

RESOLUTION OF THE CITY OF AUSTIN PARKS AND RECREATION BOARD
FINANCIAL COMMITTEE

WHEREAS, the Parks and Recreation Board Financial Committee reviewed a presentation and memorandum from the Tourism Commission Parks and Environment Working Group (“Parks and Environment Working Group”) on Hotel Occupancy Tax eligible projects, activities, and programs that can benefit parks and environment in our community; and

WHEREAS, the Parks and Environment Working Group identified project categories that can be funded with hotel occupancy taxes (“HOT Tax”) under Chapter 351, Texas Tax Code including:

- 1) Tourism-promoting advertising, solicitations, and promotional programs; and
- 2) Cultural arts and commercial music; and
- 3) Visitor information centers; and
- 4) Historic restoration and preservation projects, activities, or programs for historic sites; and
- 5) Wayfinding signage; and
- 6) Transportation Systems for Tourists

WHEREAS, in recent years the City of Austin has funded “historic restoration and preservation projects, activities, or programs for historic sites” and “cultural arts and commercial music” at the full statutory 15% cap amount;” and

WHEREAS, in recent years the City of Austin has used the hotel and occupancy tax to fund Visit Austin programs for tourism advertising, solicitations, and promotional programs but there are other organizations, particularly non-profits that can also be awarded funds for these programs; and

WHEREAS, the City of Austin does not currently utilize hotel and occupancy tax to fund “visitor information centers,” “wayfinding signage”, and “transportation systems for tourists”; and

WHEREAS, the Financial Committee agrees and supports the recommendations of the Tourism Commission Parks and Environment Working Group which identify programs and projects which HOT Tax could be used for in the project categories of “tourism-promoting advertising, solicitations, and promotional programs”, “visitor information centers”, “wayfinding signage”, and “transportation systems for tourists”;

THEREFORE, the Parks and Recreation Board Financial Committee recommends that the Parks and Recreation Board recommend to the Austin City Council that all eligible HOT Tax be utilized as described in the Tourism Commission Parks and Environment Working Group memo attached to this resolution.