



## **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. July 12, 2023 – Topic: Parks and Greenspace & Hotel Occupancy Tax Funding + Tourism Public Improvement District**
  - 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?
  - Community Presenter: The Trail Conservancy
- 2. 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

### **3. 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

### **4. 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

### **5. 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

6. **December – *Meeting cancelled for winter break. Happy holidays!***
7. **January – Austin as a Destination City – What does this mean?**