



Tourism Commission Six-Month Road Map

July – December 2023

Prepared by Chair Daniel Ronan on June 4, 2023

Agenda Topics, Questions, Potential Speakers & Community Presenters

Note: All meetings take place on Wednesdays from 2:30-4:30 in City Council Chambers.

- 1. June 14, 2023 – Topic: Tourism Public Improvement District**
- 2. July 12, 2023 – Topic: Parks and Greenspace & Hotel Occupancy Tax Funding**
 - Questions:
 - How could hotel occupancy tax (HOT) revenue be spent to improve parks and greenspace in Austin?
 - What would be examples of projects benefiting parks and greenspace paid for by HOT tax revenue?
 - How can HOT tax revenue be better leveraged?
 - What is the amount of HOT tax revenue currently uncollected by third-party short-term lodging companies such as Airbnb/VRBO?
 - Potential Speakers: City of Austin Parks and Recreation Department, Airbnb/VRBO
 - Potential Community Presenters: The Trail Conservancy (confirmed), Great Springs Project (pending)
- 3. August 9, 2023 – Cultural Arts Funding & Live Music Fund**
 - Questions:
 - How is HOT tax revenue being spent for arts and culture, and live music grant programs?
 - What is the impact of changes in these programs for arts and culture, and music and overall Austin tourism?
 - What is the impact of these programs and how can the City better measure their impact?
 - How can these programs be improved?

- Potential Speakers: City of Austin Economic Development Department, Austin Arts Commission, Austin Music Commission
- Potential Community Presenters: Past and Present Recipients of Cultural Arts and Live Music Fund Grants

4. September 13, 2023 – Philanthropy & Tourism

- Questions:
 - How can local private philanthropy enhance the impact of tourism?
 - What are current gaps in the tourism ecosystem that private philanthropy can help improve for the benefit of Austin tourism?
 - What is the impact of changes in these programs for arts and culture, and music?
 - What is the impact of these programs and how can the City better measure their impact?
 - How can these programs be improved?
- Potential Speakers: Austin Community Foundation, Health Alliance for Austin Musicians
- Potential Community Presenters: TBA

5. October 11, 2023 – Tourism Industry Workers & Organized Labor

- Questions:
 - How many and which unions represent tourism industry workers in Austin?
 - Are there ways the City and organized labor may work together better?
 - What are ways the City can mitigate risk and improve worker protections for tourism industry workers?
 - What is the relationship between the Austin Convention Center and organized labor, and can this relationship be improved?
- Potential Speakers: Unite Here, Local 23 – hospitality workers (e.g. workers in restaurants, hotels, bars, airports); Amalgamated Transit Union (ATU), Local 1091 – buses and train workers; The International Alliance of Theatrical Stage Employees (IATSE) Local 205 – live entertainment workers; American Federation of musicians (AFM), Local 433 – musicians; City of Austin Convention Center; Travel Austin
- Potential Community Presenters: TBA

6. November 8, 2023 – Historic Preservation & Tourism

- Questions:
 - How is HOT tax revenue being spent to improve historic resources in Austin, including the Heritage Preservation Grant Program?
 - What is the role of City Legal in approving capital projects?

- What are ways to improve Heritage Preservation Grants?
 - How can the City better measure the impact of this program?
- Potential Speakers: City of Austin Economic Development Department, City of Austin City Legal Department
- Potential Community Presenters: Past and Present Recipients of Heritage Preservation Grants

7. December – *Meeting cancelled for winter break. Happy holidays!*