



**REGULAR CALLED MEETING OF THE
TOURISM ADVISORY BOARD
Wednesday, November 17, 2021 at 6:30 p.m.
*City Council Chambers
450 Cypress Creek Road, Building Four
Cedar Park, Texas 78613***

BOARD OF DIRECTORS

- | | |
|--|---|
| ☐ Robert Schoen, Place 1 | ☐ Linda Ayotte, Place 6, Chair |
| ☐ Jonathan Edwards, Place 2 | ☐ Malin Daniels, Place 4, Vice-Chair |
| ☐ Al K. Shivji, Place 3 | ☐ Tom Spano, Place 5 |
| | ☐ Matthew Olguin, Place 7, Secretary |

Link for meeting: <https://mtg.cedarparktexas.gov/Tourism>
Event Password: CedarPark2021 (23327727 from phones)
United States Toll Free: 1-844-992-4726
Access code: 255 179 01691

AGENDA

- A.1 CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN.
- A.2 Public Communications. (Regarding items not listed on this agenda. Three Minutes each. No deliberations with the Board. The Board may respond only with factual statements, recitation of existing policy, and requests for an item to be placed on a future agenda.)
- A.3 Board Members' Opening Comments.

**STAFF REPORTS
(DISCUSSION ONLY)**

- B.1 FY'21 Third Quarter Revenues, Expenditures And Fund Balance Report. (Paul Diaz, Budget Manager)
- B.2 Review July – October Hotel Occupancy Rates. (Saridon Stanton, Tourism Manager)
- B.3 Update On Short-Term Occupancy Tax Collection. (Saridon Stanton, Tourism Manager)

An unscheduled Closed Executive Session may be called to discuss any item on this posted agenda provided it is within one of the permitted categories under Chapter 551 of the Texas Government Code.

REGULAR AGENDA
DISCUSSION AND POSSIBLE ACTION

- C.1 Approval Of The Minutes Of The August 18, 2021 Special Called Meeting.
- C.2 Consider Approval of HOT Funds Application From Planet Hockey, Inc. In An Amount Not To Exceed \$16,453.50.
- C.3 Consider Approval Of HOT Funds Application From The Austin Spurs In An Amount Not To Exceed \$18,804.
- C.4 Consider Approval of HOT Funds Application From Greater Austin Comic Con In An Amount Not To Exceed \$18,804.
- C.5 Consider Approval of HOT Funds Application From Austin Royals Christian Athletics In An Amount Not To Exceed \$11,282.
- C.6 Consider Approval of HOT Funds Application From Vintage Austin Figure Skating Club In An Amount Not To Exceed \$7,051.50.
- C.7 Consider Election Of Tourism Advisory Board Officers, Including Chair, Vice Chair, and Secretary.

ADMINISTRATIVE ITEMS

(Board members and staff may discuss items related to the board member's general duties and responsibilities. The Board may not take a vote or other action on any item other than to obtain a consensus regarding how items are to be placed on future agendas for formal action.)

- D.1 Board Member Closing Comments.

Next Regular Scheduled Tourism Advisory Board Meeting: **Wednesday, December 15, 2021 At 6:30 P.M.** In The Cedar Park Council Chambers At 450 Cypress Creek Road, Building Four.

- E.1 Adjournment.

The above agenda schedule represents an estimate of the order for the indicated items and is subject to change at any time. All agenda items are subject to final action by the Tourism Advisory Board. Separate agenda items may be combined and discussed together at the discretion of the Chair.

Any final action, decision, or vote on a matter deliberated in Closed Executive Session shall be made in an open meeting pursuant to the Texas Open Meetings Act, Chapter 551 of the Texas Government Code.

Certain information may be presented to and by the Tourism Advisory Board, under the headings of "Citizen Communications", and "Board Members' Comments" however, by law, the Board shall not

An unscheduled Closed Executive Session may be called to discuss any item on this posted agenda provided it is within one of the permitted categories under Chapter 551 of the Texas Government Code.

discuss, deliberate or vote upon such matters except that a statement of specific factual information, a recitation of existing policy, and deliberations concerning the placing of the subject on a subsequent agenda may take place.

CERTIFICATE

I certify that the above notice of the Regular Called Tourism Advisory Board Meeting of the City of Cedar Park, Texas was posted on the bulletin board of the City of Cedar Park City Hall Council Chambers, 450 Cypress Creek Road, Building 4, Cedar Park, Texas. This notice was posted on:

Date Stamped (Month, Day, Year, AM/PM, Time)

The Cedar Park City Hall Campus and Council Chambers are wheelchair accessible and accessible parking spaces are available. Requests for accommodations or interpretative services must be made 48 hours prior to this meeting. Please contact the City Secretary's Office at (512) 401-5002 or FAX (512) 401-5003 for further information.

Saridon Stanton,
Tourism Manager

Notice Removed: _____

CITY OF CEDAR PARK 2021-2023 Strategic Goals



Livability & Sense of Place

Preserve a community that encourages connectedness, has a unique sense of place and commits to a high quality of life for all.

- **Strong community connections:** Foster a sense of community and engage residents.
- **Bell District:** Advance the significant public-private partnership through the successful commencement of Phase 1 development.
- **Recreation Opportunities:** Strengthen our portfolio of recreation and learning programs, events and facilities.
- **Capital Projects:** Dedicate the resources to design and construct the capital projects necessary.
- **Redevelopment Initiatives:** Develop redevelopment strategies that align with the community's long-term vision and add value to the surrounding area.
- **Placemaking:** Focus on aesthetics and public art to create a positive aesthetic experience, instilling pride and creating a unique identity.
- **Comprehensive Plan:** Adhere to the City's Comprehensive Plan.



Economic Vitality

Cultivate a vibrant business community and increase business investments in the community with successful commercial centers, additional employers, active destinations and support of existing businesses.

- **Economic Development Strategic Initiatives:** Attract targeted businesses to diversify and grow the tax base and increase primary job opportunities.
- **Projects that Make Cedar Park a Destination:** Attract regional destination development and entertainment centers.
- **Business Community:** Actively support existing business community
- **Tourism:** Expand and support tourism program to increase visitors and local commerce.
- **Hotel/Conference Center:** Identify partners to advance Hotel/Conference Center project.



Service & Fiscal Excellence

Deliver high-value public services in a fiscally prudent and sound manner to meet the needs and expectations of our community, enhance the quality of life and continue being one of the safest cities in Texas.

- **Government Operations:** Ensure operations, practices and procedures result in high quality and resident-focused services.
- **Public Safety:** Prioritize and enhance public safety services so that our community feels safe and secure.
- **Financial Strength:** Maintain and enhance strong financial management to capitalize on City's fiscal strength and provide value for tax dollars.
- **Workforce:** Invest in the recruitment and retention of a talented and professional workforce.
- **Technology:** Ensure technology systems and resources to support and enhance reliable 24/7 operations.



Mobility & Connectivity

Safely and efficiently move people throughout the City and improve connectivity by adding alternate routes of travel to businesses, neighborhoods, jobs, parks, entertainment and services.

- **Comprehensive Mobility Master Plan:** Develop a clear vision for a diverse transportation system and adopt a Master Plan for improving multimodal connectivity.
- **Roadways:** Construct additional roadways or expand existing roadways to increase capacity.
- **Bike, Pedestrian & Trail:** Expand the City's network of trails, sidewalks, and bicycle lanes to provide more opportunities for trips on foot or bike.
- **Traffic Operations:** Invest in the use of technology to increase the efficiency of the existing roadway system.



Infrastructure & Environment

Preserve and enhance the tools and resources necessary to support critical infrastructure and sustainability initiatives.

