

Petitioners present the following information concerning the proposed creation of an Austin Tourism Public Improvement District:

- (1.) **District Name.** The name of the district will be the Austin Tourism Public Improvement District.
 - **District Location.** The District will be located wholly within the City of Austin, TX (the “City”), a Texas home rule municipality. The proposed boundaries of the proposed assessment district are as shown on the attached map marked Exhibit “A” and shall solely include non-contiguous hotel properties with 100 or more rooms within the City of Austin as shown on the attached list marked Exhibit "A-1".
- (2.) **Purpose of the District.** The purpose of the District will be to enhance services, undertake certain improvements, in particular, special supplemental services relating to District marketing, business recruitment, and promotional activities authorized by the Act for improvement and promotion of the district, including the provision of additional and expanded incentives by Visit Austin and the Austin Convention Center to organizations to encourage them to bring their large and city wide meetings and events to Austin and to fund additional marketing by Visit Austin to increase hotel stays within the City. The district will supplement and enhance services within the area of assessment.
- (3.) **Method of Assessment.** The District assessment will be levied on hotels with 100 or more rooms located within the District. The proposed cost of the services and improvements to be provided shall be assessed in a manner that results in imposing equal shares of the cost of the services on hotels that are similarly benefitted. Under the Act, the apportionment of the cost of the services among property in the Austin Tourism Public Improvement District territory must be made on the basis of special benefits accruing to the property because of the services and improvements provided. The total cost of the services and improvements to be provided shall be apportioned during the year based on a rate of 2% of room-nights sold at qualifying hotels located within the District territory until the total budget for services and improvements for the year is reached. Accordingly, those qualifying hotels that sell more rooms will pay a greater portion of the assessment since those properties benefit more from the incentives and promotion and marketing services provided by the District. Rooms that are not subject to the City’s hotel occupancy tax shall not be included for the District assessment. The total assessment must be reviewed and approved annually by the Austin City Council. The total assessment amount for the year may be less than the

amount budgeted for the year, but it shall not be more than the amount budgeted for the year as shown in the attached Service Plan approved by the petitioners.

- (4.) **Estimated Cost: No Bonded Indebtedness.** During a proposed ten (10) year period, the estimated annual cost of improvements and services are estimated to range from about Twenty Million Seven Hundred Twenty-Seven Thousand Two Hundred Seventy-Three Dollars to about Fifty-Two Million Nine Hundred Eighty-Five Thousand Five Hundred Five Dollars (\$20,727,273 to \$52,985,505) annually; however, in no event shall the assessment amount exceed two percent of the price paid to hotels for a room in a hotel. The district shall not incur bonded indebtedness. See the attached preliminary ten (10) year budget for total estimated collections. The service plan budget and assessment amount are subject to annual review by the tourism public improvement district board and are subject to an annual public hearing and approval by the Austin City Council.
- (5.) **Apportionment of Cost Between the District and the Municipality as a Whole.** The District shall pay the cost of the supplemental services described in this petition by assessment against the hotels with 100 or more rooms within the district.
- (6.) **District Management.** The District shall be managed by a private nonprofit corporation created under the provisions of section 501(c) of the Internal Revenue Code. The Austin City Council will review and approve annually the service plan and assessment plan, determine and levy assessments and conduct other functions as required by the Act, and Visit Austin with the assistance of certain contract service providers, will manage the District pursuant to a contract with the City, all under the oversight of the Austin Tourism Public Improvement District Management Corporation.
- (7.) **Advisory Board.** The district shall be managed through a contract between the City, Visit Austin, and the Austin Tourism Public Improvement District Management Corporation.
- (8.) **District Dissolution.** The District shall automatically dissolve in ten years unless renewed or dissolved through the petition and approval process as provided by the Act.
- (9.) **Headings.** The headings of the paragraphs contained in this Petition are for the convenience of the reader and do not constitute a part of this Petition. This petition may be executed in multiple counterparts.
- (10.) **Request for Approval of the Austin Tourism Public Improvement District.** The persons signing the Petitions request or concur with the approval of the District and request that this Petition be considered at the earliest possible time and that the Austin City Council takes those lawful steps necessary to approve the District, authorize the services and improvements described herein, levy the necessary assessments to pay for the improvements and services and take any additional actions by law for the benefit of the District.



Austin Tourism Public Improvement District (ATPID) Service Plan

District Name

The name of the district shall be the Austin Tourism Public Improvement District (ATPID or District).

District Location

The ATPID will be located wholly within the City of Austin, Texas (City), a Texas home rule municipality. The proposed boundaries of the proposed ATPID are as shown on the attached map marked Exhibit "A" and includes hotel properties that may be non-contiguous with one hundred (100) or more rooms within the City of Austin.

Purpose of the ATPID

The purpose of the ATPID will be to provide funding for special supplemental services relating to increased marketing, sales initiatives and sales incentives to retain and secure existing and new meetings, sporting and other events, and conventions at the Austin Convention Center (ACC) and the Palmer Event Center (PEC), 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.

Method of Assessment

The ATPID assessment will be levied on hotel properties located within the ATPID with 100 or more rooms ordinarily used for sleeping. The annual assessment rate for all hotel properties within the District shall be two percent (2%) of gross taxable room night rental revenue, which reflects the special benefits accruing to the hotel properties because of the services provided by the ATPID funding. The ATPID assessment shall only apply to hotel room night sales which are subject to local hotel occupancy tax under Texas state law. If a room night rental transaction is exempt from local hotel occupancy tax, it is also exempt from the application of the ATPID assessment.

