



September 21, 2023

Questions and Answers Report



Mayor Kirk Watson

Council Member Natasha Harper-Madison, District 1

Council Member Vanessa Fuentes, District 2

Council Member José Velásquez, District 3

Council Member Josè “Chito” Vela, District 4

Council Member Ryan Alter, District 5

Council Member Mackenzie Kelly, District 6

Council Member Leslie Pool, District 7

Council Member Paige Ellis, District 8

Council Member Zohaib “Zo” Qadri, District 9

Council Member Alison Alter, District 10

The City Council Questions and Answers Report was derived from a need to provide City Council Members an opportunity to solicit clarifying information from City Departments as it relates to requests for council action. After a City Council Regular Meeting agenda has been published, Council Members will have the opportunity to ask questions of departments via the City Manager's Agenda Office. This process continues until 5:00 p.m. the Tuesday before the Council meeting. The final report is distributed at noon to City Council the Wednesday before the council meeting.

QUESTIONS FROM COUNCIL

Item #1: Authorize the issuance of rebates for multifamily and commercial customer energy efficiency measures by Austin Energy during Fiscal Year 2023-2024 in the aggregate amounts of \$2,900,000 for multifamily programs and \$3,600,000 for commercial programs, for a total combined budget amount of \$6,500,000.

COUNCIL MEMBER A. ALTER

1) *Please provide the aggregate amount of rebates issued in the last 5 fiscal years.*

Please see data tables below with annual data for Rebates Paid.

Program	Rebates Paid (\$)					
	2018	2019	2020	2021	2022	2023 (Aug YTD)
EES- Commercial Rebate	2,335,123	2,747,494	2,475,447	1,953,310	2,560,604	2,505,674
EES- Small Business	2,260,168	780,102	558,258	903,562	955,686	489,514
EES- Multifamily	624,359	106,750	440,310	743,525	657,870	2,020,282
EES- Multifamily Income Qualified	480,278	591,277	1,101,327	1,334,454	3,072,712	1,595,293
Total Commercial & MF Rebates	5,699,928	4,225,623	4,575,342	4,934,851	7,246,872	6,610,763

Item #18: Approve a resolution adopting the Austin Convention and Visitors Bureau d/b/a Visit Austin 2023-2024 Marketing Plan and Proposed Budget of \$28,016,012; setting the contract payment as required by Chapter 351 of the Texas Tax Code; and authorizing the City Manager to file approved documents with the City Clerk's Office as required by the Texas Tax Code.

COUNCIL MEMBER FUENTES' OFFICE

1) *How does this budget differ from or work with the TPID?*

The Visit Austin budget before City Council on October 21, 2023 is the baseline funding for Visit Austin that comes from hotel occupancy tax (HOT) funded by the Tourism & Promotion Fund and the Austin Convention Center Department as well as private funding. The funds stewarded by Visit Austin support sales and marketing efforts focused on maintaining and growing HOT to support Cultural Arts, Historic Preservation, expansion of the Convention Center and the local hotel industry. These funds also support the day-to-day operations of Visit Austin. The funding from the Austin Tourism Public Improvement District (ATPID) is supplemental funding that Visit Austin will use to enhance sales and marketing efforts to further grow the HOT collection, revenues, and overall tourism in the City. In short, the TPID will amplify Visit Austin's current marketing plan, and provide enhanced funding to accomplish efforts Visit Austin would not otherwise be able to afford.

Item #18: Approve a resolution adopting the Austin Convention and Visitors Bureau d/b/a Visit Austin 2023-2024 Marketing Plan and Proposed Budget of \$28,016,012; setting the contract payment as required by Chapter 351 of the Texas Tax Code; and authorizing the City Manager to file approved documents with the City Clerk's Office as required by the Texas Tax Code.

COUNCIL MEMBER A. ALTER OFFICE

1) What if any investments in marketing or promotion of the 2024 Total Eclipse does Visit Austin intend to make in FY23-24? If the 2024 Total Eclipse is not currently part of Visit Austin's planning for FY23-24, what steps could Visit Austin take to incorporate this opportunity into their work? Are any other departments doing any planning around the needs of the 2024 Total Eclipse??

Visit Austin has included the 2024 Eclipse in its marketing plan (page 14). Planned activities include, but are not limited to, social media, dedicated landing page, media outreach / pitching, travel planner trainings and printed collateral, including branded solar eclipse viewing glasses. Please see the [attached](#) presentation detailing these efforts.

Item #24: Authorize negotiation and execution of a contract for an event booking software system with UB Holdings, LLC d/b/a Ungerboeck Systems International, LLC and Momentus Technologies, for a term of five years in an amount not to exceed \$1,400,000.

