



TEXANS FOR THE ARTS

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# State and National Partners



# Creative Placemaking

animates public and private spaces, rejuvenates structures and streetscapes, improves local business viability and public safety, and brings diverse people together to celebrate, inspire, and be inspired. Arts and culture are at the core of Creative Placemaking.

# Challenges in the 87<sup>th</sup> Texas Legislative Session. Protect successes in the 86<sup>th</sup>.

- **Texas Commission on the Arts (TCA)**
  - ✓ \$10M for Cultural Districts
  - ✓ \$250,000 for arts-and-the-military
  - ✓ Largest increase in history of the agency. Moved Texas from 49<sup>th</sup> to 35<sup>th</sup> in the nation.
- **Hotel Occupancy Tax legislation**
- **County HOT Reporting Bill (SB 1319)** vetoed by Governor due to extraneous amendment

# Cultural Districts Program

## **What is a Cultural District?**

- A cultural district is the anchor of a recognized, labeled, mixed-use area of a community in which there exists a high concentration of arts and cultural facilities, individual artists and events that are promoted to attract cultural tourists.

# Cultural Districts Program

## **What are the TCA stated goals for a cultural district?**

- Attracting artists and cultural enterprises to the community
- Encouraging business and job development
- Addressing specific needs of a community
- Establishing tourism destinations
- Preserving and reusing historic buildings
- Enhancing property values
- Fostering local cultural development

# Hotel Occupancy Tax

## Texas

- The state hotel occupancy tax rate is 6 percent (.06) of the cost of a room.
- A portion of the state hotel occupancy tax revenue goes toward funding tourism promotion through Texas's ad campaign.

# Hotel Occupancy Tax

## Local

- The local hotel occupancy tax rate is  $y$  percent (.07) of the cost of a room.
- Cities and certain counties and special purpose districts are authorized to impose an additional local hotel tax that the local taxing authority collects.
- The funds must promote tourism and the hotel and convention industry.
- The local entity can only fund one of 9 allowable uses.
- One of the 9 allowable uses is "in the encouragement, promotion, improvement, and application of the art".
- Up to 15% of the total local HOT may fund the arts.





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