- **Infrastructure:** Prioritize investments that support the quality and reliability of critical infrastructure.
- **Sustaining Infrastructure and Assets:** Invest in the maintenance of infrastructure and assets.
- **Environmental Stewardship:** Demonstrate responsible stewardship of community and natural resources.



TOURISM ADVISORY BOARD

NOVEMBER 17, 2021

AGENDA ITEM B.1

Item/Subject: FY'21 Third Quarter Revenues, Expenditures And Fund Balance Report.

Initiating Dept.: Finance

Commentary:

Paul Diaz, Budget Manager, will provide an FY'21 Third Quarter Revenues, Expenditures And Fund Balance Report.



TOURISM ADVISORY BOARD

November 17, 2021

AGENDA ITEM B.2

Item/Subject: Review July-October Hotel Occupancy Rates

Initiating Dept.: Tourism

Commentary:

Saridon Stanton, Tourism Manager, will review the July-October Occupancy Rates.

Cedar Park Hotel Occupancy Rates (2016-2021)

January

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	Mnth. Avg.
2021	39.0	52.8	60.1	58.8	47.1	46.2	48.1	51.6	52.1	41.9	46.3	50.8	53.9	51.0	70.2	79.4	45.3	48.9	52.1	49.0	49.9	55.9	65.2	43.0	52.6	50.6	54.1	61.2	72.8	94.1	41.0	54.4
2020	49.1	53.5	39.0	52.8	60.1	58.8	37.9	52.2	56.7	55.2	56.5	54.3	55.2	36.6	59.6	58.7	62.1	64.1	70.9	68.8	43.6	48.7	57.8	57.0	56.3	59.4	58.6	41.3	52.8	56.8	59.8	54.6
2019	53.2	32.6	40.9	45.9	56.0	49.0	33.0	48.7	57.8	65.5	57.5	57.9	59.0	38.5	56.9	71.5	68.9	64.9	67.0	75.9	51.3	60.3	63.3	66.5	61.8	69.1	68.8	41.0	57.5	66.4	60.8	57.0
2018	36.5	47.0	49.8	53.4	54.0	60.1	41.6	60.5	66.7	64.8	61.8	63.7	75.7	49.0	57.4	57.4	66.9	72.8	72.8	68.4	60.8	65.0	71.7	77.6	64.4	68.3	74.9	44.9	58.2	67.1	73.2	61.5
2017	38.0	54.1	58.4	60.5	63.0	75.0	39.8	58.1	68.3	70.6	60.3	64.3	71.2	45.9	57.9	66.8	67.6	61.1	69.3	69.1	57.7	76.3	87.7	85.2	78.2	71.7	68.5	50.7	70.0	74.6	83.9	65.3
2016	62.0	57.9	34.2	45.7	52.0	57.9	61.1	60.9	58.8	44.3	60.6	67.2	69.5	69.0	69.2	73.8	60.2	67.9	74.9	76.0	74.7	70.4	76.2	51.1	71.0	76.7	78.5	77.8	68.6	72.9	52.9	64.3

February

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	Mnth. Avg.
2021	53.0	55.5	60.1	65.4	87.7	84.6	37.4	46.6	48.8	48.5	56.1	65.8	65.8	62.5	70.2	71.1	73.7	75.9	79.0	85.3	76.5	72.6	73.2	72.5	68.6	82.7	88.0	49.4	67.0
2020	54.30	54.1	39.3	53.0	61.3	68.0	65.9	75.2	73.0	34.7	49.8	55.1	65.9	54.1	86.6	95.5	57.8	57.9	62.8	59.8	64.1	73.8	73.1	73	73	56.0	69.9	69.5	63.45
2019	62.1	68.0	79.2	43.1	57.3	66.1	69.1	70.4	76.2	85.7	41.9	56.7	62.4	59.7	62.1	87.8	92.6	49.3	60.8	68.6	70.0	68.9	76.8	80.8	47.4	62.9	73.5	74.5	66.9
2018	69.0	70.7	87.8	50.2	73.0	81.2	89.7	86.7	89.5	86.9	50.6	74.0	76.0	80.2	82.9	92.2	98.1	75.9	76.0	80.4	80.6	82.1	88.6	91.1	65.4	74.7	81.9	88.8	79.4
2017	76.9	68.7	74.2	54.6	75.5	89.9	93.5	84.6	76.3	81.6	70.8	73.1	81.2	88.6	87.7	88.0	92.8	69.4	71.0	83.7	86.0	92.6	87.9	78.9	58.1	71.3	80.3	82.0	79.3
2016	80.1	83.5	76.5	71.3	81.4	77.6	55.9	71.5	71.5	72.2	69.5	74.9	87.1	55.4	56.1	65.6	68.1	75.3	73.5	79.2	50.0	73.5	82.6	86.4	91.6	96.2	97.1	56.1	74.3

March

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	Mnth. Avg.
2021	64.0	64.0	63.0	64.3	88.6	93.3	57.2	61.9	67.5	69.0	73.0	86.5	92.5	65.5	76.9	76.3	82.3	89.3	92.0	91.7	59.0	64.3	69.2	67.4	82.2	92.0	95.9	64.1	72.9	77.4	76.8	75.5
2020	72.1	83.8	94.9	55.9	61.8	61.7	69.2	65.5	81.9	88.3	55.6	68.7	79.5	83.3	76.9	65.7	61.1	40.9	47.5	46.4	41.3	39.7	31.3	29.0	26.0	36.8	38.6	38.9	37.7	31.3	28.9	56.1
2019	75.6	84.2	88.4	50.1	58.1	64.6	76.2	78.4	97.7	98.0	81.4	95.9	94.3	86.0	89.0	90.2	89.7	51.7	75.9	70.3	71.5	71.9	84.2	84.9	61.2	70.7	88.1	87.5	91.0	95.0	91.7	80.4
2018	85.7	93.2	93.9	54.0	67.9	77.4	80.4	89.0	92.2	99.0	83.3	99.8	95.6	92.6	91.4	98.3	92.6	55.3	83.3	96.6	96.6	91.3	89.0	93.9	57.4	74.3	73.8	80.2	77.4	87.6	87.1	84.8
2017	90.1	87.1	91.8	55.0	74.8	83.3	87.9	81.8	90.9	99.1	83.5	98.5	97.9	96.6	93.4	97.3	89.0	51.0	73.8	89.6	89.9	87.9	91.7	92.6	60.2	78.4	89.4	83.3	81.2	94.5	83.5	85.3
2016	67.6	69.5	80.3	93.4	95.9	63.8	88.5	89.6	94.6	90.7	95.7	98.0	74.4	95.2	95.0	95.0	95.5	97.3	94.6	55.0	70.4	74.2	83.9	86.2	91.6	91.2	61.3	71.9	79.2	82.6	90.3	84.3

April

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	Mnth. Avg.
2021	76.6	86.6	88.3	57.9	65.4	76.0	80.0	81.3	95.2	96.0	65.9	71.0	70.1	71.9	75.4	94.7	96.5	68.1	76.9	77.8	78.6	91.9	97.4	96.5	65.4	72.4	71.9	74.7	78.5	94.2	79.8
2020	23.3	30.2	32.7	27.6	23.0	36.3	39.5	40.3	35.4	30.1	32.4	27.8	42.1	43.9	46.1	42.9	35.0	31.6	29.9	40.8	42.6	37.5	39.0	38.0	37.3	32.4	44.2	46.1	43.8	44.7	36.6
2019	52.0	69.1	72.9	72.5	73.2	85.5	86.3	57.9	68.3	78.1	79.5	84.3	97.3	95.3	54.6	66.2	71.8	74.2	66.4	79.0	74.8	43.6	67.0	76.3	80.8	90.5	85.7	87.5	49.2	60.8	73.4
2018	55.3	70.5	75.7	81.6	84.6	93.3	94.3	61.2	72.2	78.3	81.0	76.6	87.6	92.8	72.4	65.8	78.5	88.8	92.4	96.8	98.9	66.2	79.1	76.2	79.7	79.1	91.8	96.4	58.2	74.9	80.0
2017	56.2	71.9	84.1	85.8	82.5	90.1	94.5	67.4	81.2	80.8	75.9	70.4	82.5	78.4	47.4	64.9	83.1	95.4	96.6	99.1	97.7	68.5	82.0	92.8	80.8	79.5	87.1	89.8	51.8	70.6	79.6
2016	98.4	97.7	61.7	71.7	83.9	93.4	93.2	98.6	99.3	75.7	78.9	83.0	90.2	91.6	97.1	98.6	58.3	76.6	85.9	80.0	71.9	95.2	97.1	71.2	75.5	92.7	92.7	81.4	87.5	95.7	85.8

