



Parks and Recreation Department

Historic Preservation Fund

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What is Hotel Occupancy Tax?

- Hotel owners collect local and state hotel occupancy tax from their guests who rent a room
- The City of Austin's Hotel Occupancy Tax rate is 9 cents and is used primarily to fund:
 - ❑ Austin Convention Center
 - ❑ Visit Austin
 - ❑ Cultural Arts Programs administered by the Economic Development Dept.
- Expenditures must meet two-part test for HOT expenditure:
 - ❑ Criterion #1: Every expenditure must DIRECTLY enhance and promote tourism AND the convention and hotel industry.
 - ❑ Criterion #2: Every expenditure must clearly fit into one of nine categories under Texas Tax Code Chapter 351 for expenditures of local hotel occupancy tax revenues.



Overview



- FY17: City Council allocated approximately \$1 million in Hotel Occupancy Tax (HOT) Revenue directly to PARD
- PARD developed a spending plan for FY17 and FY18 as well as horizon projects for consideration.
- Traditionally, PARD's only access to HOT funding has been through a small grant program administered by Visit Austin.





FY17 Historical Restoration & Preservation Projects and Activities

- Total Amount: \$993,841
- \$5,370 Marketing & Promotions: Updating and printing PARD's History, Arts & Culture Guide
- \$319,140 Oakwood Chapel
- \$205,000 O. Henry Museum
- \$389,701 Elisabet Ney Museum
- \$ 80,000 Mayfield Park





FY18 Historical Restoration & Preservation Projects and Activities

- Total Amount: \$3,574,000
- \$750K O. Henry Museum full restoration
- \$600K Seaholm Intake
- \$450K Fiesta Gardens Design Phase
- \$450K Zilker Clubhouse Design Phase
- \$250K Oakwood Chapel
- \$475K Oakwood Gate Restoration/Fencing Enhancements
- \$100K Elisabet Ney



- \$104K temp staffing at PARD historic sites
- \$175K Small projects at PARD historic sites
- \$220K temp staffing for project coordination, management and marketing

FY19 Historical Restoration & Preservation Projects and Activities



- Approximately \$610K from HPF for FY19 operating expenditures related to tourism functions for O. Henry Museum, Dickinson Museum, Elisabet Ney
- Approximately \$604K from HPF for 4 FTEs in FY19 for HPF program management, coordination, and marketing as well as tourism staff at Oakwood Museum Visitors Center.
- Per FY19 proposed budget: “A recommendation for the allocation of the remaining funds will be brought forward subsequent to budget adoption.”



Horizon Projects



- Barton Springs Bathhouse
- Brush Square Restoration
- Old Bakery and Emporium
- Downs Field Restoration
- Seaholm Intake Building Future Phases
- Zilker Café Rehabilitation



- Fiesta Gardens/Zilker Clubhouse Construction
- Old Bakery and Emporium
- Downs Field Grandstands Restoration
- Seaholm Intake Building
- Mt. Bonnell Restoration
- Wooldridge Square Restoration





Questions?

