



CHICAGO TITLE

AUSTIN

# URBAN LIVING



**DISTRICTS,  
EMPLOYMENT  
MOBILITY, MUSIC,  
OUTDOORS, HOUSING  
& MORE!**

# GET TO KNOW OUR DISTRICTS

## DOWNTOWN AUSTIN

Get to Know Downtown Austin's Restaurants, Bars & Things To DoAs hoppin' during the week as it is on the weekends, this a bustling area of commerce, cuisine, cocktails and the Capitol is a melting pot of finance and fun, as well as philanthropic conservation. In addition to opportunities for retail therapy, the arts scene is alive and well in downtown Austin with galleries and museums at nearly every corner.

## 2ND STREET DISTRICT

Austin-owned boutiques, award-winning restaurants and exciting entertainment make the vibrant 2ND Street District Austin's top destination. The 2ND Street District is just a few blocks away from Lady Bird Lake, making it the perfect stop to refresh and hydrate on your way to or from a long stroll exploring the city. From local cuisine and alfresco dining to trendy shops, awesome live music and more, this walkable district is jam-packed with the homegrown community vibe of Austin. The 2ND Street District is home to more locally owned and nationally acclaimed shops, restaurants and venues than anywhere else in downtown Austin

## RAINEY STREET

Renovated houses turned into bungalow bars reign supreme on Rainey, the increasingly popular tucked-away street. Day or night, you'll find relaxed bar-goers strolling from bar to food trailer to bar again, often with their dogs in tow looking for a kicked back sip and a bite. Populated on all days that end in "Y" for back patio bar performances, SXSW Conference & Festivals steps up the tempo on Rainey Street and takes over the road with hot ticket music acts and celeb spotting moments every March.

## RED RIVER

Live music coming from some of the hottest stages in town, all spanning a three-block radius in Austin's Red River Cultural District. Nightclub heavy, droves of concert-seekers mill the streets, dipping into watering holes for Lone Star beers while waiting for the lights to dim and shows to begin. Red River buzzes with concert-seekers milling the streets and that thick anticipatory energy that comes from waiting for the lights to dim and your favorite band to take the stage.

## SIXTH STREET

Sixth Street is distinctly Austin. With its colorful and bustling array of bars, restaurants and entertainment venues, it's a sure bet for experiencing local characters and the vibrancy of the city. Sixth Street has a personality all its own. Closed to through traffic Thursday through Saturday nights, expect this area to become wall-to-wall people in search of great live music and cheap drinks.

## WAREHOUSE DISTRICT

As the name suggests, many of this neighborhood's bars and restaurants are housed in renovated, antique warehouses. The gritty backdrop makes for a vibrant scene that draws a diverse crowd thanks to its range of live entertainment, restaurants, LGBTQ scene and unique shops. Museums, dance clubs, theaters, a hike-and-bike trail around the lake — there's something happening all day and all night in this city center.

This district is also home to ACL LIVE AT THE MOODY THEATER, home of Austin City Limits, the longest running music series in American TV history. Other favorites include THE CONTEMPORARY AUSTIN JONES CENTER a 5,000-square-foot museum with multidisciplinary exhibitions of contemporary art, LADY BIRD LAKE and the HIGHLAND, a popular gay lounge and dance club, this venue features guest DJs, dance competitions and themed events like drag queen bingo. Drag. Queen. Bingo!

## WEST SIXTH STREET

A thoughtfully curated section of town, find everything from craft cocktails and galleries to rustic beer gardens, cult-followed grub and the flagship Whole Foods Market. It's a prized destination for decadent dinners, craft beer, sporting events, shopping and nightlife. With 24-hour diners, eclectic boutiques, independent book and record stores and the occasional pedal-powered beer pub bike crawl cruising by make time to explore the West Sixth Street area in Austin.

## CENTRAL AUSTIN

Spend a day or a week in Central Austin, home to the University of Texas, Hyde Park, Anderson, North Loop, Brentwood, Allandale neighborhoods and more. Find decadent restaurants, dive bars, arts galleries, historic museums, coffee shops, iconic music venues and tons of vintage shopping.



## ATTRACTIONS

- ACL Live at the Moody Theater**  
State-of-the-art live music venue that also serves as home of KCRU 71 produced PBS program Austin City Limits.
- Austin City Hall**  
Austin City Hall was designed with a plaza to host community events and live music.
- Austin Convention Center**  
With nearly 900,000 square feet, this facility accommodates major conventions and large consumer shows.
- Austin FC's Q2 Stadium**  
Home of Austin FC, the new 25,000-capacity stadium features an amphitheater, local food and drink and plenty of live sports action.
- Austin History Center**  
This research center for Austin and Travis County has archives dating back to 1839.
- Austin Nature & Science Center**  
The outdoors are celebrated through nature trails, exhibits, a dinosaur pit and refuge for rescued wild animals.
- The Austin Public Library**  
The Central Library, designed to be flexible enough to serve our community for the next hundred years, forms the backbone of the Austin Public Library System.
- Austin Visitor Center**  
The official visitor information center, souvenir shop and tour departure point can be found at 602 E. Fourth St.
- Saus Concert Hall**  
This popular performing arts venue is located on the UT Austin campus.
- Barton Museum of Art**  
The nation's largest privately owned art collection includes nearly 17,000+ works.
- Bullock Texas State History Museum**  
Interactive exhibits, rare artifacts, multimedia shows and an IMAX theater captures Texas history.
- Congress Avenue Bal Bridge**  
More than 1.5 million bats fly out from beneath the bridge each night at dusk from March - October.
- The Contemporary Austin Jones Center**  
Through statewide exhibitions and programs, The Contemporary Austin helps nurture artists' careers.
- Circuit of the Americas**  
This purpose built Formula 1 racing venue also hosts other sporting events. Austin Road FC matches, regular tours, go kart racing, outdoor concerts, a holiday festival and more.
- Darrell K. Royal Texas Memorial Stadium**  
It's game time in the Texas Longhorns football stadium, with a 100,000+ person capacity.
- Driskill Hotel**  
Originally built in 1886, this iconic hotel combines authentic Texas charm with modern sophistication.
- Emma S. Barrientos Mexican-American Cultural Center**  
Mexican-American arts and heritage are highlighted with exhibits and performances.
- French Legation State Historic Site**  
Built in 1841 as the private home of a French representative to the Republic of Texas, the historic structure, landscape and new visitors center provide an engaging cultural destination.
- George Washington Carver Museum, Cultural & Sewing Center**  
Celebrate the history of Austin's African-American community and historic contributions of Dr. Carver.
- Governor's Mansion**  
Take in the historic official residence of Texas Governors since 1856.
- Harry Ransom Center**  
This center houses the world's first photograph, a rare Gutenberg Bible, Watergate papers and more.
- Lady Bird Johnson Wildflower Center**  
Explore hundreds of wildflowers and native plants of Texas in the beautiful gardens at the Lady Bird Johnson Wildflower Center.
- LBJ Presidential Library & Museum**  
This presidential museum chronicles LBJ's career.
- Lang Center for the Performing Arts**  
Home to the Austin Symphony, Austin Opera, and Austin Ballet, as well as home to the Austin Music Museum.
- Mexic-Arte Museum**  
Stop in for exhibits of amazing Mexican and Latin American art.
- Mike A. Myers Stadium**  
Soccer and track events are held at this UT Austin 20,000-seat stadium.
- Nellie Cochran House Museum**  
Visit this stately Greek Revival residence, built in 1855 and located near the UT Austin campus.
- O. Henry House & Museum**  
Stop by the cottage where writer William Sydney Porter (O. Henry) lived.
- Palmer Events Center Memorial Stadium**  
Overlooking Lady Bird Lake, this multi-use special events center fields four sports.
- Paramount Theatre**  
Opened in 1915, the Paramount was restored for local productions and touring shows.
- Pizza Sabin**  
This East Austin community center is the site of annual Day of Sars and Cinco de Mayo celebrations.
- St. Mary's Cathedral**  
St. Mary's showcases a rose window built in 1872 by Victorian architect Nicholas Clayton.
- State Capitol Visitors Center**  
The former General Land Office building houses historic exhibits, landscape information and a gift shop.
- Stevie Ray Vaughan Statue**  
Visit the bronze statue of the "Patron Saint of Austin Music" on Auditorium Shores.
- Texas Memorial Museum**  
Don't miss displays of dinosaur artifacts, fossils, gems, minerals and meteorites.
- Texas Music Museum**  
Explore the history of musicians who made Austin the Live Music Capital of the World®.
- Texas State Capitol**  
Completed in 1888, the Texas statehouse stands 14 feet higher than the U.S. Capitol building.
- Texas State Cemetery**  
Four the final resting place of Texas' most notable sons and daughters.
- The Thinkery**  
A place where kids and adults creatively solve science problems by making, doing and experiencing.
- UMLAUF Sculpture Garden & Museum**  
View this unique outdoor display of more than 100 sculptures by the artist, Charles Umlauf.
- UT Tower**  
This 307-foot tower, constructed in 1927, is the most visible landmark on the UT Austin campus.
- Whole Foods Market**  
The national headquarters for the world's largest natural grocery spans 60,000 square feet.
- Zilker Botanical Gardens**  
Adjacent to Zilker Park, these gardens include a "prehistoric" area in tribute to 100 million-year-old dinosaur tracks discovered here.

