



City of Austin

Recommendation for Action

File #: 25-2603, **Agenda Item #:** 8.

12/11/2025

Posting Language

Approve an ordinance amending the Fiscal Year 2025-2026 Tourism District Incentives Fund Operating Budget (Ordinance No. 20250813-005) to transfer in and appropriate \$942,845 from the Fiscal Year 2025-2026 Austin Tourism Public Improvement District Operating Budget (Ordinance No. 20250813-005) to transfer out to the House Our People Endowment Fund. Funding: \$942,845 is available from the Tourism Public Improvement District Fund Operating Budget.

Lead Department

Budget and Organizational Excellence.

Fiscal Note

Funding in the amount of \$942,845 is available from the Tourism Public Improvement District Fund Operating Budget.

Prior Council Action:

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

December 12, 2024 - Council approved Ordinance No. 20241212-087 approving the 10-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:

This action allocates revenue received from the Austin Tourism Public Improvement District (ATPID) as a result of the City performing services or providing incentives for advertising, promotion, or business recruitment directly related to hotels to the House Our People Endowment Fund. The purpose of the 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.