The estimated ten (10) year ATPID service plan is shown in the table below. Revenue growth is estimated at 7.5% or more each year in order to maximize the likelihood the ATPID can



access all potential revenues during each fiscal year. It is possible that the actual revenues each year will be less than this projection.

| Fiscal Year* | Convention Center Sales & Group Business Incentives (Max 20%) | Marketing and Additional Sales Outreach (Min 60%) | Hotel Activity Incentive Program (10%) | Research & Administration (10%) | Total |
|--------------|---|---|--|---------------------------------|----------------------|
| 2023-24 | \$4,145,455 | \$12,436,364 | \$2,072,727 | \$2,072,727 | \$20,727,273 |
| 2024-25** | \$5,941,818 | \$17,825,455 | \$2,970,909 | \$2,970,909 | \$29,709,091 |
| 2025-26** | \$6,387,455 | \$19,162,364 | \$3,193,727 | \$3,193,727 | \$31,937,273 |
| 2026-27** | \$6,866,514 | \$20,599,541 | \$3,433,257 | \$3,433,257 | \$34,332,568 |
| 2027-28** | \$7,381,502 | \$22,144,506 | \$3,690,751 | \$3,690,751 | \$36,907,511 |
| 2028-29** | \$7,935,115 | \$23,805,344 | \$3,967,557 | \$3,967,557 | \$39,675,574 |
| 2029-30 | \$8,530,248 | \$25,590,745 | \$4,265,124 | \$4,265,124 | \$42,651,242 |
| 2030-31 | \$9,170,017 | \$27,510,051 | \$4,585,009 | \$4,585,009 | \$45,850,085 |
| 2031-32 | \$9,857,768 | \$29,573,305 | \$4,928,884 | \$4,928,884 | \$49,288,842 |
| 2032-33 | \$10,597,101 | \$31,791,303 | \$5,298,550 | \$5,298,550 | \$52,985,505 |
| Total | \$76,812,993 | \$230,438,978 | \$38,406,496 | \$38,406,496 | \$384,064,963 |

* Each fiscal year would run for twelve (12) months from October 1st until September 30th with the exception of 2023-2024 Fiscal year which is anticipated to begin January 1, 2024 and end on September 30, 2024.

**During the Secondary Program of Work (the years that the Austin Convention Center is closed due to the redevelopment and expansion project), the funding under the Convention Center Sales & Group Business Incentives category will be available to cover the direct hosting costs incurred by the City to retain the following city wide events that will be vital for sustaining hotel activity during the time that the Austin Convention Center is closed down: South by Southwest (SXSW), Austin City Limits (ACL) Music Festival, the US Grand Prix/Formula 1 Race, CMT Music Awards, and a New Year's Eve National Broadcast/Festival in Austin.

Estimated Cost

During the proposed ten (10) year ATPID term, the annual budget/cost of services of the ATPID are estimated to grow from \$20.7 million in year one of the ATPID to \$52.9M in the last year of the ATPID annually, as shown in the chart above. The ATPID shall not incur bonded indebtedness. The ATPID service plan and assessment rate are subject to annual review by the ATPID Management Corporation Board of Directors and are subject to an annual public hearing and approval by the Austin City Council. If the estimated cost and revenue collected from the ATPID assessment is greater than the estimated amount projected in the Annual Service Plan, surplus revenues shall be allocated in the subsequent fiscal year as directed by the ATPID Corporation Board of Directors. Surplus revenues and unspent funds do not include funds that have been committed for a contracted future sales incentive and are being retained to fund that commitment.



Programs, Services, and Activities

Programs and services funded by the ATPID will be subject to review, approval, and oversight by the ATPID Management Corporation Board of Directors. All ATPID programs and services shall be supplemental to Visit Austin’s annual marketing and sales services activities and therefore are intended to not supplant the existing hotel tax and other contract funding for those activities. These supplemental programs and services shall include Convention Center Sales & Group Business Incentives, Marketing and Additional Sales Outreach, a Hotel Activity Incentive Program, and Research and Administration.

Because of the planned demolition and rebuilding of the Austin Convention Center (ACC), the programs, services and activities shall be allocated based on two separate Programs of Work: the “Primary Program of Work” and the “Secondary Program of Work”. The Primary Program of Work shall be applicable both prior to the closure and redevelopment of the ACC and after the reopening of the newly redeveloped ACC. The Secondary Program of Work shall be applicable only during the closure and reconstruction of the ACC, and shall revert back to the Primary Program of Work upon reopening of the newly developed ACC. Reopening of the ACC shall be defined as the issuance of the Temporary Certificate of Occupancy, Certificate of Occupancy, or upon the first contracted event at the redeveloped ACC, whichever comes first.

Primary Program of Work

As stated above, the Primary Program of Work shall be in effect prior to the closure and redevelopment of the ACC and again upon reopening of the redeveloped Center as defined in the prior section.

Convention Center Sales and Group Business Incentives (Minimum 20%)

A minimum of twenty percent (20%) of the budget is to be allocated to the Convention Center Department for Group Business Incentives category, which includes but is not limited to the following:

- Incentives to retain existing and/or attract new and/or expanded convention center group business, sporting and other events, or conferences at the Austin Convention Center and the Palmer Events Center that are directly related to holding citywide events that produce substantial new, expanded or retained demand and compression for hotel room nights.

A minimum of ten percent (10%) of the total annual ATPID budget (50 percent of this budget category) shall be used for incentives to retain existing and/or attract new and/or expanded convention center group business, with the allocation of incentives between existing and



new or expanded group business incentives at the discretion of the Austin Convention Center.