## PARKS & RECREATION

- Barton Creek Greenbelt**  
Enjoy biking, rock-climbing, boating, seasonal swimming and 72 miles of hiking trails on this sprawling South Austin greenbelt. Multiple access points.
- Barton Springs Pool**  
Dive into this 3-acre natural swimming hole with 68-degree year-round water temperature.
- Boardwalk**  
With stunning views of the downtown skyline, the 7,250-foot boardwalk is a great accompaniment to your stroll along Lady Bird Lake.
- Brush Square**  
This wonderful downtown oasis is just steps from the O. Henry Museum and the Susanna Dickinson Museum.
- Fiesta Gardens**  
On the north shore of Lady Bird Lake, east of IH-35, this park hosts regular festivals.
- Hike & Bike Trail**  
A popular draw for runners, cyclists and walkers are 10.1 miles of trail loop around Lady Bird Lake.
- Lady Bird Lake**  
This 20-mile-long stretch of the Lower Colorado River meanders through downtown.
- Plunger Pedestrian Bridge**  
Located on the Lady Bird Lake Hike & Bike Trail, the scenic Plunger Pedestrian Bridge provides a scenic spot to view downtown Austin.
- Republic Square**  
Free live music, a weekly farmers market and outdoor activities can be found at this historic park.
- Waterloo Greenway**  
Winding along Waller Creek in the heart of downtown Austin, Waterloo Greenway is home to an array of natural and cultural spaces from epic gardens and meandering pathways to live performances at the Moody Amphitheater.
- Waterloo Park**  
Austinites head outdoors to this site of festivals and events.
- Woolridge Square**  
Relax at this scenic square at North and Guadalupe Streets, with its center piece gazebo and giant chess set.
- Zilker Park**  
At 358 acres, this park is home to Barton Springs Pool and ACL Music Festival each October.

## DISTRICTS

- 2ND Street District**  
Keep things local at some of Austin's top retail shops, boutiques, coffee houses and wine bars.
- Central Austin District**  
You'll find cafes and vintage stores resting between neighborhood homes and craft bars.
- The Domain & Arboretum**  
Journey north to find walkable outdoor districts with retail stores and local restaurants. Family-friendly events and high-end shopping.
- East Austin District**  
Head to East Austin to experience one of the fastest-growing and most alternative areas in town.
- Rainey Street District**  
This laid-back area is home to converted bungalows that provide only-in-Austin music and bar experiences.
- Red River District**  
From big name acts to local legends, Red River Blares with the sounds of local Austin bands.
- South Street District**  
Stroll down Austin's most famous nightlife area and experience more than a dozen blocks of live music venues.
- South Austin District**  
Quaint houses, vintage restaurants and new eateries by some of the city's top chefs populate this lively area.
- South Congress (SoCo) District**  
Just south of Lady Bird Lake, "SoCo" is a vibrant neighborhood of boutiques, eateries and music venues.
- Warehouse District**  
The industrial Warehouse District offers refined stomping grounds in the heart of downtown Austin.
- West Sixth Street District**  
Here you can shop iconic home-grown retailers including Waterloo Records, BookPeople and more.

FOR THE LATEST UPDATES ABOUT THE STATUS OF EACH FEATURED LOCATION, PLEASE CHECK EACH BUSINESS WEBSITE

## TAKE A TOUR

**AUSTIN VISITOR CENTER**  
602 E. FOURTH ST.

**CALL TO BOOK A TOUR**  
512-60-AUSTIN

**OR BOOK ONLINE AT**  
VISAUSTAUN.ORG/TOURS

See Austin on a guided tour. Local experts will show you around the Capitol area, downtown, cultural and musical heritage sites and more. Popular tour companies include: AD Tours, Austin Detours, Austin Duck Adventures, Austin Eats Food Tours, Double Decker Austin, Gliding Revolution Segway, Twisted Texas Tour and Downtown Walking Tours, departing from the Austin Visitor Center. Custom-designed tours are also available.

## SEE LIVE MUSIC

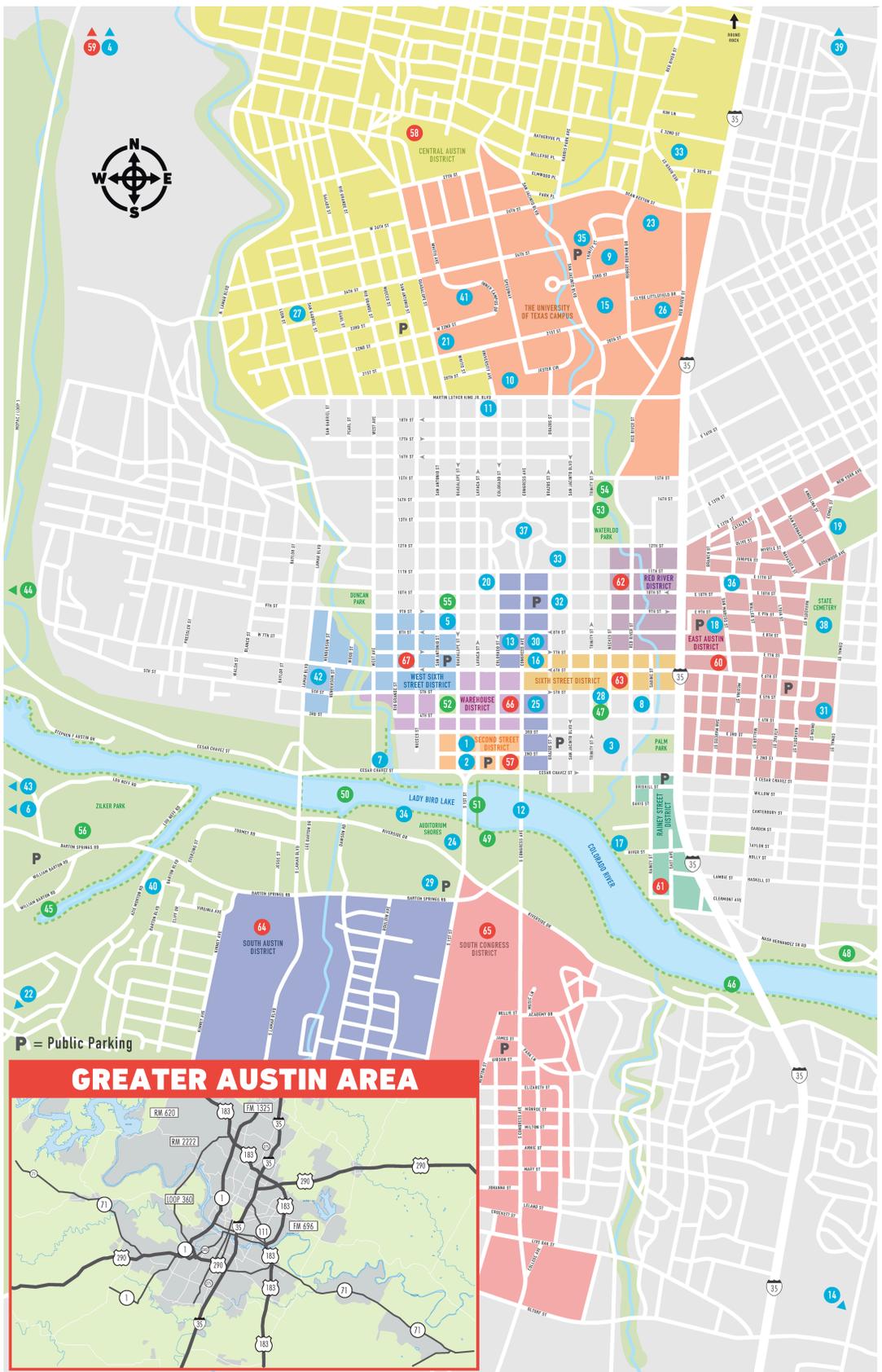
Austin's music venues range from iconic music joints to up-and-coming concert venues. There are more than 250 live music venues in town, featuring everything from rock and Americana to Tejano and jazz every night of the week. A trip to Austin just isn't complete without a little live music, so explore these venues to get a taste of the Live Music Capital of the World®.

