

# Cultural District Funding Model Tool Elements



Austin Economic  
Development | 4.23.2026



# District Score & Economic Impact

|  |  |                                     |
|--|--|-------------------------------------|
| <b>Cultural District</b>   |  |                                     |
| <b>Funding Priority</b>  | Operating Support                            |                                     |
| <b>Funding Priority</b>  | <b>Funding Generator</b>                     |                                     |
| Capital Improvements   | Estimated Property Tax Revenue (2024)        |                                     |
| Operating Support  | Estimated Sales Tax Revenue (2024)           |                                     |
| Beautification Efforts   | Estimated Sales Tax Revenue (2024)           |                                     |
| Events and Programming   | Estimated Hotel Occupancy Tax Revenue (2024) |                                     |
| Public Realm Improvements  | Estimated Sales Tax Revenue (2024)           |                                     |
|  |  |                                     |
|  |  |                                     |
| <b>Key Metrics</b>   | <b>Metric</b>                                | <b>Recommended Values</b>           |
| <b>Total Cultural District Funding Model Points</b>  | <b>454.3</b>                                 | <b>45.43%</b>                       |
| Estimated Property Tax Revenue (2024)  | \$2,889,751                                  | -                                   |
| Estimated Sales Tax Revenue (2024)   | \$411,445                                    | \$186,935                           |
| Estimated Hotel Occupancy Tax Revenue (2024)   | \$626,245                                    | -                                   |
| <b>Direct Fiscal Impact</b>  | <b>\$3,927,441</b>                           |                                     |
| <i>Share of City Revenue</i>   | 0.24%  |                                     |
|  |  |                                     |
|  |  |                                     |
| <b>Fiscal Impact Growth (2020 - 2024)</b>  | <b>Cultural District - Growth Rate</b>       | <b>City of Austin - Growth Rate</b> |
| % change in area property values within the past 5 years                                   | 46.2%  | 51.0%                               |
| % change in area sales tax generation by district area within the past 5 years (2020-2024) | 589.7%                                       | 47.9%                               |



# District Score & Economic Impact

| Cultural District Funding Model  | Absolute Values | Normalized Values (Sq. Mi.) |
|--|-----------------|-----------------------------|
| Share of cultural non-profits and creative sector businesses within the district                 | 51%             | 51%                         |
| Total number of visitors who attended events and activities in the district in the previous year | 0.0             | 0.0                         |
| Total number of visitors who came from outside of Austin to attend an event or activity          | 0.0             | 0.0                         |
| # of sites today   | 16.00           | 242.97                      |
| Number of cultural events within the past year   | 0.0             | 0.0                         |
|  |                 |                             |
| Measuring the active risk of displacement within the Project Connect Anti-Displacement Program   | 0%              | 0%                          |
| Measuring the chronic risk of displacement within the Project Connect Anti-Displacement Program  | 0%              | 0%                          |
| Amount of funding allocated to the district by the City of Austin within the past 5 years        | \$167,730       | \$2,547,075                 |
| Amount of public dollars spent on public infrastructure improvements within the district         | \$1,642,168     | \$24,937,253                |
|  |                 |                             |
| % change in area property values within the past 5 years   | 46%             | 46%                         |
| % change in area sales tax generation by district area within the past 5 years (2020-2022)       | 590%            | 590%                        |
| % change in commercial vacancy rates within the past 5 years                                     | 273%            | 273%                        |
| # of creative sector jobs (based on NAICS codes)   | 122.0           | 1852.6                      |
| Compound annual growth rate (CAGR) of jobs from 2020-2022  | 2%              | 2%                          |
| Revenue generated per hotel room within each cultural district                                   | \$626,245.17    | \$9,509,888.40              |
|  |                 |                             |
| Current conditions of roadway pavement in the district   | 4.3             | 65.6                        |
| Streets that have sidewalks in the district  | 39.1            | 39.1                        |
| Density of bicycle infrastructure  | 28.9            | 28.9                        |
| Density of trails and trail connections  | 7.9             | 7.9                         |
| Density of transit stops   | 30.4            | 30.4                        |