May

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	Mnth. Avg.
2021	98.3	61.7	71.1	74.1	73.8	78.8	91.5	92.8	56.8	62.7	69.0	74.7	80.6	95.4	96.4	65.9	66.7	67.0	64.9	81.3	95.4	96.1	59.6	66.2	68.8	79.5	89.0	95.5	95.1	80.9	57.0	77.6
2020	40.0	39.1	34.4	46.1	47.4	45.9	45.4	40.8	41.1	34.9	44.4	46.1	47.7	44.9	47.7	50.0	37.5	51.0	51.3	50.3	47.4	52.0	62.0	50.2	35.4	46.5	49.5	52.6	54.9	57.6	42.1	46.3
2019	66.4	71.2	79.0	82.5	91.4	44.5	63.0	65.9	66.1	64.4	71.5	76.5	45.1	65.6	76.9	78.4	77.4	88.7	95.2	51.6	69.5	71.3	69.7	84.2	97.9	98.3	71.2	43.6	62.4	71.5	89.1	72.6
2018	73.2	77.4	76.2	86.7	96.0	60.6	75.9	85.4	82.9	84.4	93.3	85.4	60.8	84.4	91.4	95.4	98.1	97.5	97.1	59.5	74.1	88.0	87.3	86.1	95.8	99.6	81.7	55.7	71.9	79.1	81.4	82.7
2017	77.2	79.1	76.7	84.6	91.8	52.9	75.9	76.7	84.6	83.1	86.9	84.6	54.1	78.2	86.3	87.3	90.9	98.1	97.9	54.5	67.6	68.1	75.3	78.7	90.9	97.9	71.3	46.9	65.5	94.5	94.1	79.1
2016	58.6	69.0	79.6	81.0	73.8	82.1	91.9	49.5	75.8	79.2	80.5	77.8	95.5	98.0	55.0	72.4	88.2	86.0	79.0	98.2	97.3	58.1	78.5	82.4	80.8	75.3	86.7	97.7	76.9	53.6	69.9	78.3

June

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2021	64.4	73.2	73.3	83.1	86.3	61.8	70.5	73.7	79.6	85.5	94.5	95.6	65.5	73.2	77.0	75.5	76.4	85.0	90.2	62.8	75.1	78.5	73.8	74.1	94.1	92.0	56.9	67.0	66.3	69.3	76.5
2020	47.6	47.8	51.2	50.5	49.9	60.5	40.4	51.1	53.1	58.7	53.7	58.4	61.8	40.5	46.9	49.8	53.2	52.2	70.1	65.4	41.6	47.8	51.1	52.7	54.8	61.3	67.8	39.4	48.1	49.2	52.6
2019	97.1	95.5	67.7	73.0	78.4	79.6	76.6	84.3	86.6	74.2	77.8	96.1	98.3	94.3	91.1	89.4	50.8	72.9	83.4	82.2	73.5	78.7	83.4	51.6	77.2	79.2	81.6	77.1	78.3	79.8	80.33
2018	84.4	81.7	58.2	73.4	81.7	89.4	94.9	97.9	97.5	62.7	79.7	90.9	93.0	88.2	90.3	93.0	64.8	79.8	88.6	84.4	88.4	87.6	93.3	70.7	90.9	91.1	93.0	88.2	87.6	85.7	85.0
2017	95.6	92.0	61.5	72.7	83.5	86.7	77.8	82.2	86.0	60.9	85.6	86.1	87.7	79.5	83.1	86.7	56.7	76.7	86.9	86.7	82.2	78.2	86.1	56.2	71.3	83.5	77.0	74.0	68.5	81.4	79.1
2016	90.3	94.8	95.0	93.4	62.0	73.5	83.5	84.8	84.8	91.4	95.5	59.7	76.5	89.1	91.0	87.1	84.2	92.5	60.9	74.9	88.9	84.6	79	90	94.8	59.0	69.0	69.9	75.8	64.5	81.5