- 3TEN
- ACL Live at the Moody Theater
- Antone's
- Broken Spoke
- Cedar Street Courtyard
- Cheer Up Charlies
- Continental Club
- Elephant Room
- Emo's
- Empire Control Room and Garage
- Hole in the Wall
- Hotel Vegas
- Mohawk
- Parish
- Saxon Pub
- Stubb's Bar-B-Q
- White Horse

FOR A MORE COMPREHENSIVE LIST: VISAUSTAUN.ORG/MUSIC-SCENE/VENUE-GUIDE

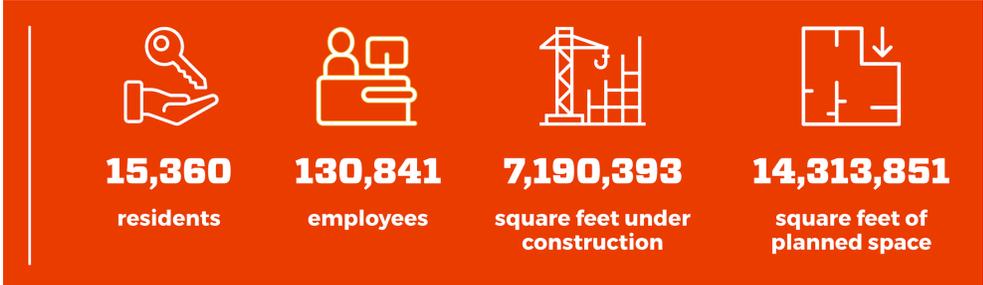
## GETTING AROUND

**TAXI OR RIDE SHARE**  
visitAustin.org/transportation  
**RENT A BIKE OR SCOOTER**  
bikeAustin.org or austin.bicycle.com  
**PEDICAB**  
visitAustin.org/transportation  
**BUS OR METRO RAIL**  
capmetro.org





# DOWNTOWN BY THE NUMBERS



Information in this brochure sourced from <https://downtownaustin.com/>

# RESIDENTIAL MARKET



<p><b>MARKET STATS</b> (2023 Q4)</p>	 <p><b>87.4%</b> Occupancy</p>	 <p><b>\$3.16</b> Asking Rent per SF</p>	 <p><b>3,242</b> Total Condo Units</p>	 <p><b>7,082</b> Total Multi-Family Units</p>
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Source: CoStar, Q4 2023

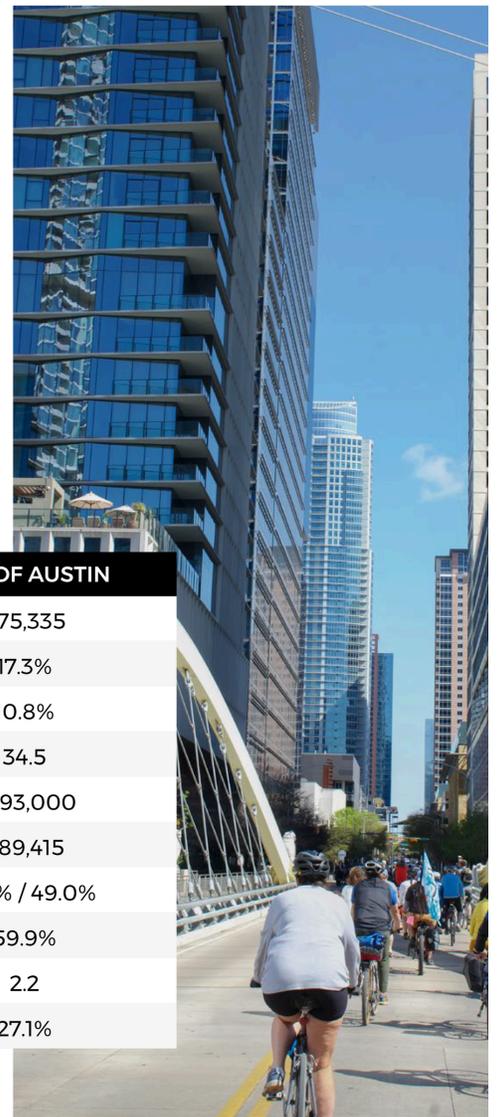
## Downtown continues to grow as a residential neighborhood.

Downtown Austin is a highly desirable residential neighborhood, enabling people to walk to work and to some of the city's best dining, entertainment options, parks and trails. Residential development continues to meet this demand for active urban living, with 1,303 new units delivered in 2023 and 3,062 more currently under construction.

*Downtown Austin's population grew by 850 people last year.*

As more housing is built downtown and average asking rents per square foot continue to decrease, living downtown has become more accessible for more people. In fact, downtown's population grew by approximately 850 people over the last year alone.

Although residents aged 25 to 34 continue to represent the largest share of the downtown population, from 2022 to 2023 the median age of downtown residents increased from 35 to 37. During this same time period, the non-white population also grew by 2.7%.

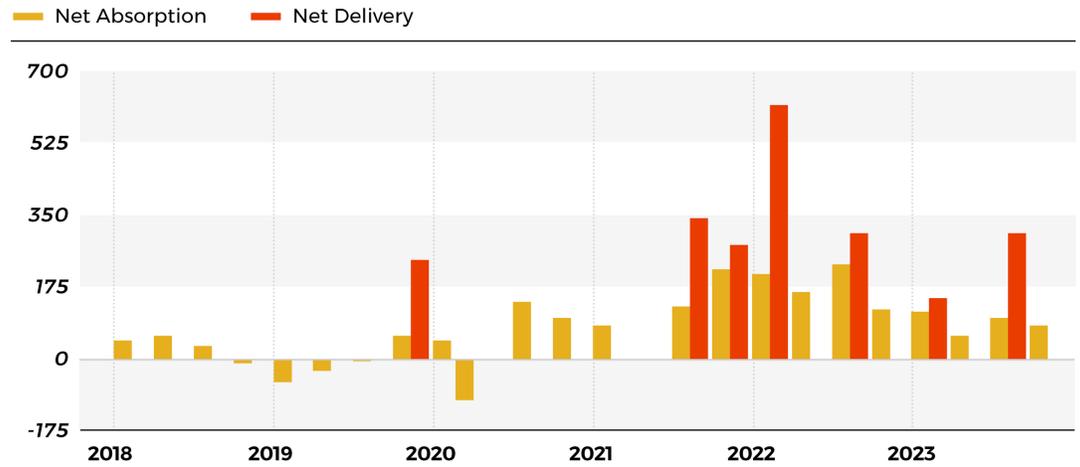


POPULATION CHARACTERISTICS	DOWNTOWN	CITY OF AUSTIN
Total Population	15,360	975,335
Population Under Age 18 (Children)	2.9%	17.3%
Population Age 65 and Over	9.9%	10.8%
Median Age	37	34.5
Median Home Value	\$628,850	\$593,000
Median Household Income	\$145,567	\$89,415
Male / Female Ratio	57.0% / 43.0%	51.0% / 49.0%
College Educated	76.8%	59.9%
Average Household Size	1.5	2.2
Non-White Population	21.4%	27.1%

