



## **Tourism Commission Road Map**

September – December 2023

Prepared by Chair Daniel Ronan on June 4, 2023

Updated August 2, 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. September 13, 2023 – Philanthropy & Tourism, Arts & 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?
  - 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 regarding arts grants programs
- Potential Community Presenters: Austin Community Foundation, Health Alliance for Austin Musicians

### **2. October 11, 2023 – Tourism Industry Workers**

- Questions:
  - How many and which unions represent tourism industry workers in Austin?
  - Are there ways the City can help improve the lives of tourism workers?
  - What are ways the City can mitigate risk and improve worker protections for tourism industry workers?

- What employment opportunities does the Austin Convention Center provide?
- 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, Teamsters (IBT) Local 657; City of Austin Convention Center; Travel Austin
- Potential Community Presenters: TBA

**3. 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 to increase accountability of spending HOT tax dollars?
  - 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

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

**5. January – PROPOSED TOPIC: Austin as a Destination City – What does this mean?**