The remaining ten percent (10%) of the total annual ATPID budget (50 percent of this budget category) shall be used for incentives for new, expanded, or retained convention center or other group business incentives that meet the return on investment (ROI) requirement determined by the ATPID Management Corporation Board of Directors. The ROI requirement for incentives shall be at least a \$7 in room night revenues for each \$1 in ATPID incentives, subject to the exception that the ATPID Board may vote by a three-fourths majority to allow a different ROI standard if there are exigent or exceptional circumstances that strongly warrant a different ROI.

Authorized uses of funds and program eligibility of funding shall be approved by the ATPID Management Corporation Board of Directors during the annual budget adoption and throughout the budget year.

At the end of each fiscal year, any surplus revenues and unspent funds within this budget category will be allocated in the subsequent fiscal year as recommended by a vote of the ATPID Management Corporation Board of Directors subject, as applicable, to approval by the Austin City Council of the updated service plan for that year. Surplus revenues and unspent funds do not include funds that have been committed for a contracted future sales incentive and are being retained to fund that commitment.

Marketing And Additional Sales Outreach (Minimum 60%)

A minimum of sixty percent (60%) of the annual ATPID budget shall be allocated to additional marketing and sales outreach initiatives.

Additional marketing and additional sales initiatives will enable supplemental promotions of District lodging businesses as tourist, meeting, and sporting and other event destinations. The ATPID Management Corporation Board of Directors may consider and approve funds under this category to cover the cost of additional staffing positions to develop and execute supplemental sales and marketing initiatives that would not be possible without ATPID funding. Additional Sales Outreach initiatives shall be subject to an ROI standard in terms of room nights to be generated for every ATPID incentive dollar. This ROI standard shall be set by the ATPID Management Corporation Board of Directors. Similarly, Marketing initiatives shall also be subject to an ROI standard in terms of the metrics that are applicable to the performance of marketing programs. This ROI standard shall be set by the ATPID Management Corporation Board of Directors. Supplemental Marketing and sales efforts will have the goal of increasing overnight visitation and room night sales at District lodging businesses, and may include the following activities:

- Increase in funds available to offer as “Local Share” and other forms of contribution to support Event Trust Fund, Major Event Reimbursement Fund and related events



that drive increased demand for large group sporting and other events and promote substantial overnight visitation and room sales to District lodging businesses;

- Additional and expanded marketing efforts to drive increased demand for overnight visitation and room night sales at District lodging businesses as desirable leisure, meeting, and sporting and other event destinations;
- Supplemental and expanded internet marketing efforts to increase awareness and optimize internet presence to drive increased demand for overnight visitation and room sales to District lodging businesses;
- Additional and expanded print ads in magazines and newspapers, television ads, and radio ads targeted at potential visitors to drive increased demand for overnight visitation and room sales to District lodging businesses;
- Additional and expanded preparation and production of collateral promotional materials such as brochures, flyers and maps featuring District lodging businesses;
- New and expanded lead generation activities designed to attract additional tourists and group sporting and other events that drive increased demand for overnight visitation and room sales to District lodging businesses;
- Attendance of additional trade shows and/or an expanded presence at such trade shows that will further drive demand for overnight visitation and room sales to District lodging businesses;
- Additional and expanded sales blitzes that drive increased demand for overnight visitation and room sales to District lodging businesses;
- Additional and expanded familiarization tours that drive increased demand for overnight visitation and room sales to District lodging businesses;
- Attendance of additional professional industry conferences and affiliation events and/or an expanded presence at such events to enhance the promotion of District lodging businesses;
- In the event that the Convention Center Sales and Group Business Incentives Category is fully expended in a given year, up to twenty percent (20%) of the total annual ATPID budget shall be used for incentives for new, expanded, or retained convention center or other group business incentives that meet the return on investment (ROI) requirement determined by the ATPID Management Corporation Board of Directors, subject, as applicable, to approval by the Austin City Council of the updated service plan for that year.



Hotel Activity Incentive Program (10%)

The Hotel Activity Incentive Program recognizes that a number of sporting, meetings, and other events are held onsite at hotels throughout the District and provides the ATPID with the opportunity to provide sales incentives for sporting, meetings, and other events that are held at specific hotels throughout the District.

Activities in this Program include, but are not limited to, the following:

- Pursuit of additional and expanded conventions, meetings, and sporting and other events, and conferences at District hotels.
- Pursuit of additional and expanded sporting and other events and meetings that create a large demand for hotel room nights and thus bring a significant economic impact to the City of Austin.

The ATPID Management Corporation Board of Directors shall review and approve the uses of ATPID funds and program eligibility of funding awards under the Hotel Activity Incentive Program. Hotel Activity Incentive Program initiatives shall be subject to an ROI standard in terms of room nights to be generated for every ATPID incentive dollar. This ROI standard shall be set by the ATPID Management Corporation Board of Directors.

At the end of each fiscal year, any surplus revenues and unspent funds within this budget category will be allocated in the subsequent fiscal year as recommended by a vote of the ATPID Management Corporation (ATP IDC) Board of Directors subject, as applicable, to approval by the Austin City Council of the updated service plan for that year. Surplus revenues and unspent funds do not include funds that have been committed for a contracted future sales incentive and are being retained to fund that commitment.

Research and Administration (10%)

Additional and expanded research will be funded to track and monitor the effectiveness and impact of programs and services funded by the ATPID. In order to increase demand for hotel activity, research & business modeling programs will provide opportunities to understand the effectiveness and impact of programs being implemented using ATPID dollars, and thus provide the opportunity to generate increased demand for visitation by responding to trends shown in research and business modeling efforts.

The administration and operations portion of the budget shall be utilized for additional administrative staffing costs, office costs, and other general and contract administrative costs that are directly related to the ATPID such as insurance, legal, management and accounting services and other ATPID direct or contract operational costs.