COUNCIL MEMBER A. ALTER'S OFFICE

1) Please provide additional context for why this contract is limited to the Convention Center and the Austin Public Library. Were any other departments considered for this contract, including but not limited to PARD? If not, please explain why. If other departments were considered, please explain why this item was limited to just these two departments.

The Austin Convention Center and Austin Public Library have utilized this contractor's event booking software since June 2015. The contract includes provisions allowing other City departments to purchase this software if they choose to change their event booking software in the future. In this case, staff may need to return to Council for additional expenditure authority.

Item #28: Authorize execution of a contract for traffic paint and thermoplastic marking materials with Ennis-Flint Inc., for five years for a total amount not to exceed \$3,250,000.

COUNCIL MEMBER FUENTES' OFFICE

1) *Is the traffic paint and associated materials environmentally sustainable? Is it reflective and does it allow heat to bounce off?*

The traffic paint being purchased is a waterborne product that generally has lower volatile organic compound (VOC) levels than solvent-based paints. Lower VOC levels are generally more environmentally sustainable.

The paint and markings are reflective, and generally lighter colored paint on the ground has been found to have lower temperatures than asphalt in the same area.

Item #32: Authorize execution of a contract for the 2020 Bond Traffic and Pedestrian Signals - Installation and Maintenance project with EAR Telecommunications, LLC, for up to three and a half years for a total contract amount not to exceed \$5,000,000.

COUNCIL MEMBER FUENTES' OFFICE

1) *Please list projects in District 2.*

While projects have not been finalized for this contract, below is a list of anticipated projects in D2:

Project	Project Type	Status
2300 Blk Burleson Rd	New Signal	Design
Bluff Springs Rd / Quicksilver Blvd	New Signal	Design
Burleson Rd / Metropolis Dr	New Signal	Design
Elroy / Apperson	New Signal	Design
Elroy / Proud Panda	New Signal	Design
Fm 973 / Spirit Dr	New Signal	Design
Slaughter / Furman	New Signal	Design
Slaughter Ln / Apogee	New Signal	Design
Slaughter Ln / Vertex Blvd	New Signal	Design
William Cannon Dr / Janes Ranch Rd	New Signal	Design
William Cannon Dr / Running Water Dr	New Signal	Design
William Cannon Dr / Springfield	New PHB	Design
Pleasant Valley Rd / Travis Association For The Blind	New PHB	Design Complete
Stassney/Congress Avenue	Signal Improvement	Pre-construction
Stassney/South 1St Street	Signal Improvement	Planned
Burleson Road/Us 183	Signal Improvement	Pre-construction
Burleson Road A Stassney Lane/Montopolis Drive	Signal Improvement	Planned

Item #37: Authorize an amendment to a contract for preconstruction, schematic design, and construction services for the Canyon Creek Fire Station with JE Dunn Construction Inc., to increase the amount by \$20,000,000 for a revised total contract amount not to exceed \$91,550,000.

COUNCIL MEMBER A. ALTER'S OFFICE

- 1) *Please provide additional information on the anticipated timing for the funding and construction of the APD substation mentioned in the back-up for this item.*

The earliest opportunity for the construction funding request would be for FY 24-25.

Construction start would begin thereafter.

Item #49: Authorize negotiation and execution of a contract for an electronic citation and crash software system including maintenance and support services with Tyler Technologies Inc., for up to three years for a total contract amount not to exceed \$800,000.

COUNCIL MEMBER A. ALTER'S OFFICE

- 1) *Is this a new system being adopted or is this item intended to continue a system we already have in use?*

Tyler Technologies Inc. owns Austin Police Department's current e-ticket/e-crash system, Brazos. The contract will continue the use of the existing Brazos system.

Item #55: Approve an ordinance relating to a joint public hearing between the City Council and the Planning Commission for certain changes to City Code Chapter 25-2 (Zoning), establishing the notice requirements for the joint public hearing, and waiving City Code Sections 25-1-501 (Initiation of Amendment) and 25-1-502 (Amendment and Review).

COUNCIL MEMBER A. ALTER'S OFFICE

- 1) *When will the referenced exhibit containing the actual proposed notification requirements be available?*

The document has been updated and is [available online](#).

Item #59: Approve a resolution approving the appointment of members of the police reserve force.

COUNCIL MEMBER A. ALTER'S OFFICE

- 1) *In the Q:A for the prior vote on this item the staff response to one of our questions included the following:*

It is APD's plan for Reserve Officers to only work Special Events and only at barricade or traffic control assignments. Reserve Officers shall not respond to calls for service; however, Reserve Officers shall take enforcement action to preserve the peace and protect life/property. The Special Event Coordinator will place a Reserve Officer with a full-time APD Officer at traffic control assignments requiring more than one officer to control the intersection, if staffing allows. Reserve Officers shall not hold or work secondary employment contracts requiring the use of law enforcement powers under the APD commission or work elective departmental overtime.