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2021	63.1	66.5	73.5	78.7	74.1	89.0	91.2	58.6	67.5	68.9	72.5	71.7	79.7	79.2	53.7	60.8	64.8	63.7	71.6	74.8	78.2	56.6	57.3	61.2	84.5	91.9	91.6	61.4	57.0	58.3	58.8	70.3	
2020	70.6	49.5	55.7	54.0	56.9	58.4	61.9	72.7	45.2	51.9	53.1	55.3	52.5	60.3	64.2	46.0	54.3	53.1	49.1	52.2	54.0	54.3	41.4	54.3	83.3	93.7	84.3	70.3	69.6	47.9	55.7	58.9	
2019	68.2	72.1	81.7	87.0	63.3	70.7	75.4	74.5	76.9	91.9	86.9	55.2	70.0	72.9	72.1	73.2	74.1	78.1	48.4	56.7	59.7	89.3	94.0	94.1	67.3	39.8	56.6	59.6	69.5	63.0	79.9	71.68	
2018	84.2	79.3	78.1	82.9	53.8	74.9	77.6	81.6	77.2	78.7	82.1	59.7	77.9	81.2	78.3	74.3	78.1	81.4	52.3	64.1	70.5	85.4	92.0	91.6	65.8	49.0	64.3	70.2	71.5	67.1	80.8	74.4	
2017	77.8	81.6	80.5	92.6	60.3	72.5	78.4	86.3	89.0	82.9	78.2	55.8	75.0	84.4	78.2	75.1	68.5	77.2	49.0	58.3	70.6	88.8	92.6	82.0	69.8	63.0	67.6	74.8	80.8	77.8	83.3	75.9	
2016	79.0	86.0	84.2	83.7	73.3	74.7	68.6	83.0	91.4	88.5	86.2	81.0	74.0	50.7	64.9	72.9	72.9	70.4	67.9	77.8	45.9	57.2	66.1	89.6	92.5	90.5	52.7	46.8	64.5	70.4	70.6	73.5	
September																																	
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	Mnth. Avg.		
2021	61.0	62.7	86.7	97.5	77.3	51.0	58.3	62.8	65.9	86.3	69.2	51.6	59.7	60.8	64.8	72.4	87.2	84.4	55	60	65	71	76	86	89	63	60	61	61	64	69.0		
2020	57.0	55.7	61.9	73.6	88.3	67.7	41.1	52.7	53.8	57.1	56.1	56.7	40.7	47.8	51.5	48.2	46.2	61.6	66.2	37.7	47.5	47.5	48.8	48.2	62.0	71.9	39.4	45.9	49.8	49.2	54.4		
2019	97.3	79.5	37.1	57.8	63.5	68.5	87.3	87.2	54.9	66.1	68.5	72.7	74.5	93.7	73.9	41.8	62.6	72.1	76.3	70.3	75.4	80.8	53.2	71.2	80.4	74.7	72.9	85.2	90.0	52.6	71.4		
2018	98.1	77.2	48.3	59.9	73.0	74.0	76.2	71.1	47.3	71.5	77.8	78.5	72.4	77.2	74.5	54.2	70.9	75.9	76.2	74.5	76.6	76.4	48.3	67.9	81.4	73.6	72.6	78.5	77.9	51.3	71.1		
2017	91.1	71.0	58.6	71.2	75.7	73.6	80.1	82.7	58.3	78.0	96.8	92.8	92.2	81.8	87.9	66.0	80.1	83.9	81.6	86.5	79.9	79.1	57.5	79.7	90.3	92.0	84.6	92.4	78.4	55.8	79.3		
2016	72.9	82.4	97.5	88.0	44.6	67.4	72.9	74.0	69.9	71.9	49.1	74.0	79.0	79.0	78.1	79.9	75.8	50.7	67.9	76.2	81.0	80.1	92.5	91.6	47.5	69.5	85.7	81.2	69.0	76.7	74.2		
October																																	
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	Mnth. Avg.	
2021	85	92	57	61	71	71	79	89	94	63	62	66	66	68	90	96	64	71	80	79	91	96	98	81	79	75	70	70	82	82	77.5		
2020	54.4	62.3	73.0	41.4	47.9	52.2	52.2	59.7	79.4	88.2	51.1	49.3	47.1	50.6	55.0	65.9	73.5	40.3	50.6	52.0	51.0	52.1	64.4	68.6	42.6	47.2	48.8	49.8	70.8	81.2	65.7	57.7	
2019	71.3	68.8	66.8	81.9	88.2	46.9	62.4	68.8	71.6	73.3	85.8	96.8	66.4	71.8	82.2	78.7	72.7	83.9	96.7	51.3	66.7	78.4	88.1	71.8	83.7	88.4	47.2	62.1	68.0	66.4	73.8	73.6	
2018	77.1	73.8	70.9	81.7	86.3	62.4	69.8	58.8	63.3	75.3	65.6	76.6	39.1	66.2	60.3	69.1	69.8	79.3	93.7	57.2	60.0	59.0	61.1	60.3	67.6	69.8	41.8	52.6	53.4	51.0	65.8	65.8	
2017	55.8	69.3	79.1	82.4	78.2	96.4	62.8	70.8	75.9	80.6	77.0	85.4	89.4	55.8	79.5	89.8	90.9	89.2	98.1	97.7	65.7	75.0	86.9	89.8	81.2	93.4	86.5	49.7	60.5	70.6	78.8		
2016	51.6	82.4	87.8	85.1	87.1	78.7	80.3	62.4	66.7	74.7	82.6	82.1	91.6	98.6	57.2	69.2	93.7	94.8	85.1	88.5	98.0	64.9	82.8	88.7	87.1	76.0	78.7	79.9	54.8	72.4	81.0	79.5	
2015	81.2	95.7	92.5	65.4	74.7	76.9	78.5	75.8	85.3	97.7	75.3	69.2	74.7	83.0	76.0	93.9	96.4	56.3	80.3	92.1	97.1	81.2	79.9	86.0	62.7	67.9	75.3	71.5	71.0	75.8	85.3	79.8	
November																																	
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	Mnth. Avg.		
2021																																	
2020	37.5	44.0	46.2	47.9	51.2	63.1	68.1	40.8	48.1	50.7	49.9	52.1	60.4	73.4	38.7	45.8	48.0	52.8	52.6	59.7	59.2	45.5	50.6	49.3	56.0	66.2	66.6	54.8	36.0	45.3	52.0		
2019	95.9	98.6	79.5	78.9	78.6	81.3	82.8	95.9	93.1	57.5	63.5	79.5	72.2	65.9	78.9	94.6	47.7	68.9	75.9	76.6	64.9	65.2	70.4	49.3	60.0	69.1	85.7	94.9	87.9	67.9	76.0		
2018	94.0	80.7	48.4	60.2	67.9	76.8	69.4	84.3	83.0	45.6	60.9	80.5	80.8	62.6	64.0	70.1	47.2	57.3	54.9	69.2	85.1	71.6	56.9	35.9	51.0	60.2	59.6	60.8	71.0	77.2	66.2		
2017	78.4	81.6	97.2	80.1	53.3	78.6	85.0	85.4	76.7	85.8	96.6	46.7	70.4	78.0	78.9	71.7	64.9	78.6	49.5	56.2	55.0	77.4	88.6	80.6	55.6	39.7	60.0	65.5	66.2	72.3	71.8		
2016	87.5	87.3	87.5	84.4	64.9	86.3	97.9	98.1	87.3	97.5	80.5	51.8	81.2	88.0	64.1	58.3	60.0	79.5	43.8	54.6	54.5	75.3	87.5	73.6	52.4	33.8	56.0	61.7	67.9	75.5	72.6		
2015	57.5	71.5	88.2	94.3	91.9	98.6	98.6	59.0	78.1	82.4	89.1	87.1	92.5	96.6	60.4	83.7	95.9	98.4	78.3	73.8	75.3	48.2	57.0	61.5	82.6	93.0	83.3	61.1	43.0	58.1	78.0		
December																																	
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	Mnth. Avg.	
2021																																	
2020	49.7	53.2	56.3	67.6	71.0	83.9	83.8	57.4	73.6	77.7	77.0	71.6	68.2	71.4	43.9	57.8	64.8	66.1	51.2	61.4	60.0	44.8	53.7	66.8	60.5	62.4	62.3	65.0	56.2	49.1	53.5	62.6	
2019	42.1	66.7	75.1	73.9	78.7	84.5	84.8	57.4	73.6	77.7	77.0	71.6	68.2	71.4	43.9	57.8	64.8	66.1	51.2	61.4	60.0	44.8	53.7	66.8	60.5	62.4	62.3	65.0	56.2	49.1	53.5	63.9	
2018	41.0	60.2	68.0	70.0	58.7	60.0	76.6	46.8	65.3	61.4	60.2	56.1	67.0	71.3	49.8	54.1	54.9	53.5	44.3	54.3	59.9	56.4	69.2	64.9	60.5	70.4	65.6	67.0	46.0	53.2	32.6	58.7	
2017	87.1	90.1	47.2	69.6	83.1	79.9	78.0	76.1	72.5	47.1	62.2	66.6	64.7	65.7	72.7	78.7	46.9	53.1	52.8	59.4	56.2	58.3	69.8	78.0	67.6	62.2	67.9	73.6	62.8	62.6	56.9	66.8	
2016	73.1	68.1	43.5	63.0	67.2	67.4	71.0	73.1	63																								

Cedar Park Hotel Room ADRs (2019-2021)