At the end of each fiscal year, any surplus revenues and unspent funds within this budget category will be allocated in the subsequent fiscal year as recommended by the ATPID



Management Corporation Board of Directors, subject, as applicable, to approval by the Austin City Council of the updated service plan for that year.

Secondary Program of Work

The Secondary Program of Work will only be in effect when the Convention Center is completely closed for the redevelopment and expansion of the existing Convention Center. The Secondary Program of Work will immediately revert to the Primary Work upon the reopening of the redeveloped Convention Center, with reopening defined in the Programs, Activities, and Services section.

Convention and Group Business Incentives (Maximum of 20%)

When the Convention Center is completely closed for the redevelopment and expansion of the existing Convention Center, a maximum of twenty percent (20%) of the annual ATPID budget is to be available to the Convention Center Department for Group Business Incentives, which includes but is not limited to the following:

- To be used for incentives to retain existing and/or attract new and/or expanded convention center group business, sporting and other events, or conferences at the Palmer Events Center or a combination of other city facilities directly related to holding citywide events that produce substantial new, expanded or retained demand and compression for hotel room nights during the years of closure.

Authorized uses of district funds and program eligibility of funding shall be approved by the ATPID Management Corporation Board of Directors and/or the ATPID Management Corporation staff.

If there are surplus funds within this category at the end of the fiscal year, any such surplus shall be allocated as provided under the rules that are applicable to this category of expenditures under the Primary Course of Work or the Secondary Course of Work (whichever is in effect at that time). If during the Secondary Course of Work, the Convention Center Department is not able to offer eligible incentives that utilize the entire allocation of ATPID funds that are available under this category, the surplus funding under this category shall be remitted to the City at the end of that fiscal year for hosting costs to the City to retain the following city-wide events that will serve an integral role in retaining hotel activity while the convention center is closed: South by Southwest (SXSW), Austin City Limits (ACL) Music Festival, the US Grand Prix/Formula 1 Race, CMT Music Awards, and/or a New Year's Eve National Broadcast/Festival. These hosting costs include the direct costs to the City that are incident to holding the above listed major city-wide events during the Secondary Program of Work. The ability to reimburse these hosting costs to the City as a "group business incentive" under the Convention and Group Business Incentives Category of the Service Plan only applies during the Secondary Program of Work.



Marketing and Additional Sales Outreach (Minimum 60%)

A minimum of sixty percent (60%) of the budget shall be allocated to additional marketing and additional sales outreach initiatives. Sales and marketing initiatives will enable additional and expanded promotions of District lodging businesses as tourist, meeting, and sporting and other event destinations while the Convention Center is completely closed for the redevelopment and expansion project. The ATPID Management Corporation Board of Directors may consider and approve sales & marketing funds to cover the cost of supplemental staffing positions to develop and execute additional and expanded sales and marketing initiatives that would not be possible without ATPID funding. Additional Sales Outreach initiatives shall be subject to an ROI standard in terms of room nights to be generated for every ATPID incentive dollar. This ROI standard shall be set by the ATPID Management Corporation Board of Directors. Similarly, Marketing initiatives shall also be subject to an ROI standard in terms of the metrics that are applicable to the performance of marketing programs. This ROI standard shall be set by the ATPID Management Corporation Board of Directors. Supplemental and expanded Sales and Marketing efforts will have the goal of increasing overnight visitation and room night sales at District lodging businesses, and may include the following activities:

- Additional and expanded marketing and sales efforts to drive increased demand for overnight visitation and room night sales at District lodging businesses as desirable leisure, meeting, and sporting and other event destinations;
- Supplemental and expanded internet marketing efforts to increase awareness and optimize internet presence to drive increased demand for overnight visitation and room sales to District lodging businesses;
- Additional and expanded print ads in magazines and newspapers, television ads, and radio ads targeted at potential visitors to drive increased demand for overnight visitation and room sales to District lodging businesses;
- Additional and expanded preparation and production of collateral promotional materials such as brochures, flyers and maps featuring District lodging businesses;
- New and expanded lead generation activities designed to attract additional tourists and group sporting and other events that drive increased demand for overnight visitation and room sales to District lodging businesses;
- Attendance of additional trade shows and/or an expanded presence at such shows that will further drive demand for overnight visitation and room sales to District lodging businesses;
- Additional and expanded sales blitzes that drive increased demand for overnight visitation and room sales to District lodging businesses;
- Additional and expanded familiarization tours that drive increased demand for overnight visitation and room sales to District lodging businesses;
- Supplemental and expanded special sporting and other events, including but not limited to, events eligible for the Events Trust Fund, Major Event Reimbursement



Program, and related state programs that are designed to drive increased demand for overnight visitation and room sales to District lodging businesses;

- Increase the funds available to offer as “Local Share” and other forms of contribution to support Event Trust Fund, Major Event Reimbursement Program and related state program events that drive increased demand for large group events and promote substantial overnight visitation and room sales to District lodging businesses;
- Attendance of additional professional industry conferences and affiliation events and/or an expanded presence at such events to enhance the promotion of District lodging businesses;
- At the end of each fiscal year, any surplus revenues and unspent funds within this budget category will be allocated in the subsequent fiscal year as recommended by the ATPID Management Corporation Board of Directors, subject, as applicable, to approval by the Austin City Council of the updated service plan for that year Unspent funds do not include funds that have been committed for a contracted future sales incentive and are being retained to fund that commitment.

Hotel Activity Incentive Program (10%)

The Hotel Activity Incentive Program recognizes that a number of sporting, meetings, and other events are held onsite at hotels throughout the District and provides the ATPID with the opportunity to provide sales incentives for sporting, meetings, and other events that are held at specific hotels throughout the District.