Is this still the plan for these Reserve Officers?

Yes, this is the plan

Item #63: Authorize negotiation and execution of eight agreements with six social service agencies to provide basic needs services for 60-months beginning October 1, 2023, in an amount not to exceed \$1,808,601, divided among the six agencies.

COUNCIL MEMBER FUENTES' OFFICE

1) *Does the living wage apply in these social service contracts?*

No.

2) *Considering the possible contract extension up to 60 months, does this agreement account for the cost-of-living adjustment for the following years?*

No it does not. Budget amendments can be made to adjust budget line items to fit the spending needs of the agency. An annual increase to the Austin Public Health social services budget would be required to account for the cost-of-living adjustments for following years.

Item #80: Conduct a public hearing and consider an ordinance authorizing the negotiation and execution of an economic development agreement with NXP USA, Inc., under the City of Austin Chapter 380 Economic Development Policy.

COUNCIL MEMBER FUENTES' OFFICE

1) *City policy and contract language imply that the City living wage will apply to all NXP employees, including current employees. Is this the intent of the contract?*

Yes. One of the minimum requirements of the City's [Chapter 380 Program](#) is that compensation for all Austin-based employees is no less than the City's living wage, which may be adjusted annually at the discretion of City Council. In addition to paying a living wage to all full-time and contract employees, the requirement to pay at least the greater of the U.S. DOL prevailing wage or City's living wage is applicable to construction workers for all general contractors and subcontractors working on the site.

Sections 1.1.04, 1.1.06, and 1.2.04 of the [draft award agreement](#) combine to require that employees in all current and newly created direct jobs, and construction workers employed in Austin are paid at least at the current City living wage. In the event the living wage increases by more than the consumer price index in any year, the agreement allows the company up to 180 calendar days to increase wages to the newly implemented living wage.

2) *There is a health insurance provision in the contract that provides in-house benefits or stipend equivalent to full-time employees, though the dollar value is not stated. What is the dollar value of the benefit and stipend? Does this cover most/all of the individual employee's insurance?*

Yes. One of the minimum requirements of the City's [Chapter 380 Program](#) is that compensation for all Austin-based employees is no less than the City's living wage, which may be adjusted annually at the discretion of City Council. In addition to paying a living wage to all full-time and contract employees, the requirement to pay at least the greater of the U.S. DOL prevailing wage or City's living wage is applicable to construction workers for all general contractors and subcontractors working on the site.

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- 3) *The contract states that 42 of the 53 new hires will live in Austin. Does this mean that the company will hire individuals who are established local residents (living in the area prior to beginning of hiring) rather than individuals from outside the area who can then later establish residency?*

In order to qualify as a New Full-time Job under this agreement, the new employee must be a permanent resident of the 5-county (Bastrop, Caldwell, Hays, Travis, Williamson) MSA, which encompasses the five-county metropolitan area surrounding Austin. Anticipated creation of 53 jobs detailed in section 1.2.01 of the [draft award agreement](#) reflects the estimated job creation represented in the project application. The obligated creation of 42 jobs in section 1.2.02 of the [draft award agreement](#) is the minimum job creation attainment to maintain compliance with the agreement. The later level of job creation represents the minimum job creation level after accommodating for a 20% variance to remain in compliance. Job creation reflected in both provisions of the [draft award agreement](#) represent they be filled with local residents.

- 4) *The contract specifies a career ladder for at least 40% of the project's Austin-based employees. How was this percentage determined?*

Section 1.3.01 of the [draft award agreement](#) details company requirements for Talent Development. The career ladder component of the Talent Development requirement is based on the company's responses in the [Project application](#) and compliance standards subsequently agreed to through negotiation of the [draft award agreement](#). The 40% commitment was determined to be the threshold for a company's career ladder to qualify as a community benefit, and for the company to receive points on the scoring matrix. The 40% constitutes acceptable community benefit, and 60% qualifies as an exceptional community benefit.

Section 2 of the [Project's Scoring Matrix](#) details the points achieved through review of the [Project application](#) and additional information found in the Company's Sustainability reports for [2021](#) and [2022](#).

- 5) *When you combine City of Austin and potential federal Chips Act funding, the company would receive about \$15,565,332 in taxpayer dollars for creating 53 new jobs, at a cost of \$293,685 per job created. Is there a way to increase the number of new jobs?*

Among the aims of the federal CHIPS funding are facilitation of American semiconductor production, and strengthening the supply chain. The [Project application](#)'s dynamics (including job creation, capital investment and commitment to community benefits) are the sole discretion of the applicant. City staff must assume that the Company's financial proforma for the expansion balances the project's financial viability after factoring in the cost of capital improvements and ongoing expenses related to additional job creation.