Source: U.S. Census ACS 5-Year 2022 Estimates

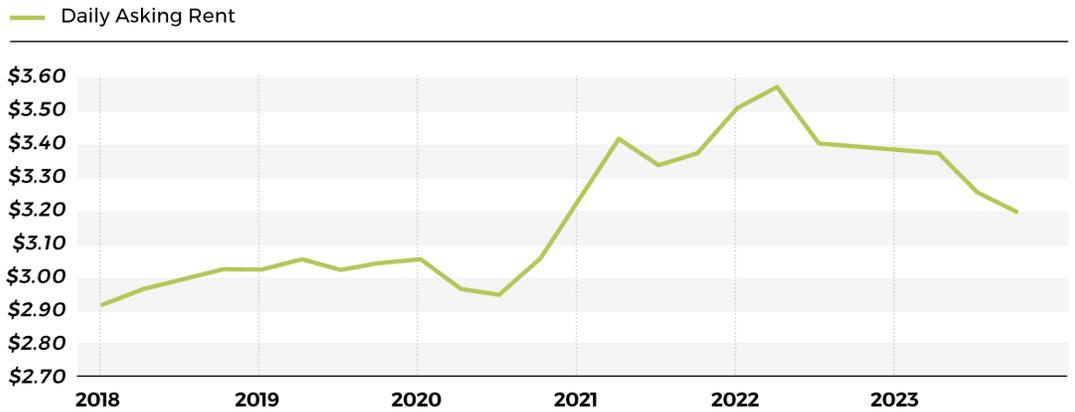


## APARTMENT NET ABSORPTION AND NET DELIVERIES



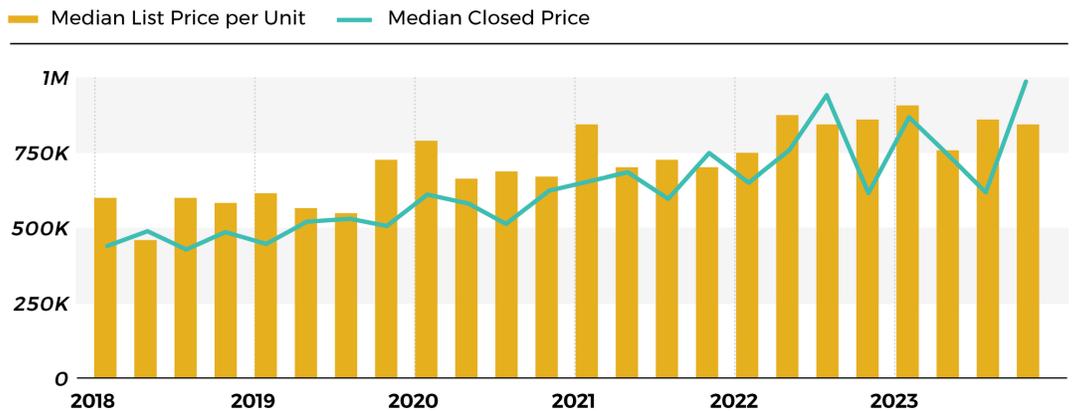
Source: CoStar, Q4 2023

## DOWNTOWN DAILY ASKING RENT (per sq. ft.)



Source: CoStar, Q4 2023

## DOWNTOWN CONDOS: MEDIAN LIST AND CLOSED PRICE



(top) A downtown family explores East 6th Street.  
 (left) Bikers travel over the Butterfly Bridge downtown during the Art & Parks Tour 2024 Kickoff Ride.

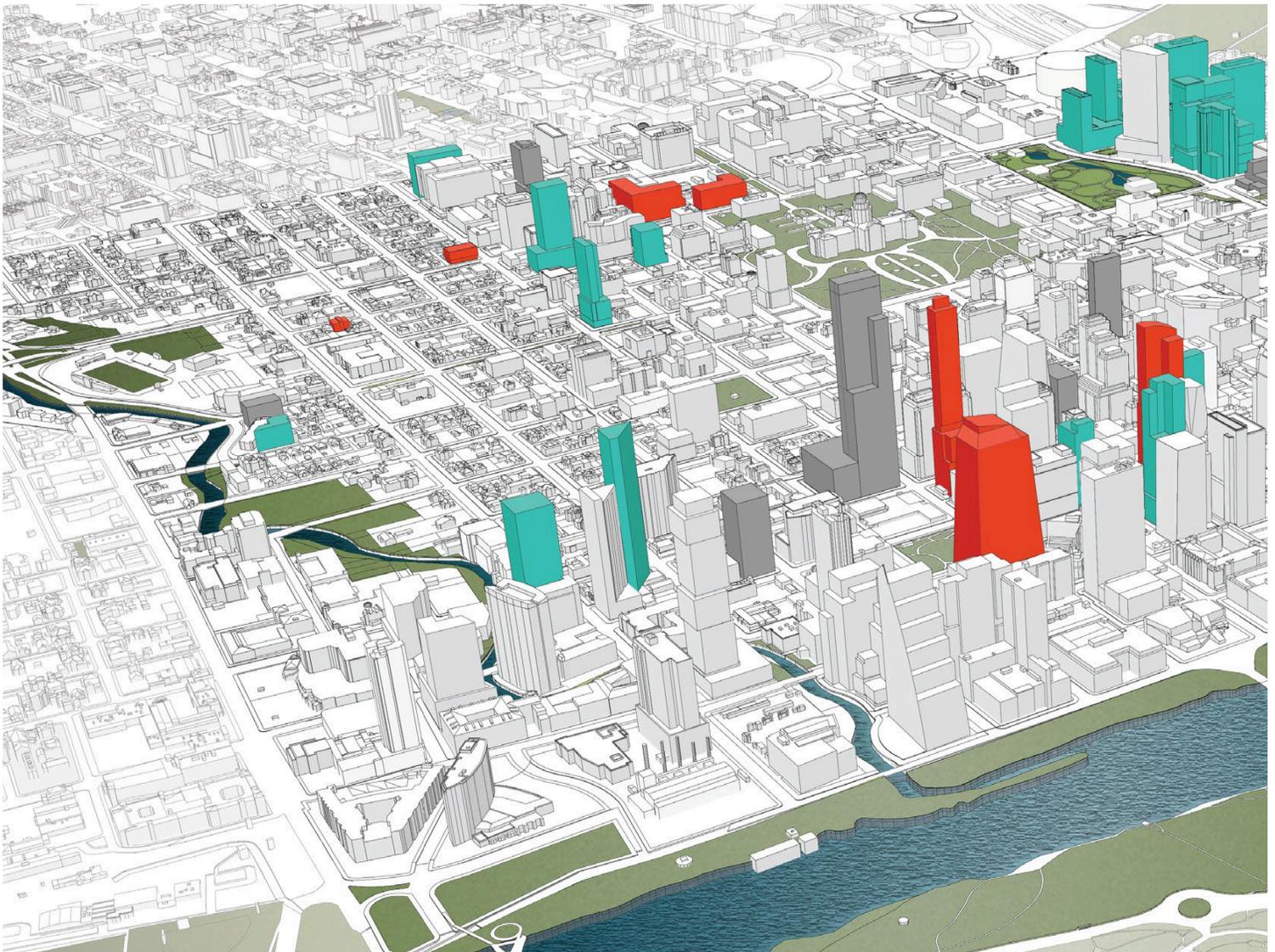
Source: ABOR, Q1 2024



# DOWNTOWN DEVELOPMENT

After a multi-decade boom cycle, downtown development activity slowed down this year in the wake of increasing interest rates and inflation. This slowdown is giving the market a chance to absorb its recently built projects—to ensure buildings are fully utilized. Downtown still has a healthy pipeline of well-financed projects, with projects under construction representing an even balance of office, residential and mixed-use buildings.

Notable additions to the downtown neighborhood this year included Sixth and Guadalupe, which is Austin's tallest tower and offers residential, office and retail space, as well as the mixed-use Waller Symphony Square and residential Hanover Brazos Street developments.





2023 Openings: 11 projects delivered,  
**3.85 million square feet**

2022 Openings: 17 projects delivered,  
**5.54 million square feet**



At the end of 2023, 16 projects were under construction, totaling **7.1 million square feet**.