The activities in this Program include, but are not limited to, the following:

- Pursuit of additional and expanded conventions, meetings, sporting and other events, and conferences at District hotels.
- Pursuit of additional and expanded sporting and other events and meetings that create a large demand for hotel room nights and thus bring a significant economic impact to the City of Austin.

The ATPID Management Corporation Board of Directors shall review and approve the expenses and program eligibility of funding awards under the Hotel Activity Incentive Program. Hotel Activity Incentive Program initiatives shall be subject to an ROI standard in terms of room nights to be generated for every ATPID incentive dollar. This ROI standard shall be set by the ATPID Management Corporation Board of Directors.

At the end of each fiscal year, any surplus revenues and unspent funds within this budget category will be allocated in the subsequent fiscal year as recommended by the ATPID Management Corporation Board of Directors subject, as applicable, to approval by the Austin City Council of the updated service plan for that year. Surplus revenues and unspent funds do not include funds that have been committed for a contracted future sales incentive and are being retained to fund that commitment.



Research and Administration (10%)

Additional research will be funded to track and monitor the effectiveness and impact of programs and services funded by the ATPID. In order to increase demand for hotel activity, research & business modeling programs will provide opportunities to understand the effectiveness and impact of programs being implemented using ATPID dollars, and thus provide the opportunity to generate increased demand for visitation by responding to trends shown in research and business modeling efforts.

The administration and operations portion of the budget shall be utilized for additional administrative staffing costs, office costs, and other general and contract administrative costs that are directly related to the ATPID such as insurance, legal, and accounting fees and other ATPID direct operational costs.

At the end of each fiscal year, any surplus revenues and unspent funds within this budget category will be allocated in the subsequent fiscal year as recommended by the ATPID Management Corporation Board of Directors, subject, as applicable, to approval by the Austin City Council of the updated service plan for that year.

Apportionment of Cost Between the ATPID and the Municipality as a Whole

The ATPID shall pay the cost of the supplemental services described in this petition by assessment against the hotel properties with 100 rooms or more within the ATPID. All ATPID funded services will supplement, not supplant, the pre-existing percentage of total local hotel tax and other funding from the City of Austin to Visit Austin for contracted marketing and sales services at the time of the creation of the ATPID. Should the percentage of total local hotel tax and other funding that is allocated annually by the City of Austin to Visit Austin for sales and marketing services be lowered from a historic five-year average, the Austin hotel industry reserves the right to seek termination of the ATPID.

ATPID Management

The ATPID shall be overseen by a to-be-formed ATPID Management Corporation, a nonprofit corporation which will also operate as a tax-exempt entity under the provisions of section 501(c) of the Internal Revenue Code. The Austin City Council will review and approve annually the service plan and assessment plan that is proposed by the ATPID Board of Directors and determine and levy assessments against hotels with 100 or more rooms within the District. The ATPID Management Corporation will oversee the management of the day-to-day operations of the ATPID pursuant to a contract with the City and the Austin Convention and Visitors Bureau. This contract may include the use of a hired Executive



Director and/or other contract services to provide administrative support related to the day-to-day operation of the District.

The ATPID Management Corporation Board of Directors will be composed of eleven (11) voting directors. The composition of the eleven (11) voting directors are allocated as follows:

- Four (4) directors representing hotels with 400 or more rooms;
- Four (4) directors representing hotels with 141 to 399 rooms;
- Three (3) directors representing hotels with 100 to 140 rooms;

A representative percentage of the TPID Board of Directors composition shall be from non-downtown hotels. This percentage shall, to the extent possible, remain commensurate with the current percentage of taxable hotel night revenue that is received by the City of Austin from non-downtown hotels within the District. There shall also be three Ex-Officio members of the ATPID Management Corporation Board of Directors which shall include Visit Austin's President & CEO, Austin Hotel & Lodging Association's President & CEO, and a Leadership representative from the staff of the Austin Convention Center Department. The number and composition of the ATPID Management Corporation Board of Directors may be amended by the ATPID Management Corporation Board of Directors through an amendment of the corporation bylaws.

District Term and Potential Renewal

The ATPID will be formed for a ten (10) year period, beginning -----, 2024. After ten (10) years, the ATPID may be renewed if the requisite number of hotel property owners petition to continue the District, and a majority vote of the Austin City Council is secured to renew the district, as provided under state law.