A large portion of the capital investment would replace fully depreciated equipment, which in some cases is likely to be fully decommissioned and removed entirely from the tax roll. This

investment will allow the Company to shift production to meet current market demand for semiconductor wafers. As a result, the Project effectively provides a firmer foundation in retaining existing 2,700 jobs.

The proposed Project's fiscal benefit to area local governments is largely achieved through the replacement of antiquated product lines, with a capital investment of just under \$300.0 million. The City's incentive is based on the new investment only, which is projected to result in an estimated net fiscal benefit to the City of approximately \$1.6 million over the five year period.

The proposed City of Austin award would be roughly a 2.5% to 7% match to an estimated Chips award. By comparison typical EDA Economic Assistance grants and state Enterprise Fund awards require a minimum 20% and 15% local match, respectively. NXP's proposed expansion project is an opportunity to utilize relatively lower matching funds to attract Federal resources to Austin that would otherwise be allocated in other communities across the country.

In addition, engaging in the award with the Company provides an opportunity to leverage compliance with community benefits the Company may not otherwise be fully committed to.

While job creation requirements under Category 1 of the [Chapter 380 Program](#) are lower at a minimum of 5 new jobs, the corresponding award term is also lower at 5 years.

- 6) *A question was raised during work session about enforcement of the contract. The answer was that there is a margin of 20% where the company can fall short of its targets but still get 100% of the incentives. Is this correct?*

Among the aims of the federal CHIPS funding are facilitation of American semiconductor production, and strengthening the supply chain. The [Project application](#)'s dynamics (including job creation, capital investment and commitment to community benefits) are the sole discretion of the applicant. City staff must assume that the Company's financial proforma for the expansion balances the project's financial viability after factoring in the cost of capital improvements and ongoing expenses related to additional job creation.

A large portion of the capital investment would replace fully depreciated equipment, which in some cases is likely to be fully decommissioned and removed entirely from the tax roll. This investment will allow the Company to shift production to meet current market demand for semiconductor wafers. As a result, the Project effectively provides a firmer foundation in retaining existing 2,700 jobs.

The proposed Project's fiscal benefit to area local governments is largely achieved through the replacement of antiquated product lines, with a capital investment of just under \$300.0 million. The City's incentive is based on the new investment only, which is projected to result in an estimated net fiscal benefit to the City of approximately \$1.6 million over the five year period.

The proposed City of Austin award would be roughly a 2.5% to 7% match to an estimated Chips award. By comparison typical EDA Economic Assistance grants and state Enterprise Fund awards require a minimum 20% and 15% local match, respectively. NXP's proposed expansion project is an opportunity to utilize relatively lower matching funds to attract Federal resources to Austin that would otherwise be allocated in other communities across the country.

In addition, engaging in the award with the Company provides an opportunity to leverage compliance with community benefits the Company may not otherwise be fully committed to.

- While job creation requirements under Category 1 of the [Chapter 380 Program](#) are lower at a minimum of 5 new jobs, the corresponding award term is also lower at 5 years.

Item #103: Conduct a public hearing and consider an ordinance adopting the Palm District Plan as an element of the Imagine Austin Comprehensive Plan.

COUNCIL MEMBER FUENTES' OFFICE

1) *How will city staff engage stakeholders in implementation of the Plan?*

As directed by the resolution, staff will work to identify an implementation governance structure for the Palm District

Plan that will build on existing governance entities currently overseeing work in the district. As an initial next step, Downtown Austin Alliance will convene an implementation governance working group to bring together key stakeholders referenced in the companion resolution to explore options for implementation governance. In addition to any Plan implementation governance structure, stakeholders would also be engaged in various ways in each of the major initiatives that are moving forward in the district (including design of Waterloo Greenway, design of Convention Center reconstruction, IH 35 Cap and Stitch development, etc).