January	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	
2021	68.74	68.45	61.75	63.63	65.52	63.62	65.81	68.33	64.57	61.61	66.50	68.21	67.98	67.15	72.35	79.44	68.20	66.63	68.10	66.78	66.14	70.55	72.30	67.36	69.06	64.92	67.38	70.32	75.79	83.34	65.72	\$68.36
2020	78.70	79.01	84.87	83.68	74.14	82.78	88.74	90.18	88.28	86.55	89.51	80.59	89.35	92.41	92.25	93.50	96.91	91.53	81.51	80.66	87.17	90.58	85.08	85.85	88.47	83.24	87.37	89.72	89.68	86.72	89.18	\$86.72
2019	79.15	76.76	79.00	84.73	83.83	77.93	85.31	91.15	92.68	86.72	93.70	91.18	82.61	88.71	92.67	92.95	86.96	85.56	88.36	80.97	73.48	88.83	91.87	85.89	91.33	90.16	83.06	89.28	85.04	87.92	83.93	\$86.26
2018	76.78	79.32	79.85	79.94	83.09	90.46	84.86	94.84	92.81	94.58	90.33	89.91	91.57	79.23	87.62	90.95	94.68	92.04	89.81	88.99	87.12	86.55	92.96	93.01	89.22	86.28	87.31	84.94	93.14	91.97	91.14	\$87.93
2017	77.17	76.80	76.92	82.01	81.75	84.80	89.42	82.02	88.06	90.29	93.53	86.30	91.57	94.93	79.63	84.04	88.11	89.65	86.29	87.12	86.93	82.28	89.58	93.65	90.63	84.07	90.75	89.70	81.04	88.99	89.98	\$86.39
2016	87.37	81.71	74.34	78.32	79.58	84.67	83.87	87.91	86.03	79.42	85.83	87.08	88.24	83.25	90.44	89.37	81.66	86.77	90.02	91.34	85.55	88.29	90.19	86.99	88.30	89.80	89.79	86.77	88.68	87.92	82.50	\$86.16
February	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29			
2021	68.33	67.49	73.31	73.75	88.28	89.65	64.70	66.60	65.91	66.71	68.57	78.46	75.95	73.04	75.43	79.75	84.06	94.43	91.62	93.04	80.18	73.23	72.76	74.34	73.62	80.63	85.46	70.01			\$76.78	
2020	88.42	86.67	88.73	94.49	98.78	95.90	94.66	94.22	82.28	89.20	94.81	90.36	85.03	99.51	114.71	85.12	87.75	90.87	88.76	90.17	103.02	96.67	83.98	86.11	92.61	90.76	88.53	104.36	103.56		\$92.76	
2019	86.43	87.65	78.88	87.35	88.11	92.01	86.46	90.16	93.48	80.18	84.04	98.78	86.46	84.98	90.31	110.53	79.09	83.24	92.00	90.37	87.67	90.51	89.40	82.70	98.28	91.61	90.09	85.78			\$86.49	
2018	87.83	88.10	123.37	85.35	94.91	97.98	107.10	95.63	93.72	91.70	87.22	90.99	91.87	92.20	90.81	98.13	103.06	88.37	90.78	96.99	98.89	95.23	95.94	96.32	85.31	90.99	96.76	95.66			\$94.66	
2017	89.19	87.50	89.41	91.20	79.93	87.76	93.15	92.91	87.62	92.44	94.40	87.32	88.29	91.59	92.84	96.74	97.73	101.46	80.90	88.45	93.42	95.76	91.63	96.68	92.79	83.01	90.75	144.05			\$92.96	
2016	88.96	91.16	91.02	86.81	90.59	91.22	76.84	87.08	85.15	90.59	84.49	89.74	96.25	80.43	80.14	86.12	103.06	82.55	87.68	89.54	83.65	90.19	91.52	91.25	86.42	95.75	98.77	88.06	86.34		\$88.06	
March	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	
2021	72.64	72.26	74.78	73.34	84.44	87.70	73.36	71.56	71.97	75.86	77.79	87.07	90.13	75.94	78.14	77.86	81.59	77.89	89.74	90.71	73.25	73.24	75.72	76.83	80.51	92.72	96.20	80.98	83.54	78.54	80.51	\$79.90
2020	81.69	90.48	93.06	84.71	92.68	107.12	108.91	91.16	89.55	92.69	91.50	93.62	100.79	98.22	83.26	81.67	78.05	75.73	74.61	73.36	73.90	65.39	68.22	67.18	67.73	68.56	70.59	67.93	63.59	65.63	67.69	\$81.59
2019	103.38	109.20	84.21	88.84	90.47	95.97	101.09	132.54	126.95	104.80	114.28	113.29	112.20	111.59	108.46	114.50	88.64	102.15	96.82	96.99	92.81	117.61	104.68	85.42	96.52	103.61	102.81	98.25	112.54	109.38	91.64	\$103.54
2018	95.16	102.39	111.11	86.20	94.50	98.69	101.32	99.79	123.26	127.91	112.00	121.65	117.26	115.67	113.57	123.71	115.85	91.25	90.04	103.00	103.47	98.19	104.32	110.01	89.28	96.03	101.97	100.25	99.84	101.76	94.52	\$104.93
2017	97.06	109.89	101.93	102.75	84.19	93.36	98.72	102.11	105.89	131.58	136.58	113.78	118.55	119.94	115.96	121.09	128.66	124.07	93.13	94.43	100.99	100.66	97.16	102.82	104.89	98.92	95.47	100.16	100.29	97.94	105.72	\$106.09
2016	92.13	94.22	87.39	99.26	98.71	84.10	93.96	95.63	101.83	114.01	135.13	138.61	113.65	119.42	112.28	112.81	109.21	125.34	124.93	86.01	85.67	94.95	93.71	88.75	97.85	102.28	89.20	81.81	93.84	91.98	91.29	\$101.61
April	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30		
2021	78.76	89.32	93.01	72.94	74.98	77.90	77.90	78.24	92.89	91.59	75.30	79.58	79.96	78.28	82.70	95.77	98.09	87.12	78.81	79.32	80.90	86.35	97.11	98.04	76.32	80.71	80.34	81.23	86.03	103.98		\$84.45
2020	66.59	63.24	65.91	60.82	55.62	61.75	62.48	62.54	60.83	63.70	59.41	55.75	61.00	61.14	62.08	61.36	60.03	57.34	60.98	61.47	59.78	61.09	61.69	60.20	58.22	64.06	64.02	65.35	64.10			\$61.47
2019	93.85	103.25	101.34	91.50	100.65	126.29	92.07	97.76	102.96	104.23	100.42	114.40	124.79	91.38	92.28	96.18	94.27	86.38	98.26	99.14	80.49	91.94	97.83	96.74	100.95	101.93	101.29	89.27	90.20	92.12		\$96.26
2018	85.41	86.51	93.17	96.44	93.25	103.52	102.24	103.25	103.01	95.54	100.71	93.14	100.61	108.15	92.18	98.23	95.60	98.63	100.65	98.55	112.39	114.83	84.99	95.98	100.52	98.91	90.10	144.27	108.57	88.62		\$99.63
2017	101.50	89.13	95.98	100.18	98.85	90.89	105.50	106.19	93.16	97.73	98.29	98.03	92.64	100.60	95.53	85.24	92.89	100.21	99.64	96.33	116.53	118.51	92.38	95.21	100.62	101.96	95.22	102.59	101.93	88.16		\$98.53
2016	104.50	107.55	86.47	90.59	91.98	94.09	91.59	106.53	107.79	89.96	89.60	90.57	92.94	87.26	107.17	105.85	77.91	89.79	94.57	89.45	86.98	103.88	106.37	87.41	89.96	94.07	94.02	93.33	100.13	102.78		\$95.14
May	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	
2021	101.51	79.28	80.03	82.71	81.44	84.22	102.53	104.21	77.65	79.11	80.78	82.33	84.51	103.80	105.18	78.20	77.12	81.20	80.50	86.82	112.87	113.14	83.15	81.63	83.22	84.63	98.97	113.66	121.61	92.90	79.90	\$90.28
2020	67.03	62.97	62.12	63.28	61.17	62.63	59.39	64.57	66.63	60.36	64.09	63.75	64.67	63.31	65.48	67.46	62.61	63.89	64.62	63.67	63.77	70.64	71.97	66.92	61.18	62.59	62.62	64.38	67.83	67.40	62.23	\$64.43
2019	92.90	95.65	104.84	104.57	89.28	93.49	96.93	95.82	92.48	117.71	101.98	84.18	91.98	95.90	97.17	93.23	126.51	112.14	87.96	95.49	100.48	95.44	97.75	127.70	127.47	96.71	84.60	91.60	95.43	104.15	128.25	\$100.64
2018	99.61	96.29	89.97	101.88	105.24	89.28	94.02	97.49	98.00	91.60	129.48	102.92	85.66	95.81	90.37	102.33	105.08	123.06	117.24	86.29	90.53	96.72	94.19	95.95	115.29	120.91	91.27	83.34	90.35	93.85	93.40	\$99.27
2017	93.86	94.03	90.98	103.44	106.01	81.70	81.70	87.77	92.13	96.28	94.42	101.49	102.75	93.13	100.24	104.60	101.07	101.29	117.92	115.86	86.98	95.04	96.95	94.03	93.13	110.44	91.22	91.01	85.83	90.00	100.36	\$97.26
2016	90.98	89.39	95.63	92.86	92.71	98.24	99.74	84.07	92.58	94.79	91.51	91.94	104.59	107.02	83.82	85.73	95.45	93.10	101.56	112.64	112.07	84.50	89.82	91.82	90.22	83.27	107.32	110.12	89.96	81.34	88.52	\$94.46
June	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30		
2021	81.80	85.84	93.21	107.34	108.72	81.23	82.08	85.01	87.50	91.30	120.05	120.91	87.85	86.18	87.45	88.10	92.15	117.62	121.58	84.29	82.26	86.89	86.83	86.98	115.82	118.98	82.02	87.07	87.52	89.19		\$94.76
2020	61.94	58.81	63.22	65.81	68.93	68.87	65.11	65.30	65.72	66.28	68.57	73.85	74.51	65.79	67.91	68.38	69.32	78.24	77.18	67.68	68.62	70.67	69.05	70.72	77.64	78.39	67.11	67.93	70.99		\$69.06	
2019	125.33	95.02	94.65	94.37	98.99	97.79	95.51	95.50	105.56	104.67	102.24	113.07	105.94	87.74	92.10	93.12	96.83	90.62	99.33	102.58	84.63	93.25	91.54	93.44	86.17	95.98	97.09	84.23			\$96.58	
2018	10																															