- 22% office
- 38% mixed-use
- 40% residential



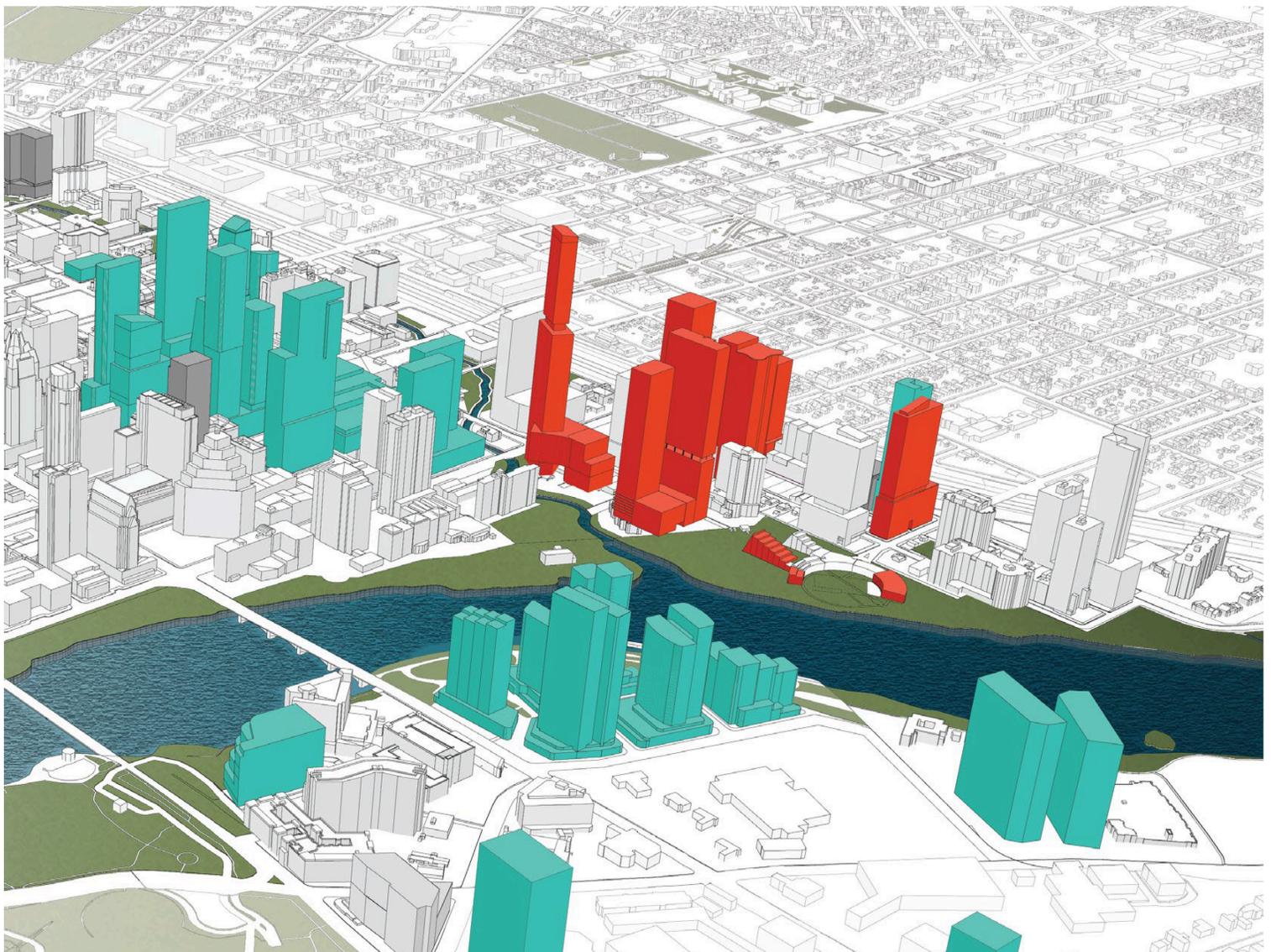
Downtown residential projects under construction will add more than **3,000 units** (increasing supply by approximately 29%).



Hotel projects under construction will add more than **250 rooms**.



The Downtown Austin Alliance maintains an interactive map of downtown's development pipeline.



● Buildings Completed 2023-2024

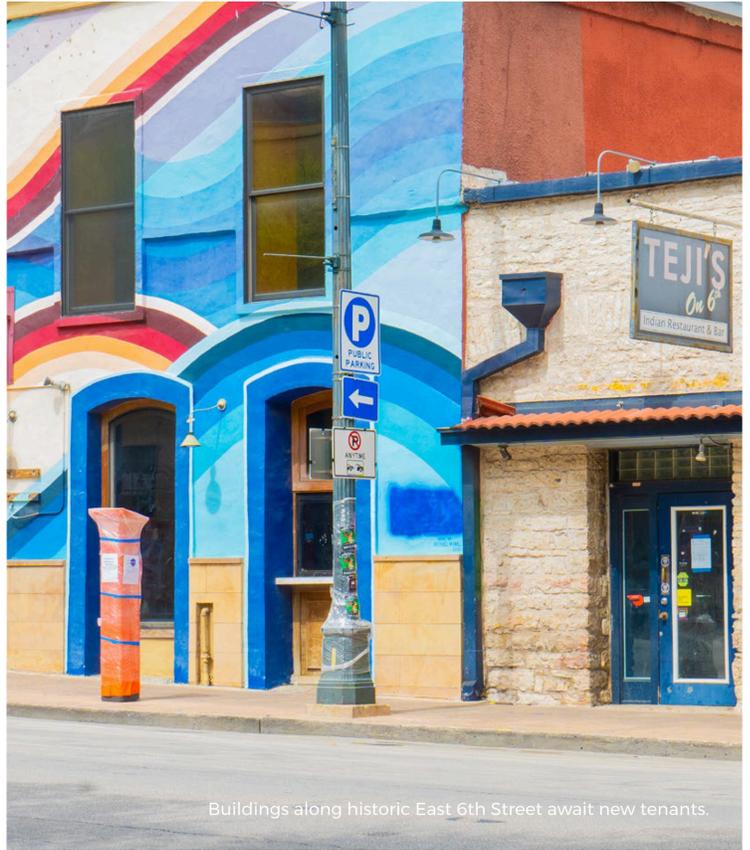
● Buildings Under Construction

● Buildings In Planning

# RETAIL

## Remote work has affected foot traffic for retailers.

Downtown Austin is home to more than 685 storefront businesses, which offer a vibrant mix of restaurants, drinks, entertainment, goods and services. Although overall foot traffic downtown is close to pre-pandemic levels, the new world of hybrid work has reduced revenue opportunities for many downtown businesses—especially restaurants and food trucks. While commercial developments will eventually create new opportunities for retailers, in the interim, the demolition of buildings was the leading driver of business closures in 2023.



Buildings along historic East 6th Street await new tenants.

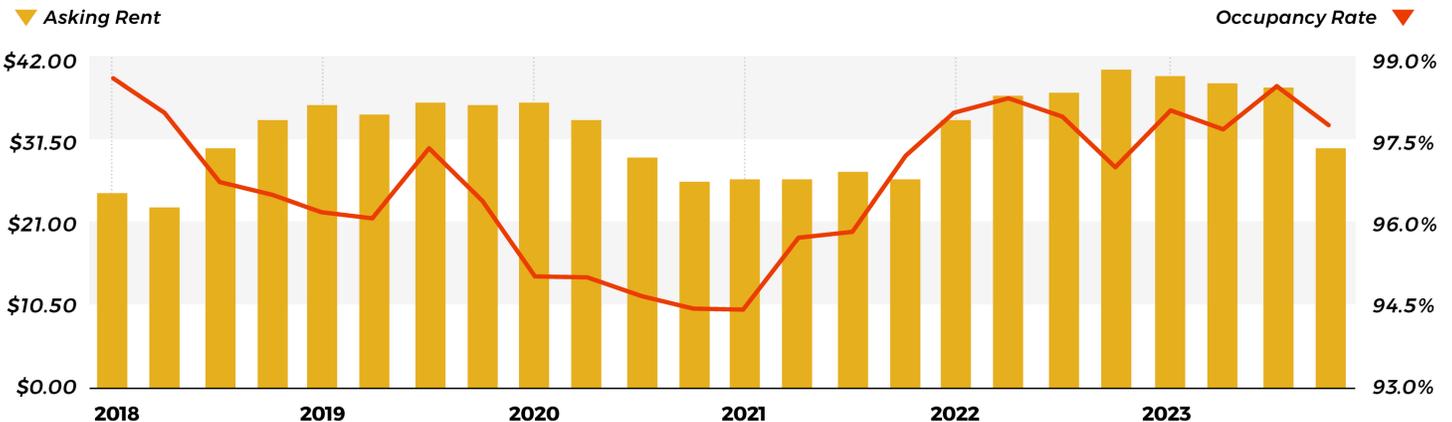
- **88% of available Downtown Austin storefronts** were occupied by operating businesses (down from 90% in 2022).
- In 2023, the average downtown visitor traffic was at 86% of 2019 levels overall and reached **94% of 2019 levels** for Saturdays and Sundays.
- Downtown's weekday population in 2023 averaged **63% of 2019 levels**.