2) *What is the status of the Rainey Street Development Fund that was previously established?*

This [memo](#) was provided to Council in November of 2022. Additional information is below:

Below is the information related to the Rainey Street Historic District Fund as printed in the 2023-2024 Proposed Budget

2023-24 Proposed Budget, Austin, TX

Rainey Street Historic District Fund

	2020-21	2021-22	2022-23	2022-23	2023-24
	Actual	Actual	Estimated	Amended	Proposed
Beginning Balance	306,189	506,189	706,189	707,446	890,989
Revenue					
Interest	0	0	800	800	800
Total Revenue	0	0	800	800	800
Transfers In					
Support Services/Infrastructure Funds	200,000	200,000	200,000	200,000	200,000
Total Transfers In	200,000	200,000	200,000	200,000	200,000
Total Available Funds	200,000	200,000	200,800	200,800	200,800
Program Requirements					
Rainey Street Historic District Fund	0	0	16,000	908,246	1,091,789
Total Program Requirements	0	0	16,000	908,246	1,091,789
Total Requirements	0	0	16,000	908,246	1,091,789
Excess (Deficiency) of Total Available Funds Over Total Requirements	200,000	200,000	184,800	(707,446)	(890,989)
Adjustment to GAAP	0	0	0	0	0
Ending Balance	506,189	706,189	890,989	0	0

\$1,091,789 is available for the 64 Rainey Street Project. Please see below the anticipated timeline for the projects outlined in the memo - it starts with the vacation of right of way and the attached document details the estimated project costs.

PARD and TPW recently negotiated the vacation of right of way and the required property survey identify the alleyway adjacent to 64 Rainey Street has been complete. PARD is currently filing the application to vacate of the alleyway. Below is the **estimated** project timeline:

SEPT 2023	Completed tasks include vetting of the vacation of the alley with City Departments; research for interpretive panels on history of the community; selection of Project Manager; donation of park furniture by Canvus; approval of AIPP for mural installation by Raul Valdez (recreating the mural that was destroyed at the Lincoln Juarez University.)
OCT 2023 temporary	Installation of Canvus furniture and resurfacing of 64 Rainey Street for usage.
DEC 2023 Street.	TENTATIVE- Council action on the vacation of the alley adjacent to 64 Rainey Street. Interpretive panel text is completed. A/E work in adjacent alley is underway.
JAN 2024	Selection of Landscape Architect from rotation list to begin. Graphic design for historic Interpretive panels to begin. A/E work continues.
MAR 2024	Design process for Rainey Street Project and Gran Entrada to begin. Interpretive panels in production.
SEPT 2024	Conclusion of A/E projects in Alley. Commencement of construction of 64 Rainey Street project.
MAY 2025	Installation of Raul Valdez Mural
AUG 2025	Installation of historic Interpretive Panels and Gran Entrada
SEPT 2025	Tentative date for opening of ESB-MACC and 64 Rainey Street Project.

The pocket park project is now expected to be completed Summer 2025 to align with the completion of the MACC Phase II construction project completion. It is important to note, the MACC project is on a schedule delay and therefore aligning the work outlined in the memo with the MACC construction schedule has also delayed the pocket park project completion date. The completion date for both projects is Summer 2025.

The ESB-MACC project (<https://www.austintexas.gov/MaccPhase2>) schedule is planned as follows:

- Construction Documentation/Permitting/Bidding: Began January 2023

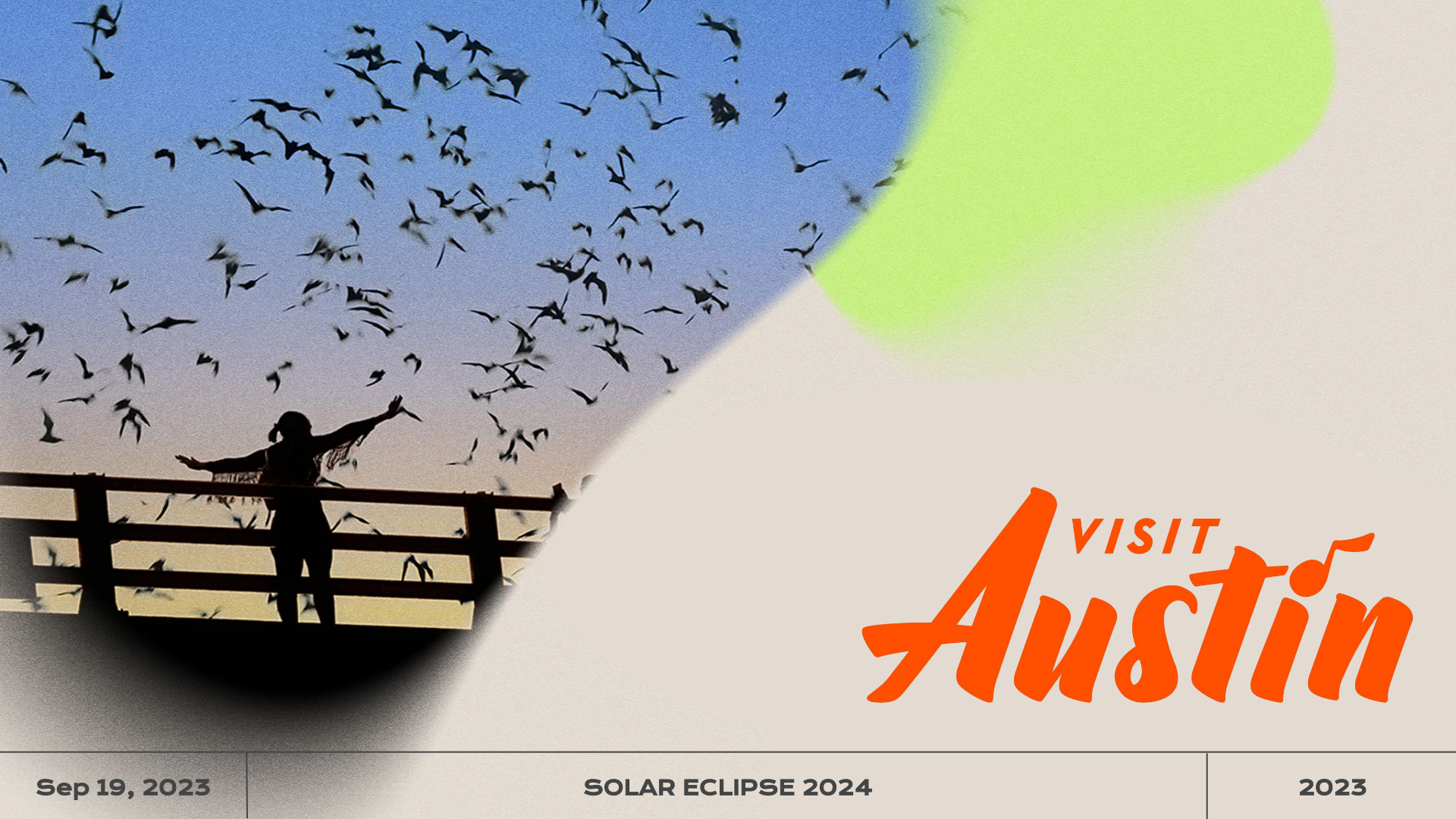
- Site Construction Start: August/September 2023
- AE Chilled Water Construction Start: October 2023
- Construction Substantial completion: Anticipated Spring 2025
- Grand Opening: [Anticipated Summer 2025](#)

3) *Can you share the JPA with the Waller Creek Conservancy?*

The Waller Creek Local Government Corporation is governed by a set of bylaws. The Waterloo Greenway Conservancy and Waller Creek LGC work in the district under the parameters of a Joint Development Agreement.

4) *Our understanding is that there were sections of the Plan that were recommendations from East Austin and Mexican-American Stakeholders that were not included in the report. Are those public and where can we find them?*

As part of the engagement process, the City contracted with Martha Cotera to conduct targeted engagement activities with East Austin thought leaders and community members with historic ties to the district and Palm School. The full report with findings from that focused engagement effort is available at: <https://www.speakupaustin.org/Customer/File/Full/a1fbccc2-d16e-41e3-a1a3-a26902199c04>.



VISIT
Austin

Sep 19, 2023

SOLAR ECLIPSE 2024

2023

Hotel Data

- Average occupancy across CBD for Saturday night is currently 41%, 44% for Sunday and 40% for Monday.
- Occupied future rooms is two times what we would normally see when we don't have a citywide event. Rate is being driven primarily by CMT and Eclipse.



AUSTIN
2024

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HOW TO VIEW THE 2024 SOLAR ECLIPSE IN AUSTIN

View the incredible stellar event from Central Texas on April 8, 2024

In April 2024, the Great American Eclipse will be viewable from Austin and the surrounding Hill Country. Learn more about the upcoming total eclipse, and plan your trip today!

ECLIPSE FAQs

What is a Solar Eclipse?

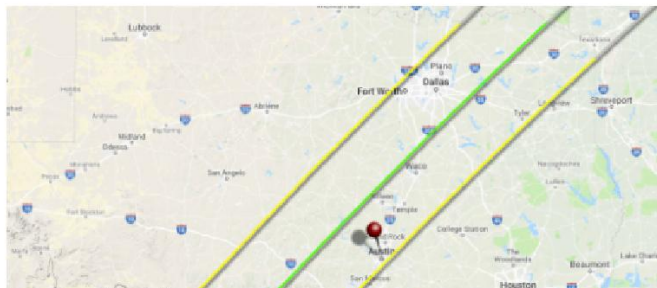
A solar eclipse happens when the moon passes between the sun and the earth, blocking some or all of the sun to earth's surface.

What Type of Eclipse Is It?

The 2024 eclipse will be a total eclipse. During a total eclipse, the moon completely blocks the sun. Even though the sun is about 400 times larger than the moon, the distance between each solar body creates the illusion that they're the same size in the sky when viewed from earth.