2016	90.31	93.74	95.35	82.06	91.35	95.90	96.40	89.33	94.05	92.62	87.04	89.31	92.95	87.74	87.35	91.66	91.54	77.25	77.25	81.04	79.02	81.13	86.81	92.84	87.29	84.52	80.15	81.44	79.00	88.35	93.61	87.69
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Cedar Park Hotel Room Night Demand (2019-2021)

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	TOTAL
January																																
2021	287	388	442	432	365	358	373	400	404	325	359	394	418	395	544	615	351	379	404	380	387	433	505	333	408	392	419	474	564	729	318	12,975
2020	287	386	424	411	281	387	420	409	419	402	409	271	442	435	460	475	525	510	323	361	428	422	417	440	434	306	391	421	443	402	433	12,574
2019	216	271	304	371	325	219	323	383	434	381	384	391	255	377	474	457	430	444	503	340	400	420	441	410	458	456	272	381	440	403	412	11,775
2018	192	247	262	281	284	316	219	318	351	341	325	335	398	258	302	302	352	383	383	360	320	342	377	408	339	359	394	236	306	353	385	10,028
2017	216	200	285	308	319	332	395	210	306	360	372	318	339	375	242	305	352	356	322	365	364	304	402	462	449	411	378	361	267	369	393	10,437
2016	274	256	151	202	230	256	270	269	260	196	268	297	307	305	306	326	266	300	331	336	330	311	337	226	314	339	347	344	303	322	234	8,813
February																																
2021	411	430	466	507	680	656	290	361	378	376	435	510	510	484	544	551	571	588	612	661	593	563	567	562	532	641	682	383				14,544
2020	401	291	393	454	504	488	557	541	257	369	408	488	401	642	708	428	429	465	443	475	547	542	422	415	518	515	534	621	703			13,959
2019	451	525	286	380	438	458	467	505	568	278	376	414	396	412	582	614	327	403	455	464	457	509	536	314	417	487	494	501				12,514
2018	363	372	462	264	384	427	472	456	471	457	266	389	400	422	436	485	516	399	400	423	424	432	466	479	344	393	431	467				11,700
2017	442	405	362	391	288	398	474	493	446	402	430	373	385	428	467	462	464	489	366	374	441	453	488	463	416	306	376	423				11,705
2016	354	369	338	315	360	343	247	316	316	319	307	331	385	245	248	290	301	333	325	350	221	325	365	382	405	425	429	248	298			9,490
March																																
2021	496	496	488	498	687	723	443	480	523	535	566	670	717	508	596	591	638	692	713	711	457	498	536	522	637	713	743	497	565	600	595	18,134
2020	414	458	457	513	485	607	654	412	509	589	617	570	487	453	303	352	344	306	294	232	215	193	273	286	288	279	232	214	173	224	242	11,675
2019	558	586	332	385	428	505	520	648	650	540	636	625	570	590	598	595	343	503	466	474	477	558	563	406	469	584	580	603	630	608	377	16,407
2018	451	490	494	284	357	407	423	468	485	521	438	525	503	487	481	517	487	291	438	508	508	480	468	494	302	391	388	422	407	461	458	13,834
2017	432	475	459	484	290	394	439	463	431	479	522	440	519	516	509	492	513	469	269	389	472	474	463	483	488	317	413	471	439	428	498	13,930
2016	299	307	355	413	424	282	391	396	418	401	423	433	329	421	420	420	422	430	418	243	311	328	371	381	405	403	271	318	350	365	399	11,547
April																																
2021	594	671	684	449	507	589	620	630	738	744	511	550	543	557	584	734	748	528	596	603	609	712	755	748	507	561	557	579	608	730		18,546
2020	247	219	177	174	145	228	247	252	221	189	203	175	264	275	288	269	220	199	182	248	259	228	237	231	227	197	269	280	266	272		6,888
2019	458	483	481	485	567	572	384	453	518	527	559	645	632	362	439	476	492	440	524	496	289	444	506	536	600	568	580	326	403	440		14,685
2018	291	371	398	429	445	491	496	322	380	412	426	403	461	488	381	346	413	467	486	509	520	348	416	401	419	416	483	507	306	394		12,625
2017	440	296	379	443	452	435	475	498	355	428	426	400	371	435	413	250	342	438	503	509	522	515	361	432	489	426	419	459	473	372		12,756
2016	434	431	272	316	370	412	411	435	438	334	348	366	398	404	428	435	257	338	379	353	317	420	428	314	333	409	409	359	386	422		11,356
May																																
2021	762	478	551	574	572	611	709	719	440	486	535	579	625	739	747	511	517	519	503	630	739	745	462	513	533	616	690	740	737	627	442	18,651
2020	243	238	209	280	288	279	276	248	250	212	270	280	290	273	290	304	228	310	312	306	288	316	377	305	215	283	301	320	334	350	256	8,731
2019	472	524	547	606	295	418	437	438	427	474	507	299	435	510	520	513	588	631	342	461	473	462	558	649	652	472	289	414	474	591	644	15,122
2018	385	407	401	456	505	319	399	449	436	444	491	449	320	444	481	502	516	513	511	313	390	463	459	453	504	524	430	293	378	416	428	13,479
2017	407	417	404	446	484	279	279	400	404	446	438	458	446	285	412	455	460	479	517	516	287	356	359	397	415	479	516	376	247	345	498	12,707
2016	259	305	352	358	324	363	406	219	335	350	356	344	422	433	243	320	390	380	349	434	430	257	347	364	357	333	383	432	340	237	309	10,731
June																																
2021	499	567	568	644	669	479	546	571	617	663	732	741	508	567	597	585	592	659	699	487	582	608	572	574	729	713	441	519	514	537		17,779
2020	306	303	320	312	323	384	280	354	368	407	372	405	428	281	325	345	369	362	486	453	288	331	354	365	380	425	470	273	333	341		10,743
2019	633	449	484	520	528	508	559	574	492	516	637	652	625	604	593	337	483	553	545	487	522	553	342	512	525	541	511	519	529	413		15,746
2018	444	430	306	386	430	470	499	515	513	330	419	478	489	464	475	489	341	420	466	444	465	461	491	372	478	479	489	464	461	451		13,419
2017	496	504	485	324	383	440	457	410	433	453	321	451	454	462	419	438	457	299	404	458	457	433	412	454	296	376	440	406	390	361		12,573
2016	399	419	420	413	274	325	369	375	375	404	422	264	338	394	402	385	372	409	269	331	393	374	353	420	419	261	305	309	335	285		10,813

