



City of Austin

Recommendation for Action

File #: 25-2591, **Agenda Item #:** 7.

12/11/2025

Posting Language

Approve an ordinance amending the Fiscal Year 2025-2026 Austin Tourism Public Improvement District Operating Budget (Ordinance No. 20250813-005) to appropriate \$20,114,620 in district assessment funds to transfer to the Austin Tourism Public Improvement District Corporation for Austin Tourism Public Improvement District expenditures. Funding: \$20,114,620 is projected to be available in the Fiscal Year 2025-2026 Tourism Public Improvement District Operating Budget from assessments. Actual revenue is dependent on the eligible activities that will occur under the service plan.

Lead Department

Budget and Organizational Excellence.

Fiscal Note

Funding in the amount of \$20,114,620 is projected to be available in the Fiscal Year 2025-2026 Tourism Public Improvement District Operating Budget from assessments. Actual revenue is dependent on the eligible activities that will occur under the service plan.

Prior Council Action:

July 24, 2025 - Council amended Ordinance No. 20240814-007 to appropriate funds from the Austin Tourism Public Improvement District assessments collected in Fiscal Year 2024-2025 to transfer to the Austin Tourism Public Improvement District Corporation for Austin Tourism Public Improvement District Expenditures.

December 12, 2024 - Council approved Resolution No. 20241212-086 creating the Austin Tourism Public Improvement District.

December 12, 2024 - Council approved Ordinance No. 20241212-087 approving the ten-year service plan, assessment roll, and budget,

December 12, 2024 - Council approved Resolution No. 20241212-062 directing the City Manager to allocate to the House Our People Endowment Fund revenue received from the Austin Tourism Public Improvement District.

For More Information:

Katy Zamesnik, Acting Deputy Director, 512-404-4208.

Additional Backup Information:

The purpose of the Austin Tourism Public Improvement District (ATPID) is to provide special supplemental services relating to increased marketing and sales initiatives, sales incentives to retain and secure meetings and conventions at the Austin Convention Center and the Palmer Event Center, sales incentives to retain and secure additional citywide, transient and group business at individual District hotels, and research to assess the impact of the ATPID marketing and sales initiatives, all with the purpose of increasing the demand for hotel activity within the District. The final 10- year service plan includes a two percent voluntary assessment of gross taxable room night rental revenue on hotels within the service plan. Hotel eligibility for the ATPID is limited to

hotel properties, which need not be contiguous, with 100 or more rooms within the Austin city limits.