- **New business openings were up significantly in 2023**, with 55 new establishments, but 68 businesses downtown permanently closed.
- While more than a quarter of downtown businesses surveyed reported an increase in revenue since 2020, more than half reported a **decrease in revenue**.

Source: Downtown Austin Storefront Retail Business Report, October 2023

## DOWNTOWN ASKING RENT AND OCCUPANCY RATE

— Asking Rent (per sq. ft.) — Occupancy Rate



Source: CoStar, Q1 2024

# EMPLOYMENT

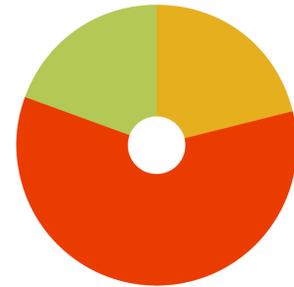
## Downtown's draw for top talent has boosted the employment rate by 21% since 2020.

Although layoffs made headlines this year, the Austin metropolitan area's unemployment rate stayed remarkably steady year over year and was at 3.4% in January 2024. Downtown employment has increased by 21% since the second quarter of 2020. Overall, downtown's diversity of employment sectors boosts its stability. However, unlike other sectors, accommodation and food service employment has not rebounded to pre-pandemic levels due to decreased foot traffic from the office workers who frequent downtown restaurants.



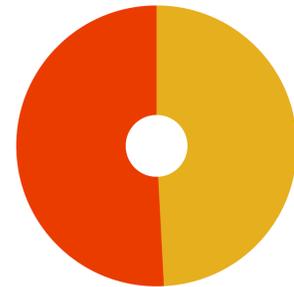
Downtown pedestrians cross Congress Avenue during the mid-day lunch rush.

AGE



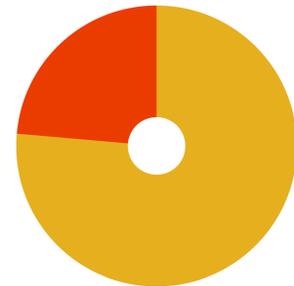
29 or younger (19.6%)  
30 to 54 (61.1%) 55 or older (19.3%)

GENDER



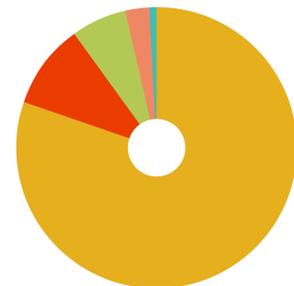
Male (49.6%) Female (50.4%)

ETHNICITY



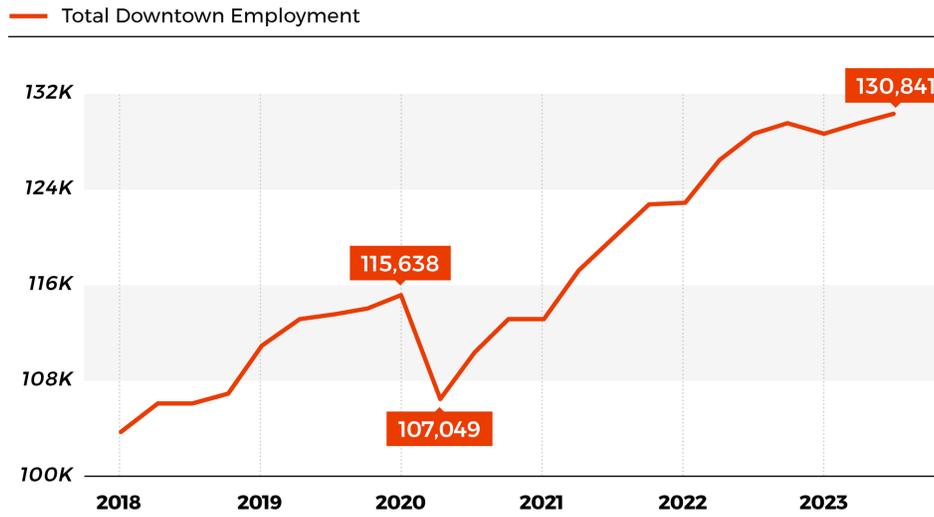
Non-Hispanic or Latino (76.2%)  
Hispanic or Latino (23.8%)

RACE



White (78.3%) 2 or more races (2.7%)  
Black (10.6%) Other (0.9%)  
Asian (7.5%)

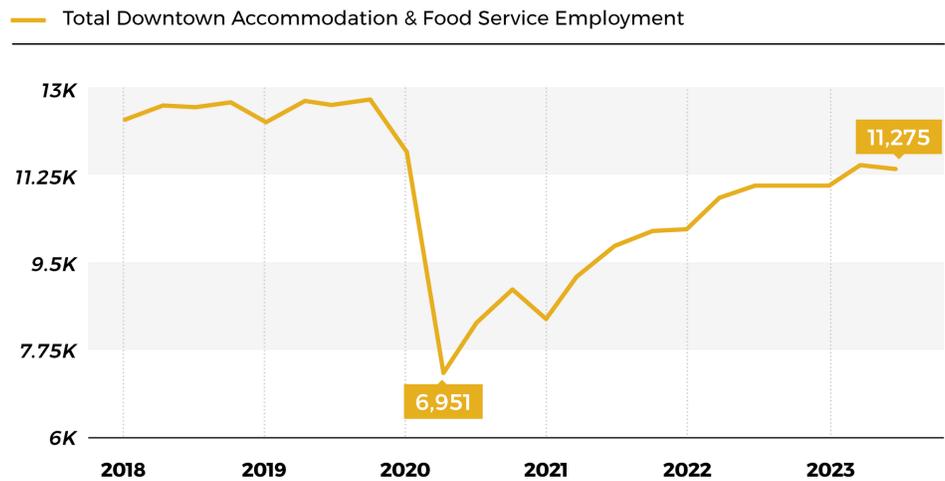
## TOTAL DOWNTOWN EMPLOYMENT



*Total downtown employment has grown more than 13.1% since its pre-pandemic high.*

Source: JobsEQ, Q4 2023

## TOTAL DOWNTOWN ACCOMMODATION & FOOD SERVICE EMPLOYMENT



*The Accommodation & Food Service industry has increased employment more than 62.2% since 2020.*

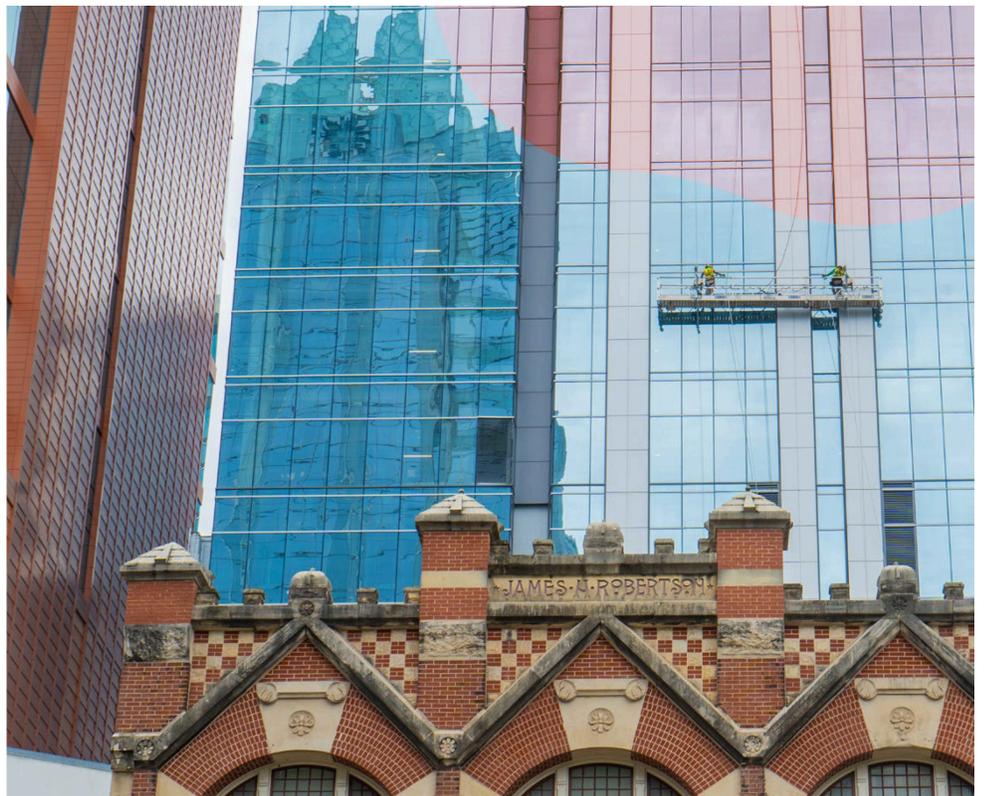
Source: JobsEQ, Q4 2023

## TOP 5 DOWNTOWN INDUSTRIES BY TOTAL EMPLOYMENT

INDUSTRY	EMPLOYMENT (2023 Q4)	EMPLOYMENT CHANGE (2019 Q4 TO 2024 Q4)	% CHANGE
Public Administration	30,846	721	1.2%
Professional, Scientific & Technical Service	26,808	5,287	25.2%
Accommodation & Food Services	11,275	(1,546)	-11.3%
Information	10,379	2,749	37.3%
Health Care & Social Assistance	7,359	1,116	18.4%

Source: JobsEQ, Q4 2023

# OFFICE MARKET



## Office markets reflect the new norm of hybrid work.

Austin and downtown remain attractive draws for employers, but the office real estate market is in a correction period as companies adjust to economic and societal changes.