July	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	
2021	592	608	694	613	468	541	549	557	604	648	509	537	613	673	608	671	705	525	549	559	575	608	645	708	521	563	573	530	573	645	702	18,466
2020	337	312	389	413	276	319	325	352	388	445	505	300	335	345	355	329	376	425	297	352	351	339	344	388	453	304	336	344	371	372	459	11,236
2019	414	410	390	467	539	486	306	463	503	500	465	494	537	390	511	545	542	540	538	555	401	472	505	486	485	510	539	369	502	441	452	14,757
2018	313	445	313	353	417	419	461	432	422	451	474	459	429	456	331	422	446	499	415	466	504	325	411	423	451	439	449	452	320	408	451	13,056
2017	429	311	296	252	375	431	443	444	314	400	429	460	428	417	430	305	410	483	458	408	422	440	289	413	406	427	437	465	462	351	458	12,493
2016	335	426	372	252	340	369	370	359	356	289	365	393	397	372	364	389	270	358	374	390	367	388	374	297	354	377	366	345	350	371	389	11,118
August	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	
2021	489	515	570	610	574	690	707	454	523	534	562	556	618	614	416	471	502	494	555	580	606	439	444	474	655	712	710	476	442	452	456	16,900
2020	489	343	386	374	394	405	429	504	313	360	368	383	364	418	445	319	376	368	340	362	374	376	287	376	577	649	584	487	482	332	386	12,650
2019	478	542	577	420	469	500	494	505	609	576	366	464	483	478	485	491	518	321	376	396	592	623	624	446	264	375	395	461	418	530	645	14,921
2018	443	417	411	436	283	394	408	429	406	414	432	314	410	427	412	391	411	428	275	337	371	449	484	482	346	258	338	369	376	353	425	12,129
2017	421	410	430	424	488	318	383	414	455	469	437	412	294	396	446	412	397	360	407	258	307	372	468	488	433	368	333	357	395	427	410	12,389
2016	349	380	372	370	324	330	303	367	404	391	381	358	327	224	287	322	322	311	300	344	203	253	292	396	409	400	233	207	285	311	312	10,067
September	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30		
2021	473	486	672	756	599	395	452	487	511	669	536	400	463	471	502	561	676	654	424	463	500	551	592	665	692	489	466	471	472	495	16,043	
2020	395	386	429	510	612	469	285	365	373	396	389	393	282	331	357	334	320	427	459	261	329	329	338	334	430	498	273	318	345	341	11,308	
2019	527	246	383	421	454	579	578	364	438	454	482	494	621	490	277	415	478	506	466	500	536	353	472	533	495	483	565	597	349	452	14,008	
2018	516	406	254	315	384	389	401	374	249	376	409	413	381	406	392	285	373	399	401	392	403	402	254	357	428	386	382	413	410	270	11,220	
2017	439	480	374	310	376	400	389	422	436	308	411	510	489	486	431	463	348	423	443	431	456	422	416	302	420	476	485	447	488	414	12,695	
2016	322	364	431	389	197	298	322	327	309	318	217	327	349	349	345	353	335	224	300	337	358	354	409	405	210	307	379	359	305	339	9,838	
October	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	
2021	658	715	440	469	547	551	610	691	731	491	482	510	509	523	699	746	497	546	621	613	705	742	756	629	608	577	539	542	634	633	18,014	
2020	377	432	506	287	332	362	362	414	550	611	380	363	344	374	399	477	523	298	372	386	374	382	474	508	305	338	347	353	500	579	469	12,778
2019	473	456	443	543	585	311	414	456	475	486	569	642	440	476	545	522	482	556	641	340	442	520	584	476	555	586	313	412	451	440	489	15,123
2018	349	385	377	374	431	449	414	463	392	420	499	435	508	259	439	400	458	462	525	621	379	398	391	405	400	448	463	277	349	354	338	12,862
2017	294	365	417	434	412	412	508	331	373	400	425	406	450	471	294	419	473	479	470	517	515	346	395	458	473	428	492	456	262	319	372	12,866
2016	374	228	364	388	376	385	348	355	276	295	330	365	363	405	436	253	306	414	419	376	391	433	287	366	392	385	336	348	353	242	320	10,909
November																																
2020	291	341	358	371	397	489	528	316	373	393	387	404	468	569	300	355	372	409	408	463	459	353	392	382	434	513	516	425	279	351	12,096	
2019	636	654	527	523	521	539	549	636	617	381	421	527	479	437	523	627	316	457	503	508	430	432	467	327	398	458	568	629	583	450	15,123	
2018	436	623	535	321	399	450	509	460	559	550	302	404	534	536	415	424	465	313	380	364	459	564	475	377	238	338	399	395	403	471	13,098	
2017	413	430	512	422	281	414	448	450	404	452	509	246	371	411	416	378	342	414	261	296	290	408	467	425	293	209	316	345	349	381	11,353	
2016	353	381	384	385	369	342	455	516	517	460	514	424	273	428	464	340	308	316	419	231	288	287	397	461	388	276	178	295	325	358	11,132	
December																																
2020	385	412	436	524	550	617	616	422	541	571	566	526	501	525	323	425	476	486	376	451	441	329	395	491	445	459	458	478	413	361	393	14,392
2019	279	442	498	490	522	560	562	422	541	571	566	526	501	525	323	425	476	486	376	451	441	329	395	491	445	459	458	478	413	361	393	14,205
2018	512	272	399	451	464	389	398	508	310	433	407	399	372	444	473	330	357	364	355	295	360	397	374	459	430	401	467	435	444	305	353	12,357
2017	459	475	249	367	438	421	411	401	382	248	328	351	341	346	383	415	247	280	278	313	296	307	368	411	356	328	358	388	331	330	300	10,906
2016	398	385	359	229	332	354	355	374	385	335	201	330	364	395	384	375	394	237	303	299	315	312	353	412	381	330	379	348	351	336	369	10,674

TOTAL

174,386 2019
139,030 2020
152,038 2021 (to date)



TOURISM ADVISORY BOARD

November 17, 2021

AGENDA ITEM B.3

Item/Subject: Update On Short-Term Occupancy Tax Collection

Initiating Dept.: Tourism

Commentary:

Saridon Stanton, Tourism Manager, will give an update on the Short-Term Occupancy Tax Collection.



TOURISM ADVISORY BOARD

November 17, 2021

AGENDA ITEM C.1

Item/Subject: Approval of the Minutes of the August 18, 2021 Special Called Meeting

Initiating Dept.: Tourism

Commentary:

Tourism Advisory Board Chair will poll the board for approval of the meeting minutes from the August 18, 2021 Tourism Advisory Board meeting. Minutes are attached to this item.



MINUTES

SPECIAL CALLED MEETING OF THE TOURISM ADVISORY BOARD

BY FREE-OF-CHARGE VIDEOCONFERENCE ONLY

August 18th 2021 AT 6:30 PM

BOARD OF DIRECTORS

- | | |
|--|---|
| ☐ Robert Schoen, Place 1 | ☐ Linda Ayotte, Place 6, Chair |
| ☐ Jonathan Edwards, Place 2 | ☐ Malin Daniels, Place 4, Vice-Chair |
| ☐ Al K. Shivji, Place 3 | ☐ Sean Christopher, Place 5 |
| | ☐ Matthew Olguin, Place 7, Secretary |

AGENDA

A.1 CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN.

