you really want to get along with somebody,  
let them be themselves.”  
Willie Nelson, Patron Saint of Austin

# VISIT AUSTIN MEETING PLANNER INSERT

## CONVENTION RESOURCES



**Transportation**

- Peaks Cruise & Tours
- Yellow Cab Company

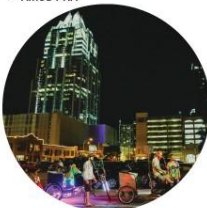


### Photography/Printer/Advertising

- HIAdewumi Photography
- Alf Wilmot Photography
- Look At Me! Media
- Northstar Photography
- Rebek Artist Photography
- Texas Touch Photography
- Cindy Elizabeth Photography
- Funmi Ogunro
- AFTV5
- Sanders\Wingo Advertising

### Event Planning

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



### Amenities/Gift Ideas

- Soul Popped Gourmet Popcorn
- Hawkins Bucklew Handcrafted Jewelry Designs



- 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!



#### Visit Austin

Paige Singleton  
Account Manager  
psingleton@visitaustin.org  
(512) 583-7217

#### Visit Austin

Bridget Portier  
Assistant Director of Services  
bportier@visitaustin.org  
(512) 583-7215

#### Austin Area Urban League

Leonard Moore  
Board Chairman  
(512) 478-7176

#### Austin Convention Center

Amy Harris  
Director of Sales  
amy.harris@austintexas.gov  
(512) 404-4244

#### Greater Austin Black Chamber of Commerce

Tam Hawkins  
President & CEO  
tam.hawkins@austinbcc.org  
(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. Localure 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 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. ([visitatx.com/meet](http://visitatx.com/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 decidedly 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 good 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](http://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  
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



# 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

QUESTIONS?

THANK YOU