Although some employers are introducing return-to-office mandates, many have largely embraced the hybrid work model to attract and retain top talent. Foot traffic data shows that downtown employees are coming to the office most frequently on Tuesdays, Wednesdays and Thursdays. Downtown office vacancy rates increased from 14% in 2022 to 18% in 2023 as more companies reevaluated their commercial real estate needs.

Many technology companies had layoffs this year, and as the industry assessed what's next, downtown did not see strong leasing activity from this sector. Although demand was still healthy for

new leases downtown, the vast majority were for under 20,000 square feet of space. Rather than relying too heavily on dominant anchor tenants, having a larger number of smaller tenants from diverse industries can increase downtown's resilience.

More than 2.56 million square feet of office space is under construction downtown. As these buildings are delivered to the market, vacancy rates will likely continue increasing unless we see significant changes to current trends.

***Downtown office vacancy rates increased from 14% in 2022 to 18% in 2023 as more companies reevaluated their commercial real estate needs.***



(top) Window washers keep downtown's towers sparkling. (bottom) Downtown Ambassador welcomes guests to the Paramount Theatre during their Summer Classic Film Series.

# MOBILITY

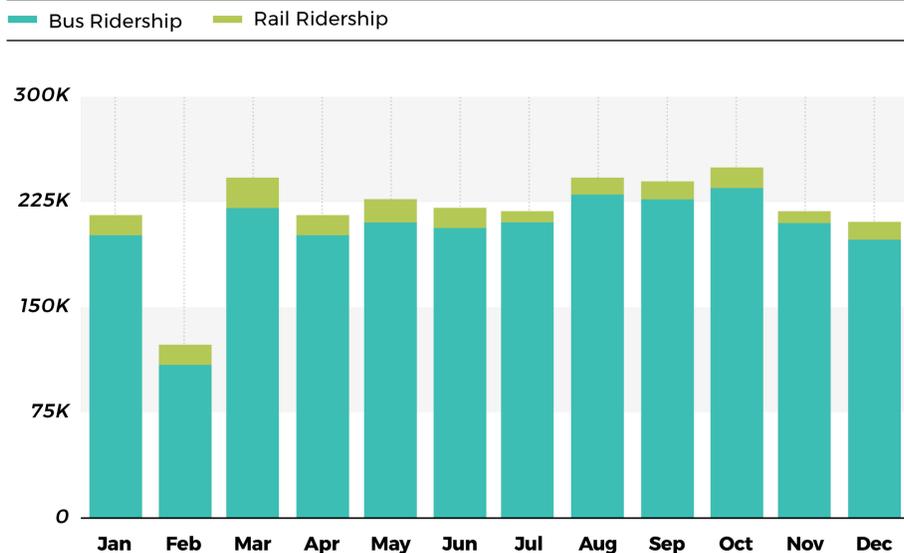


## Moving ahead with transformational projects.

The transformative mobility projects slated for construction in Austin will forever change how people move to, from and through downtown. They involve roads, rails, and the infrastructure around them, such as bridges, bike lanes and parks. They will also alter traffic patterns for many years during construction. To ensure these projects meet downtown’s needs today and in the future, the Downtown Austin Alliance and our partners are working diligently to gather and thoughtfully incorporate public input into long-term planning. At the same time, we are also pursuing solutions to improve mobility today and every day.

*Of the people coming downtown, 70 to 80% travel in single-occupancy vehicles. The goal of the Austin Strategic Mobility Plan is to get to 50% by 2039, with the other half traveling via other modes such as transit, walking, biking or ride-share.*

### 2023 CAPMETRO BUS VS. RAIL DOWNTOWN RIDERSHIP



*Rail ridership has increased 170% since 2020.*

*There are 86 bus stops but only 1 rail station downtown. With additional rail stops, ridership would increase.*

Source: CapMetro, 2023 Annualized Data

(top) Train wrapped in artwork outside of downtown’s single rail station.

## AUSTIN CORE TRANSPORTATION PLAN (ACT)

Over the last two years, the Downtown Austin Alliance and the Transportation and Public Works Department (TPW) partnered to engage downtown stakeholders and community members in shaping the Austin Core Transportation Plan (ACT). The ACT is a study of transportation and mobility options into, out of, through and within Downtown Austin, with plans for how downtown's street network responds to major mobility projects, such as I-35 and Project Connect. In addition to TPW's community-wide survey, which compiled input from thousands of Austinites, the Downtown Austin Alliance convened a working group to provide focused input and feedback to the ACT draft plan and recommendations. The Downtown Austin Alliance will continue working closely with TPW to ensure the ACT plan's adoption and implementation.

## PROJECT CONNECT

In Spring 2023, the Austin Transit Partnership (ATP) released five potential routes for Project Connect's light rail. The Downtown Austin Alliance formed an ad hoc working group of critical stakeholders and evaluated the routes over a series of sessions. We developed and submitted a set of recommendations to ATP for an on-street light rail that connects to downtown via a new bridge at Trinity Street. In the Summer of 2023, ATP formally adopted this recommended route.

As a longtime supporter of Project Connect, the Downtown Austin Alliance has taken an ongoing, decisive role in researching and advocating for transit design plans to maximize downtown mobility. Following the working group's recommendations, ATP is publicly vetting an additional station near Wooldridge Square and an airport connection. We hosted an ATP presentation and workshop at our quarterly Issues & Eggs series in November 2023 to inform and engage the community.

## I-35 CAPITAL EXPRESS CENTRAL

The Texas Department of Transportation's I-35 Capital Express Central project, which will lower the main lanes of I-35 through Central Austin and enhance east/west connections across the highway, reached a critical project milestone. The final Environmental Impact Statement was approved in August 2023, and TxDOT released its Record of Decision to begin construction in early 2024. The Downtown Austin Alliance is a longtime supporter of this transformative infrastructure project. Over the last year, we worked with our partners to advocate for the project at TxDOT, the City of Austin and Travis County.

## OUR FUTURE 35: CAP AND STITCH PROGRAM

When I-35 is lowered below ground, the potential for 15+ acres of land and buildable space (caps) will emerge above the highway. The Downtown Austin Alliance led the Community Steering Committee that spearheaded a vision for the caps. In March 2024, after obtaining City Council approval to apply, the Downtown Austin Alliance and the City of Austin won a \$105 million U.S. Department of Transportation Reconnecting Communities and Neighborhoods Grant to fund capping from Cesar Chavez to 4th Street. The project was also awarded a \$1.12 million U.S. Department of Transportation Reconnecting Communities Planning Grant to conduct an Equitable Mobility Study that will include urban planning analysis and policy recommendations related to air quality, noise, heat island mitigation, transit access and equitable transit-oriented development.

### CAP AND STITCH PROGRAM FUNDING SECURED SO FAR

**\$106.1M**

## CONSTRUCTION MITIGATION PLAN

With the concurrent construction of I-35, Project Connect, the Convention Center, and several other public and private projects on the horizon, it is critical to think ahead toward mitigating the adverse side effects of construction to keep downtown accessible for work and play. In 2023, the Downtown Austin Alliance studied and identified best practices from peer cities across the U.S. and established a road map of recommended strategies for downtown.