Exhibit A Boundary Map

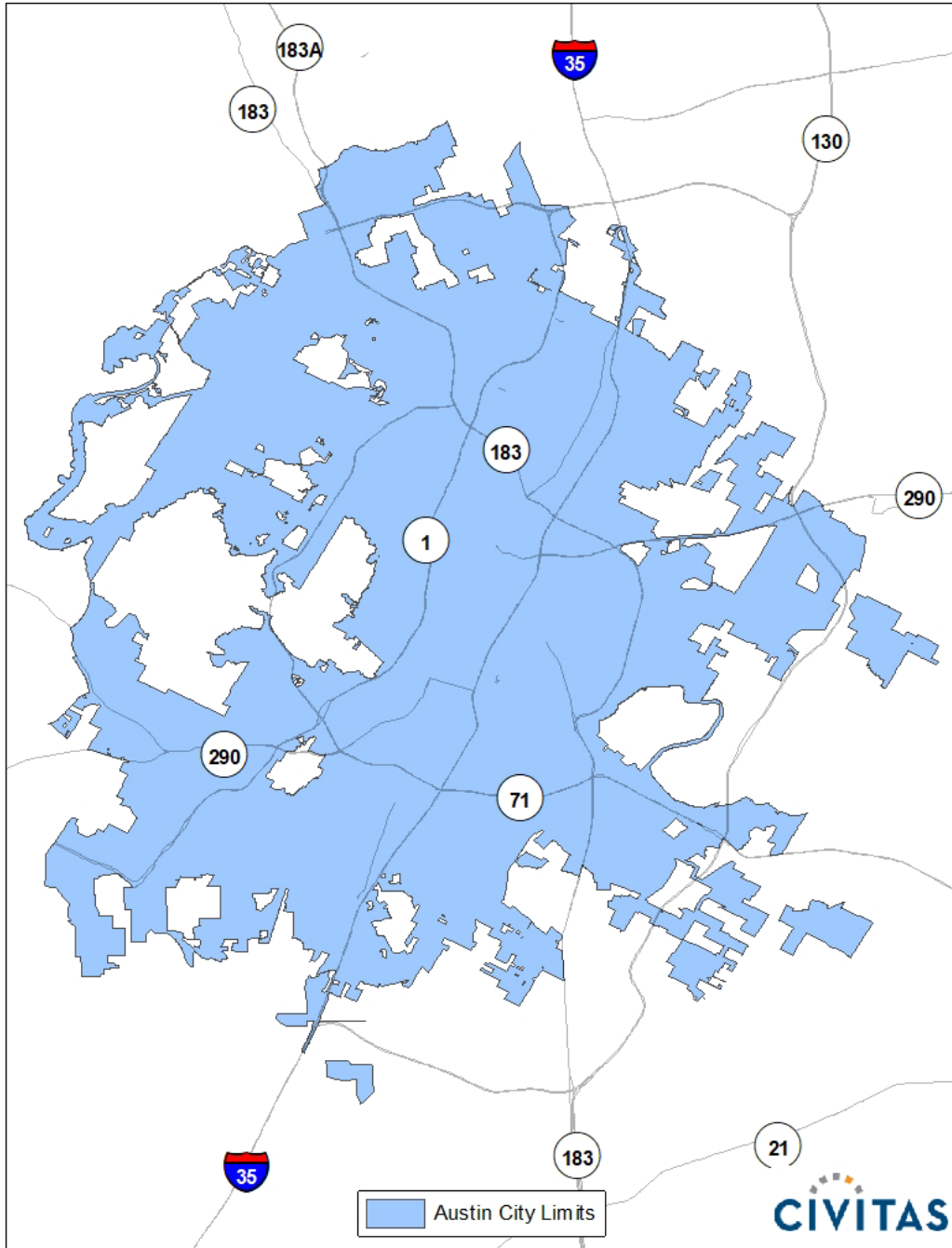


Exhibit A-1 List of Hotels within the Austin Tourism Public Improvement District- Assessment Roll

All properties are proposed to be subject to an assessment of two percent of taxable hotel night sales.

| Profile Name | Address |
|---|---|
| AC Hotel Austin Hill Country | 7415 Southwest Parkway, Building 8, Suite 100 |
| Aiden by Best Western at Austin City Hotel | 2200 S IH 35 |
| Aloft Austin Airport | 8000 East Ben White Blvd. |
| Aloft Austin At The Domain | 11601 Domain Dr |
| Aloft Austin Downtown / Element Downtown | 109 East 7th Street |
| Aloft Austin Northwest | 14020 US Highway 183 |
| Aloft Austin South | 4108 South Interstate 35 |
| Aloft Austin Southwest | 6731 Legado Cir |
| Archer Hotel Austin | 3121 Palm Way |
| AT&T Executive Education & Conference Center | 1900 University Avenue |
| Austin Marriott Downtown | 304 E Cesar Chavez |
| Austin Proper Hotel | 202 Nueces Street |
| Austin Southpark Hotel | 4140 Governors Row |
| Avid hotel Austin – Tech Ridge | 12413 Tech Ridge Blvd |
| Best Western Plus Austin Central | 919 East Koenig Lane |
| Budget Inn Austin | 9106 IH-35 N. |
| Cambria Hotel Austin Airport | 7800 E Ben White Blvd |
| Cambria Hotel Austin Downtown | 68 East Ave |
| Cambria Hotel Austin Uptown Near the Domain | 13205 Burnet Road |
| Canopy by Hilton Austin Downtown | 612 W. 6th |
| Citizen M Hotel | 617 Colorado |
| Courtyard - Austin North/Parmer Lane | 12330 N. IH-35 |
| Courtyard - Austin South | 4533 South IH-35 |
| Courtyard - Austin University Area | 5660 N. IH-35 |
| Courtyard Austin - The Domain Area | 9409 Stonelake Blvd. |
| Courtyard Austin Airport | 7809 East Ben White Blvd. |
| Courtyard Austin Northwest/Lakeline | 12833 Ranch Road 620 North |
| Doubletree by Hilton Austin NW Arboretum | 8901 Business Park Dr. |
| Doubletree Hotel - Austin/University Area | 1617 IH-35 North |
| Doubletree Hotel Austin | 6505 IH-35 N. |
| DoubleTree Suites by Hilton Hotel Austin | 303 W 15th St |
| Downright Austin Hotel | 701 East 11th St. |
| Drury Inn & Suites - Austin North | 6711 N IH-35 |
| Element Austin at The Domain | 10728 Burnet Road |
| Element Austin North Tech Ridge (Opening Jan. 2025) | 800 E Parmer Ln |
| Embassy Suites - Austin Arboretum | 9505 Stonelake Blvd |
| Embassy Suites Austin Central | 5901 N. IH-35 |
| Embassy Suites by Hilton Austin Downtown South Congress | 300 S. Congress Ave |

Exhibit A-1 List of Hotels within the Austin Tourism Public Improvement District- Assessment Roll