# Major Inputs

| Major Inputs              |   |   |   |
|---------------------------|---|---|---|
| Total Points              | 1,000   | ← | Input the total amount of points (recommended to be 1,000)                        |
| Absolute Values           | Yes   | ← | Compare ranking results based on absolute and normalized values (by sq mi.) here. |
| Normalized Values         | No  |   |   |
| Percent Rank              | No  | ← | Compare ranking results based on Percent Rank or Z-Score ranking.<br>*A           |
| Z-Score                   | Yes   |   |   |
|                           |   |   |   |
|                           |   |   |   |
|                           |   |   |   |
| Funding Priority          | Descriptions  |   |   |
| Capital Improvements      | Funds for long-term physical investments like streetscapes, utilities, facility upgrades, or new infrastructure that strengthen the district's built environment.   |   |   |
| Operating Support         | Funds for ongoing operational needs, including staff time, administration, utilities, and routine facility maintenance.   |   |   |
| Beautification Efforts    | Funds to enhance the district's appearance through landscaping, public art, signage, lighting, and cleanliness improvements.  |   |   |
| Events and Programming    | Funds to support activities that activate the district such as festivals, performances, workshops, and community cultural events.   |   |   |
| Public Realm Improvements | Funds for projects that improve the district's public realm, including safety and accessibility, with projects including lighting, crosswalks, ADA upgrades, wayfinding signage, and security enhancements. |   |   |

# Major Inputs



| Funding Type:  | Operating Support |               |             |
|--|-------------------|---------------|-------------|
| Criteria   | Points            | Share         | Correlation |
| <b><i>Cultural Resources Snapshot</i></b>                          | <b>400</b>        | <b>40.0%</b>  |             |
| Share of cultural non-profits and creative sector businesses       | 80                | 8.0%          | Positive    |
| Number of event attendees in the district in the previous year     | 80                | 8.0%          | Positive    |
| Total number of visitors who came from outside of Austin to attend | 80                | 8.0%          | Positive    |
| Number of historic and heritage landmark assets in qualified sites | 80                | 8.0%          | Negative    |
| Number of cultural programming events                              | 80                | 8.0%          | Positive    |
| <b><i>Equal Opportunity</i></b>                                    | <b>250</b>        | <b>25.0%</b>  |             |
| Displacement Active Risk Assessment                                | 62.5              | 6.3%          | Positive    |
| Displacement Chronic Risk Assessment                               | 62.5              | 6.3%          | Positive    |
| City of Austin past funding allocations (5 years)                  | 62.5              | 6.3%          | Negative    |
| City of Austin past public infrastructure spending                 | 62.5              | 6.3%          | Negative    |
| <b><i>Economic Development Impacts</i></b>                         | <b>250</b>        | <b>25.0%</b>  |             |
| Property Values  | 42                | 4.2%          | Negative    |
| Sales Tax Generation   | 42                | 4.2%          | Negative    |
| Commercial Vacancy Rates   | 42                | 4.2%          | Positive    |
| Creative Sector Employment   | 42                | 4.2%          | Negative    |
| Total Job Growth   | 42                | 4.2%          | Negative    |
| Hotel Night Revenue Generation                                     | 42                | 4.2%          | Negative    |
| <b><i>Built Environment Snapshot</i></b>                           | <b>100</b>        | <b>10.0%</b>  |             |
| Current roadway pavement conditions                                | 20                | 2.0%          | Positive    |
| Sidewalk network density   | 20                | 2.0%          | Positive    |
| Bicycle infrastructure density                                     | 20                | 2.0%          | Positive    |
| Trail infrastructure density                                       | 20                | 2.0%          | Positive    |
| Transit infrastructure density                                     | 20                | 2.0%          | Positive    |
| <b>Total Share</b>   | <b>1000</b>       | <b>100.0%</b> |             |

# Category Weights



| Funding Types                   |        |
|---------------------------------|--------|
| Capital Improvements            | Weight |
| Cultural Resources Snapshot     | 20%    |
| Equal Opportunity               | 30%    |
| Economic Development Indicators | 30%    |
| Built Environment Snapshot      | 20%    |
| Operating Support               | Weight |
| Cultural Resources Snapshot     | 40%    |
| Equal Opportunity               | 25%    |
| Economic Development Indicators | 25%    |
| Built Environment Snapshot      | 10%    |
| Beautification Efforts          | Weight |
| Cultural Resources Snapshot     | 20%    |
| Equal Opportunity               | 20%    |
| Economic Development Indicators | 25%    |
| Built Environment Snapshot      | 35%    |
| Events and Programming          | Weight |
| Cultural Resources Snapshot     | 40%    |
| Equal Opportunity               | 20%    |
| Economic Development Indicators | 20%    |
| Built Environment Snapshot      | 20%    |
| Public Realm Improvements       | Weight |
| Cultural Resources Snapshot     | 20%    |
| Equal Opportunity               | 25%    |
| Economic Development Indicators | 20%    |
| Built Environment Snapshot      | 35%    |