When Will the Eclipse Be Visible in Austin?

The eclipse will be visible throughout the Hill Country from 1:32 pm - 1:41 pm CST on April 8, 2024. Austin locals and visitors will experience about 1 minute and 46 seconds of the total solar eclipse at 1:36 pm CST.



Solar Eclipse Landing Page

Visit Austin has been marketing the city as a premier destination for viewing the April 8, 2024 Solar Eclipse on VisitAustin.org since August 2021.

➔ 28,800+ annual pageviews

Page features include:

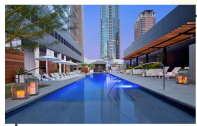
- ➔ Eclipse FAQs
- ➔ Map of path of totality
- ➔ Eclipse celebrations and event listings in Austin and surrounding Hill Country
- ➔ Local deals and coupons related to the eclipse, like hotel packages
- ➔ Recommended safety resources



VisitAustin.org

Eclipse Promotion

- ➔ Solar Eclipse related events are published on the VisitAustin.org events calendar. Local businesses and event hosts can [submit their Solar Eclipse events](#) (watch-parties, tours, etc) to the calendar leading up to April 8th.
- ➔ Eclipse Q&A content is active on our website's AI chat bot. This is available on every page of the website and answers basic questions about the eclipse to help visitors plan their experience.
- ➔ Related coupons and deals are available for Austin hotels, restaurants, attractions and more. Visit Austin has conducted outreach to local businesses for discount and special package inclusion, and businesses can [submit their offers to our website](#) leading up to the eclipse.



ECLIPSE ROOM PACKAGE AND POOL PARTY

ADDRESS: W Austin, AWAY Austin Spa
REDISEMABLE: Wednesday, Aug 16, 2023 - Monday, Apr 8, 2024



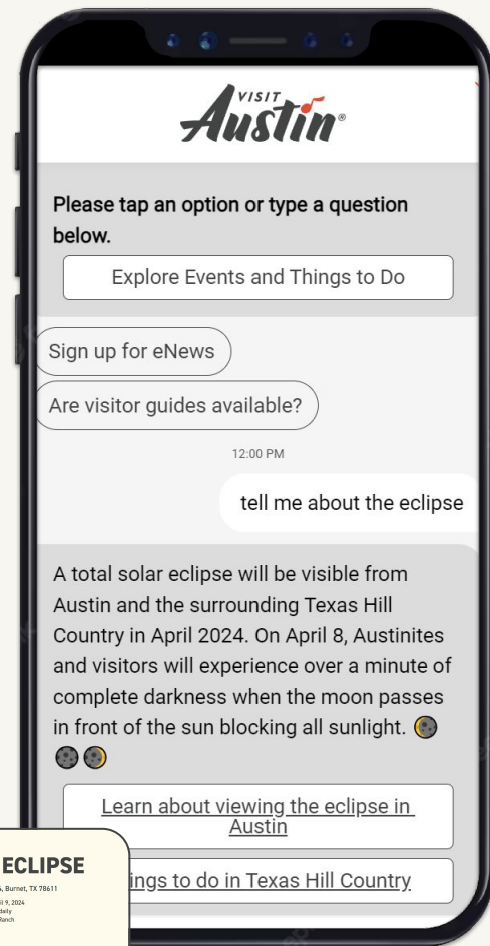
10% OFF OF YOUR BOOKING OR 20% OFF OF TWO OR MORE GAMES!

ADDRESS: The Escape Game Austin, The Escape Game Austin
REDISEMABLE: Saturday, Apr 6, 2024 - Tuesday, Apr 9, 2024



TEXAS ECLIPSE

ADDRESS: 105 Co Rd 114, Burnet, TX 78611
DATES: April 5, 2024 - April 9, 2024
FREQUENCY: Recurring daily
LOCATION: Burnet Park Ranch
PRICE: TBA



2024 Solar Eclipse Branding + Advertising



- In FY 23/24, Visit Austin will continue our marketing campaign in preparation for the *2024 total Solar Eclipse*. This campaign will target consumers and travel trade to encourage making plans and securing accommodations in advance for one of the best eclipse viewing locations in the United States.
- Austin will be infused into the event branding through iconic visuals of guitars, bats, the city skyline, and music notes.