All properties are proposed to be subject to an assessment of two percent of taxable hotel night sales.

| | |
|---|--|
| Extended Stay America Austin Arboretum | 10100 N. Capital Of Texas |
| Extended Stay America Austin Downtown Town Lake | 507 S. 1st Street |
| Extended Stay America Austin North Central | 8221 IH 35 North |
| Extended Stay America Austin NW Lakeline Mall | 13858 N Highway 1-83 |
| Extended Stay America Austin NW Research Park | 12424 Research Blvd |
| Extended Stay America Austin Southwest | 5100 US Hwy 290 West |
| Extended Stay America Premier Suites- Austin Airport | 1311 Airport Commerce Drive |
| Extended Stay America Select Suites - Austin - Northwest | 13689 Research Blvd |
| Fairfield Inn & Suites - Austin North/Parmer Lane | 12536 N. IH 35 |
| Fairfield Inn & Suites Austin Northwest/The Domain Area | 11201 North Mopac Expwy |
| Fairfield Inn & Suites by Marriott Austin Downtown | 76 East Ave |
| Fairmont Austin | 101 Red River Street |
| Four Seasons Hotel Austin | 98 San Jacinto Blvd |
| Hampton Inn - Austin / Airport Area South | 4141 Governors Row |
| Hampton Inn - Austin NorthatI-35/Hwy 183 | 7619 IH 35 North |
| Hampton Inn & Suites Austin at The University/Capitol | 1701 Lavaca Street |
| Hampton Inn & Home2 Suites Austin East | 2033 E. 5th Street |
| Hampton Inn & Suites Austin Airport | 7712 East Riverside Drive |
| Hampton Inn & Suites Austin Downtown / Convention Center | 200 San Jacinto Blvd |
| Hampton Inn Austin/Oak Hill | 6401 US Highway 290 West |
| Hampton Inn NW Arboretum | 3908 W. Braker Lane |
| Hilton Austin Airport | 9515 Hotel Drive |
| Hilton Austin Convention Center | 500 East 4th Street |
| Hilton Garden Inn - Austin North | 12400 N. IH 35, Bldg. C |
| Hilton Garden Inn - Austin NW / Arboretum | 11617 Research Blvd. |
| Hilton Garden Inn Austin Airport | 7610 John Glenn Way |
| Hilton Garden Inn Austin Central | 860 E Anderson Ln |
| Hilton Garden Inn Austin Downtown | 500 N. IH 35 |
| Hilton Garden Inn Austin North / Near the Domain | 2600 Brockton |
| Hilton Garden Inn Austin University Capitol District | 301 West 17th Street |
| Hilton Garden Inn Cedar Park Austin & TownePlace Suites Austin North/Lakeline | 13501 Lyndhurst Street Building 1 |
| Holiday Inn Austin Airport | 6711 East Ben White Boulevard |
| Holiday Inn Austin Midtown | 6000 Middle Fiskville Rd. |
| Holiday Inn Austin Town Lake | 20 North IH 35 |
| Holiday Inn Express & Suites Austin NW Arboretum | 10711 North Research Blvd |
| Holiday Inn Express Austin North Central | 8500 IH 35 North |
| Home2 Suites by Hilton Austin North near the Domain | 2800 Esperanza Crossing |
| Home2 Suites by Hilton Austin South | 121 Ralph Ablanado Dr (under construction) |
| HomeTowne Studios by Red Roof | 12621 Hymeadow Rd |

Exhibit A-1 List of Hotels within the Austin Tourism Public Improvement District- Assessment Roll

All properties are proposed to be subject to an assessment of two percent of taxable hotel night sales.

| | |
|---|------------------------------|
| Homewood Suites by Hilton Downtown | 78 East Avenue |
| Homewood Suites by Hilton TechRidge Parmer at I-35 | 13001 Center Lake Drive |
| Hotel Indigo Austin Downtown- University/ Holiday Inn Express & Suites Austin Downtown - University | 810 Red River |
| Hotel Van Zandt | 605 Davis Street |
| Hotel ZaZa Austin | 400 Lavaca Street |
| Hyatt Centric Congress Avenue Austin | 721 Congress Ave |
| Hyatt House Austin/Downtown | 901 Neches Street |
| Hyatt Place - Austin / Arboretum | 3612 Tudor Blvd |
| Hyatt Place Austin Airport | 9532 Spirit of Austin Lane |
| Hyatt Place Austin Downtown | 211 East 3rd Street |
| Hyatt Regency Austin | 208 Barton Springs Road |
| Intown Suites (LMR) Austin | 9909 North Lamar Blvd. |
| InTown Suites Austin Research Blvd. | 12989 Research Blvd |
| JW Marriott Austin | 110 E 2nd Street |
| La Quinta Inn - Austin North | 7622 IH-35 North |
| La Quinta Inn & Suites Austin Airport | 7625 East Ben White Blvd. |
| La Quinta Inn & Suites Austin Mopac North | 11901 North Mopac Expressway |
| La Quinta Inn & Suites Austin Southwest | 4424 S. Mopac Service Rd |
| La Quinta Inn & Suites by Wyndham Austin Parmer/Tech Ridge | 106 West Canyon Ridge Dr |
| La Quinta Inn Austin Capitol | 300 East 11th Street |
| La Quinta Inn Austin Oltorf | 1603 E Oltorf Blvd |
| La Quinta - Under Construction | 1624 Teri Rd |
| Lone Star Court | 10901 Domain Drive |
| Marriott Austin South & Springhill Suites Austin South | 4415 South IH-35 |
| Motel 6 - Austin North | 9420 IH-35 N. |
| Motel 6 - Austin South Airport | 2707 S. IH-35 |
| Motel 6 Austin - Midtown | 7100 IH 35 North |
| Motel 6 Austin Central South University Of Texas | 5330 N Interregional Hwy |
| Moxy by Marriott - Austin University | 2552 Guadalupe Street |
| Omni Austin Hotel Downtown | 700 San Jacinto Blvd |
| Orangewood Inn and Suites | 9121 IH 35 North |
| Origin Hotel Austin | 1825 McBee Street |
| Otis Hotel- A Marriott Autograph Collection /AC Hotel Austin | 1901 San Antonio Street |
| Quality Inn & Suites Austin Airport | 2751 East Hwy 71 |
| Red Roof PLUS+ Austin South | 4701 Interstate 35 South |
| Renaissance Austin Hotel | 9721 Arboretum Blvd |
| Residence Inn /Courtyard Austin Downtown Convention Center | 300 East 4Th Street |
| Residence Inn - Austin the Domain Area | 3713 Tudor Blvd |
| Residence Inn Austin - University Area | 1209 E. 51st Street |