| Operating Support  |             |               |
|--|-------------|---------------|
| Indicator  | Score       | Share         |
| <b>Cultural Resources Snapshot</b>                                       | <b>400</b>  | <b>40.0%</b>  |
| Number of cultural non-profits and creative sector businesses            | 80          | 8.0%          |
| Number of event attendees in the district in the previous year.          | 80          | 8.0%          |
| Total number of visitors who came from outside of Austin to attend an ev | 80          | 8.0%          |
| Number of historic and heritage landmark assets in qualified sites       | 80          | 8.0%          |
| Number of cultural programming events                                    | 80          | 8.0%          |
| <b>Equal Opportunity</b>   | <b>250</b>  | <b>25.0%</b>  |
| Displacement Active Risk Assessment                                      | 63          | 6.3%          |
| Displacement Chronic Risk Assessment                                     | 63          | 6.3%          |
| City of Austin past funding allocations (5 years)                        | 63          | 6.3%          |
| City of Austin past public infrastructure spending                       | 63          | 6.3%          |
| <b>Economic Development Impacts</b>                                      | <b>250</b>  | <b>25.0%</b>  |
| Property Values  | 42          | 4.2%          |
| Sales Tax Generation   | 42          | 4.2%          |
| Commercial Vacancy Rates   | 42          | 4.2%          |
| Share of Creative Sector Businesses                                      | 42          | 4.2%          |
| Total Job Growth   | 42          | 4.2%          |
| Number of Hotel Night Generations During Cultural Events (within a quar  | 42          | 4.2%          |
| <b>Built Environment Snapshot</b>  | <b>100</b>  | <b>10.0%</b>  |
| Current roadway pavement conditions                                      | 20          | 2.0%          |
| Sidewalk network density   | 20          | 2.0%          |
| Bicycle infrastructure density   | 20          | 2.0%          |
| Trail infrastructure density   | 20          | 2.0%          |
| Transit infrastructure density   | 20          | 2.0%          |
| <b>Total</b>   | <b>1000</b> | <b>100.0%</b> |

# Data Summary



| Absolute Values |   | Cultural District Model ID #   |
|-----------------|---|--|
| Metric Code     | Metric  | Measure  |
| <b>1</b>        | <b>Cultural Resources Snapshot</b>  |  |
| 1a              | Share of cultural non-profits and creative sector businesses                | Share of cultural non-profits and creative sector businesses within the district   |
| 1b              | Number of event attendees in the district in the previous year              | Total number of visitors who attended events and activities in the district in the previous year (in-person + online reported separately) with cited data sources. |
| 1c              | Total number of visitors who came from outside of Austin to attend an event | Total number of visitors who came from outside of Austin to attend an event or activity in the previous year.  |
| 1d              | Number of historic and heritage landmark assets in qualified sites          | # of sites today   |
| 1e              | Number of cultural programming events                                       | Number of cultural events within the past year   |
| <b>2</b>        | <b>Equal Opportunity</b>  |  |
| 2a              | Displacement Active Risk Assessment   | Measuring the active risk of displacement within the Project Connect Anti-Displacement Tool  |
| 2b              | Displacement Chronic Risk Assessment  | Measuring the chronic risk of displacement within the Project Connect Anti-Displacement Tool   |
| 2c              | City of Austin past funding allocations (5 years)                           | Amount of funding allocated to the district by the City of Austin within the past 5 years  |
| 2d              | City of Austin past public infrastructure spending                          | Amount of public dollars spent on public infrastructure improvements within the district in the past 5 years   |
| <b>3</b>        | <b>Economic Development Impacts</b>   |  |
| 3a              | Property Values   | % change in area property values within the past 5 years   |
| 3b              | Sales Tax Generation  | % change in area sales tax generation by district area within the past 5 years (2020-2024)   |
| 3c              | Commercial Vacancy Rates  | % change in commercial vacancy rates within the past 5 years   |
| 3d              | Creative Sector Employment  | # of creative sector jobs (based on NAICS codes)   |
| 3e              | Total Job Growth  | Compound annual growth rate (CAGR) of jobs from 2020-2022  |
| 3f              | Hotel Night Revenue Generation  | Revenue generated per hotel room within each cultural district   |
| <b>4</b>        | <b>Built Environment Snapshot</b>   |  |
| 4a              | Current roadway pavement conditions   | Current conditions of roadway pavement in the district   |
| 4b              | Sidewalk network density  | Streets that have sidewalks in the district  |
| 4c              | Bicycle infrastructure density  | Density of bicycle infrastructure  |
| 4d              | Trail infrastructure density  | Density of trails and trail connections  |
| 4e              | Transit infrastructure density  | Density of transit stops   |