Outreach

Travel Trade:

The Visit Austin tourism department continues to be a resource for travel trade professionals looking for eclipse information

Upcoming webinar to Nordic & Polish Travelers

- ➔ Visit Austin to share eclipse resources along with general destination info to roughly 500 listeners to inspire travel to Austin

Media:

Pitches and interviews are ongoing. So far, Visit Austin has conducted pitches and interviews with:

- ➔ Austin American Statesman
- ➔ NewsRadio 740 KTRH
- ➔ Space.com
- ➔ Forbes
- ➔ USA Today
- ➔ Travel & Leisure
- ➔ Family Motor Coach
- ➔ NBC News
- ➔ AFAR
- ➔ 400+ media during IPW
- ➔ 30+ media during Brand USA U.K. Travel Week



Social Media Promotion

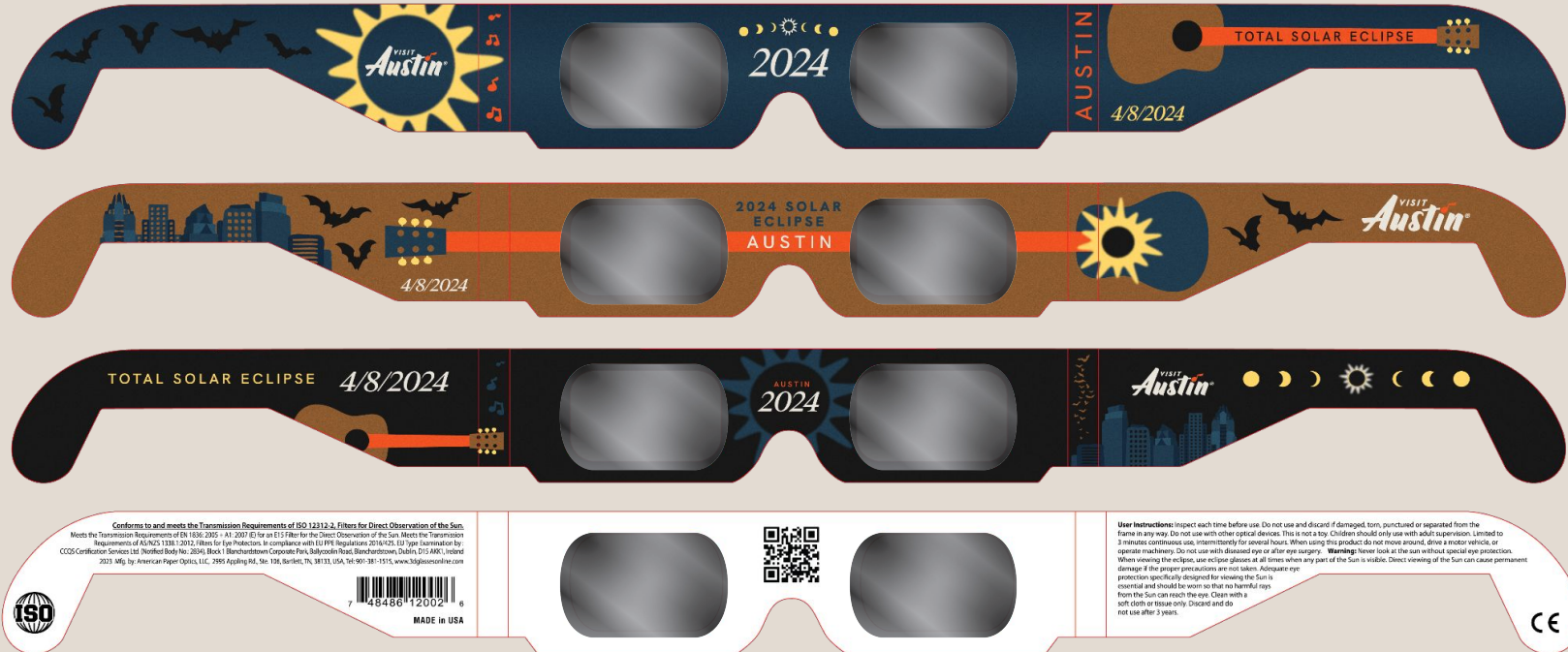
Social Media efforts will include:

- ➔ Paid social posts targeting key markets
- ➔ Organic social posts sharing
 - Information and resources from our website
 - Trip planning information
 - Events leading up to the eclipse
 - Eclipse themed events and activities around Austin
- ➔ Sharing information on how to purchase Visit Austin solar eclipse glasses
- ➔ Encourage eclipse visitors to share their images and experiences with us using #TrueAustin



Solar Eclipse Glasses

- ➔ Quantity: 7,500 (3 designs)
- ➔ Bulk order scheduled to ship in early October
- ➔ Glasses will have a QR code that links back to solar eclipse page on website for more information and resources



i love you
so much.



Visit Austin, Texas



@VisitAustinTX

@MusicAustin

@FilmATX



@VisitAustinTexas



@VisitAustinTX

@MusicAustin

@MeetAustin

@FilmATX

@SportsAustin

THANK YOU