Exhibit A-1 List of Hotels within the Austin Tourism Public Improvement District- Assessment Roll

All properties are proposed to be subject to an assessment of two percent of taxable hotel night sales.

| | |
|--|-----------------------------------|
| Residence Inn Austin Airport | 3201 Caseybridge Court |
| Residence Inn Austin Lake Austin/RiverPlace | 6608 River Place |
| Residence Inn Austin Northwest/The Domain Area | 11301 Burnet Road |
| Residence Inn by Marriott Austin Southwest | |
| Sonesta ES Suites Austin The Domain Area | 10201 Stonelake Blvd. |
| Sonesta Select Austin North | 7522 IH-35 North |
| Sonesta Simply Suites Austin South | 4320 Interstate 35 Service S |
| Sonesta Simply Suites Austin The Domain Area | 9701 Stonelake Blvd |
| SpringHill Suites Austin Parmer/Tech Ridge | 12520 North IH-35 |
| Staybridge Suites Austin Airport | 1611 Airport Commerce Drive |
| Studio 6 - Austin Midtown | 6603 N IH-35 |
| Studio 6 Austin Northwest | 11901 Pavilion Blvd. |
| Super 8 Austin North/University Area | 8128 Interstate 35 North |
| Super 8 by Wyndham Austin South / I-35 | 4200 IH-35 South |
| Super 8 by Wyndham Austin University/Downtown Area | 5526 N. IH-35 |
| The Driskill Hotel Austin | 604 Brazos Street |
| The Line Austin | 111 E. Cesar Chavez St. |
| The Loren at Lady Bird Lake | 1211 W Riverside Dr |
| The Stephen F Austin Royal Sonesta Hotel | 701 Congress Avenue |
| Thompson Austin | 506 San Jacinto Blvd |
| TownePlace Suites Austin North/Tech Ridge | 12427 Tech Ridge Blvd |
| TownePlace Suites Austin North/The Domain Area | 2237 W. Braker Lane |
| TownePlace Suites Austin South | 901 Little Texas Lane Building #G |
| Tru by Hilton NW Arboretum | 11603 Jollyville Rd |
| Uptown Suites Extended Stay Austin Downtown | 7812 Clock Tower Dr. |
| Uptown Suites Extended Stay Austin TX- Round Rock | 206 Grand Avenue Parkway |
| W Austin Hotel | 200 Lavaca Street |
| Westin Austin At the Domain | 11301 Domain Drive |
| Westin Austin Downtown | 310 E Fifth St |
| WoodSpring Suites Austin North I-35 | 11105 N I-35 |
| WoodSpring Suites Austin South Central I-35 | 4911 S I-35 Frontage Rd |
| Wyndham Garden Hotel Austin | 3401 IH 35 South |

*The above list of hotels may change as we receive updated information noting corrections to the hotel listings, hotels that have changed brands, and new hotels that are being developed that would be eligible to be included within the proposed tourism public improvement district.

**NOTICE OF OBLIGATION TO PAY IMPROVEMENT DISTRICT ASSESSMENT TO THE CITY OF AUSTIN, TEXAS
CONCERNING THE FOLLOWING HOTEL PROPERTY**

(insert property address)

As the purchaser of the real property described above, you are obligated to pay assessments to the City of Austin, Texas, for the costs of a portion of a public improvement or services project (the "Authorized Services") undertaken for the benefit of the property within the Austin Tourism Public Improvement District (the "District") created under Subchapter A, Chapter 372, Local Government Code.

AN ASSESSMENT HAS BEEN LEVIED AGAINST YOUR PROPERTY FOR THE AUTHORIZED SERVICES, WHICH MUST BE PAID IN FULL WITH EVERY PAYMENT BY THE HOTEL OF LOCAL HOTEL OCCUPANCY TAX REMITTANCES TO THE MUNICIPALITY. YOUR FAILURE TO PAY THE ASSESSMENT MAY RESULT IN PENALTIES AND INTEREST BEING ADDED TO WHAT YOU OWE, AND MAY INCLUDE THE PURSUIT OF ANY OTHER REMEDY THAT IS AUTHORIZED UNDER SECTION 372.0035(d), LOCAL GOVERNMENT CODE.

Information about the calculation of the assessment may be obtained from the City of Austin. The exact assessment rate will be approved each year by the Austin City Council in the annual service plan update for the district. More information about the assessments, including the assessment rate and due dates, may be obtained from the City of Austin. The undersigned purchaser acknowledges receipt of this notice before the effective date of a binding contract for the purchase of the real property at the address described above.

Date: _____

Signature of Purchaser _____

Signature of Seller _____