Chair Linda Ayotte called the meeting to order at 6:33 p.m. Five members were present; members Robert Schoen and Al Shivji were absent.

A.2 Public Communications.

None.

A.3 Board Members' Opening Comments.

None.

STAFF REPORTS (DISCUSSION ONLY)

B.1 Review June - July Hotel Occupancy Rates. (Saridon Stanton, Tourism Manager)

Saridon Stanton presented the June and July hotel occupancy rates, as well as an occupancy outlook for August.

B.2 Discuss Options for Short-Term Rental Hotel Occupancy Tax Collection.

(Saridon Stanton, Budget Manager)

Saridon Stanton provided a review of the current status of short term rentals (STR) within the City and potential missed hotel occupancy tax (HOT) revenue. Currently the cost to engage a service to track STR room nights would cost more than the potential HOT revenue to the City. The Board asked Saridon to further explore the options for STR tracking and potential lost revenue, and Saridon will bring back a report from GovOs, one potential vendor, at the next meeting.

REGULAR AGENDA
DISCUSSION AND POSSIBLE ACTION

C.1 Approval Of The Minutes Of The June 22, 2021 Regular Called Meeting.

C.2 Approval Of The Minutes Of The July 20, 2021 Special Called Meeting Budget Workshop.

Chair Linda Ayotte called items C.1 and C.2 together.

Motion: To approve the minutes from the June 22 and July 20 Tourism Advisory Board Meetings, by Malin Daniels.

2nd: Jonathan Edwards.

Vote: 5-0, with Robert Schoen and Al Shivji absent.

C.3 Consider A Tourism Advisory Board Budget Recommendation For Fiscal Year 2021-2022 As Presented. (Paul Diaz, Budget Manager and Saridon Stanton, Tourism Manager)

Saridon Stanton presented a recap of the proposed Tourism Advisory Board Budget from the budget workshop. Board members inquired about possible sales tax allocations to the Board from the City to support Tourism, programmatic marketing, and print marketing.

Zena Vaughn with the Austin Steam Train Association presented a sponsorship request in the amount of \$40,000 to assist with marketing activities. General discussion with the Board regarding ASTA operations, validation of overnight stays, outside sponsorships sought by ASTA and the impact on the ASTA budget if funding is reduced followed.

Tony Moline with the Cedar Park Chamber of Commerce presented a sponsorship request in the amount of \$15,000 to assist with marketing activities. General discussion followed.

Saridon Stanton presented a sponsorship request from Austin Spurs in the amount of \$16,480 for CedarParkFun marketing. General discussion followed.

Motion: To approve the budget as reflected in the presentation, with the caveat that Austin Steam Train funding be reduced to \$15,000, and the resulting \$25,000 surplus be applied to HOT Fund grant applications, by Jonathan Edwards.

2nd: Matthew Olguin

Vote: 5-0, with Robert Schoen and Al Shivji absent.

ADMINISTRATIVE ITEMS

D.1 Board Member Closing Comments.

Chair Linda Ayotte thanked everyone for their patience with technical difficulties.

Regular Scheduled Tourism Advisory Board Meeting for **August 24, 2021** to be **cancelled**.

Next Regular Scheduled Tourism Advisory Board Meeting: **Tuesday, September 28, 2021**
At 6:30 P.M., with staff to let the Board know whether the meeting will be virtual or in person closer to time.

E.1 Adjournment.

Chair Linda Ayotte adjourned the meeting at 8:32 p.m.

PASSED AND APPROVED THE 28th DAY OF SEPTEMBER 2021.

CHAIR

ATTESTED BY:

SECRETARY



TOURISM ADVISORY BOARD

November 17, 2021

AGENDA ITEM C.2

Item/Subject: Consider Approval Of A HOT Funds Application from Planet Hockey, Inc. In An Amount Not To Exceed \$16,453.50.

Initiating Dept.: Tourism

Commentary:

After review of the Application by the Board, the following sample motion is provided for consideration.

Sample Motion:

RECOMMEND:

_____ moves to RECOMMEND funding for Planet Hockey, Inc. in the amount of \$_____.

_____ seconds the motion. The motion is approved by the Board by a majority vote of _____.

NOT RECOMMEND:

_____ moves to NOT RECOMMEND funding for Planet Hockey, Inc.

_____ seconded the motion. The motion is approved by the Board by a majority vote of _____.



TOURISM ADVISORY BOARD

November 17, 2021

AGENDA ITEM C.3

Item/Subject: Consider Approval Of A HOT Funds Application from The Austin Spurs
In An Amount Not To Exceed \$18,804.

Initiating Dept.: Tourism

Commentary:

After review of the Application by the Board, the following sample motion is provided for consideration.

Sample Motion:

RECOMMEND:

_____ moves to RECOMMEND funding for The Austin Spurs in the amount of
\$_____.

_____ seconds the motion. The motion is approved by the Board by a majority
vote of _____.

NOT RECOMMEND:

_____ moves to NOT RECOMMEND funding for The Austin Spurs.

_____ seconded the motion. The motion is approved by the Board by a majority
vote of _____.



TOURISM ADVISORY BOARD

November 17, 2021

AGENDA ITEM C.4

Item/Subject: Consider Approval Of A HOT Funds Application from Greater Austin Comic Con In An Amount Not To Exceed \$18,804.

Initiating Dept.: Tourism

Commentary:

After review of the Application by the Board, the following sample motion is provided for consideration.

Sample Motion:

RECOMMEND:

_____ moves to RECOMMEND funding for Greater Austin Comic Con in the amount of \$_____.

_____ seconds the motion. The motion is approved by the Board by a majority vote of _____.

NOT RECOMMEND:

_____ moves to NOT RECOMMEND funding for Greater Austin Comic Con.

_____ seconded the motion. The motion is approved by the Board by a majority vote of _____.



TOURISM ADVISORY BOARD

November 17, 2021

AGENDA ITEM C.5

Item/Subject: Consider Approval Of A HOT Funds Application from Austin Royals Christian Athletics In An Amount Not To Exceed \$11,282.

Initiating Dept.: Tourism

Commentary:

After review of the Application by the Board, the following sample motion is provided for consideration.

Sample Motion:

RECOMMEND:

_____ moves to RECOMMEND funding for Austin Royals Christian Athletics in the amount of \$_____.

_____ seconds the motion. The motion is approved by the Board by a majority vote of _____.

NOT RECOMMEND:

_____ moves to NOT RECOMMEND funding for Austin Royals Christian Athletics.

_____ seconded the motion. The motion is approved by the Board by a majority vote of _____.



TOURISM ADVISORY BOARD

November 17, 2021

AGENDA ITEM C.6

Item/Subject: Consider Approval Of A HOT Funds Application from Austin Figure Skating Club In An Amount Not To Exceed \$7051.50.

Initiating Dept.: Tourism

Commentary:

After review of the Application by the Board, the following sample motion is provided for consideration.

Sample Motion:

RECOMMEND:

_____ moves to RECOMMEND funding for Austin Figure Skating Club in the amount of \$_____.

_____ seconds the motion. The motion is approved by the Board by a majority vote of _____.

NOT RECOMMEND:

_____ moves to NOT RECOMMEND funding for Austin Figure Skating Club.

_____ seconded the motion. The motion is approved by the Board by a majority vote of _____.



TOURISM ADVISORY BOARD

November 17, 2021

AGENDA ITEM C.7

Item/Subject: Consider Election of Tourism Advisory Board Officers, Including Chair, Vice Chair, and Secretary.

Initiating Dept.: Board

Commentary:

According to the Bylaws elections are held annually in August. Since the Tourism Advisory Board meeting has been canceled since August, board members will be elected during the November 17th Regular Scheduled meeting. The Board will be accepting nominations and electing members for the positions of Chair, Vice Chair, and Secretary.