## SUBSIDIZED PARKING PROGRAM

Many downtown employees, especially those in the service and entertainment industries, face barriers to finding affordable parking downtown. In 2023, the Downtown Austin Alliance interviewed representatives from groups such as the Red River Cultural District, 2nd Street District, Texas Restaurant Association and City of Austin Parking Enterprise staff to discuss opportunities and challenges with the city's current affordable downtown parking options. We used the findings to develop short-term, mid-term and long-term recommendations to expand the city's current Affordable Parking Program and provide creative solutions to overcoming parking barriers.

# PARKS & GREENSPACES



## Connecting people to nature—and each other.

Downtown parks and greenspaces literally breathe life into our urban environment. They are free, inclusive spaces where all are welcome to play, exercise, picnic or take a break from the hustle and bustle of the city. They provide large, flexible spaces for concerts, festivals, farmer's markets and more.

The summer of 2023 was Austin's hottest summer on record and its driest in 113 years. This highlighted the need to increase the resilience of our park ecosystems so they can withstand both the heat and visitors' feet. This year, downtown organizations worked to make our parks more sustainable while also hosting a diverse array of programs and events.

### WATERLOO GREENWAY

Waterloo Greenway is revitalizing downtown's eastern edge along Waller Creek and will offer 35 acres of connected park space once complete. The second phase of Waterloo Greenway, The Confluence, broke ground in 2023 and will help connect the area from 4th Street to Lady Bird Lake, including Palm Park. Waterloo Greenway's first phase, Waterloo Park and the Moody Amphitheater, continued to grow its calendar of exciting arts and music events.

The Downtown Austin Alliance partners with the Waterloo Greenway Conservancy to amplify its events. Through our direct services program, we also station dedicated Downtown Ambassadors in Waterloo Park to clean and offer hospitality from 6 a.m. to 10 p.m. daily.

### OLD BAKERY & ARTISAN EMPORIUM MURAL

In an effort to transform and activate Old Bakery Park at 10th Street and Congress Avenue, the City of Austin Parks and Recreation Department, Austin Parks Foundation, and Old Bakery & Artisan Emporium partnered with the Downtown Austin Alliance to revitalize its green space and incorporate a new mural through the Downtown Austin Alliance Foundation's Writing on the Walls program.

In August 2023, we released a Vision for the mural's design that reflected a year of intensive public engagement with input from over 1,000 Austinites. In September, we released a public call for artists, bringing in over 50 submissions. An independent panel of local creatives and art experts reviewed the submissions, interviewed finalists, and recommended a fifth-generation Austinite and local muralist for the project. With the community's vision as the foundation, Ruben Esquivel developed three mural design concepts that explore the Indigenous heritage of the land of Central Texas and the Swedish legacy of the Old Bakery building. In March 2024, over 800 community members voted on their preferred mural concept. That feedback will be incorporated in the final mural installation, anticipated in Summer 2024.

PEOPLE ENGAGED  
**1,800+**



# EVENTS & TOURISM

## Special events are one of downtown's biggest draws.

Austin tourism continued to grow in 2023. Passenger counts at Austin-Bergstrom International Airport surpassed pre-pandemic levels, and the citywide economic impact from tourism increased year over year.

*In 2023, average downtown visitor traffic was at 86% of 2019 levels overall.*

Downtown Austin's central location, concentration of hotels and abundance of entertainment options make it a prime destination for tourists. These qualities, plus a diverse mix of indoor and outdoor venues, make it a natural host for year-round events for locals and visitors alike. The full return of in-person events was a primary driver for people to come downtown.

In 2023, average downtown visitor traffic was at 86% of 2019 levels overall and reached 94% of 2019 levels for Saturdays and Sundays. Average daily visits dipped slightly during the summer months, which counted a record 80 days with temperatures of 100 degrees or above.

(top left) A couple dances during El Grito at Republic Square. (bottom) A smiling family poses at the 2023 Holiday Sing-Along & Stroll. (pg. 21 top right) Tied Up plays at Free Week in the Red River Cultural District.

## 2023 Downtown Events

*A sampling of the thousands of diverse downtown events:*



**SXSW Conference and Festivals**  
Downtown-wide

**CMT Music Awards**  
Moody Center

**Texas Longhorn Football**  
Darrell K Royal Memorial Stadium

**Moontower Comedy Festival**  
Downtown-wide

**Holiday Sing-Along & Stroll**  
Texas State Capitol

**Austin Blues Festival**  
Antone's Nightclub & Waterloo Greenway

**Free Week**  
Red River Cultural District

**Ascension Seton Austin Marathon**  
Downtown-wide

**Pecan Street Festivals**  
East Sixth Street

**Texas Book Festival**  
Texas State Capitol

**El Grito**  
Republic Square



PHOTO: DAVID CASTANEDA

# MUSEUMS & CULTURE

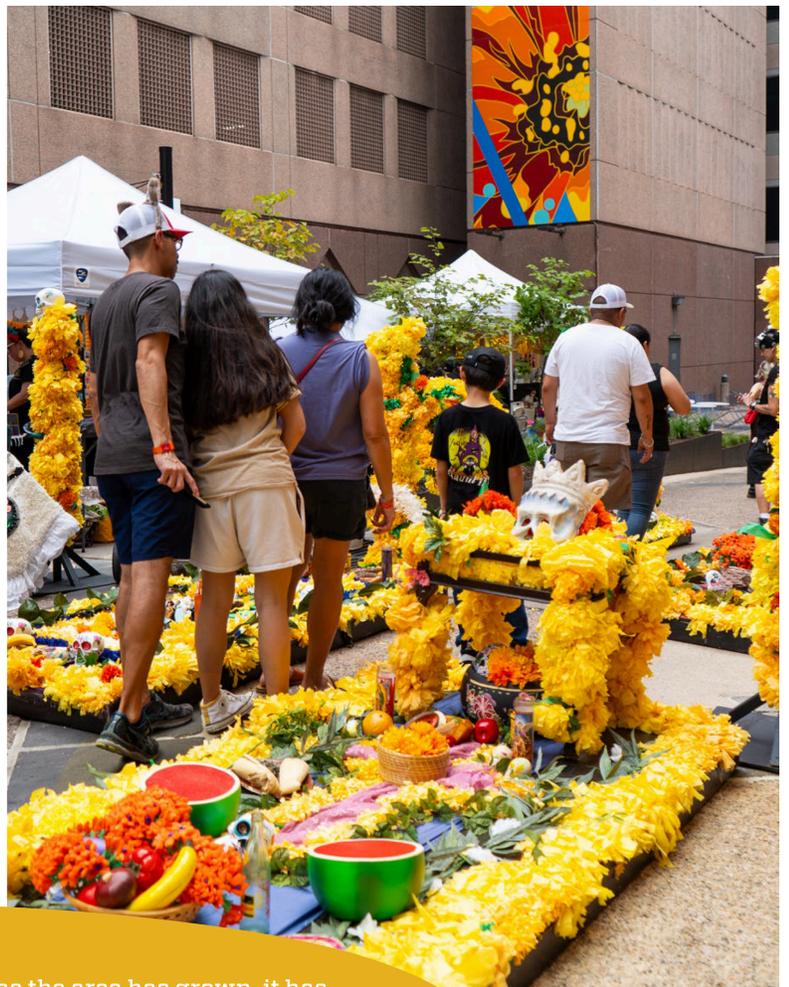
## Honoring downtown's past and shaping its future.

As downtown continues to grow and evolve, museums, cultural events and cultural initiatives help us honor the past while writing new chapters. Local leaders and artists present old and new stories in exciting ways that help us understand our shared humanity.

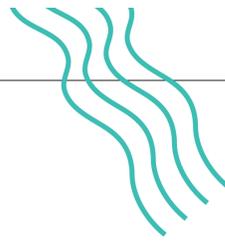
Downtown was home to many Indigenous Peoples, and as the area has grown, it has drawn people from many different backgrounds. In the late 1800s and early 1900s, the neighborhood near Republic Square was home to Mexican American residents. The Old Bakery & Emporium was an important destination for Swedish immigrants in the late 1800s. The Texas Capitol and other downtown landmarks have their roots in slavery and segregation but have also been the site of civil rights demonstrations.

## RED RIVER CULTURAL DISTRICT

The Red River Cultural District (RRCD) is the home of Austin's single largest concentration of live music venues, providing a source of consistent creative and financial support and employment for local workers and touring musicians alike. The Downtown Austin Alliance deepened our partnership with RRCD to preserve its unique character in the face of enormous changes to the surrounding area. We are exploring solutions for affordable employee parking, mitigating construction impacts, cultural preservation and finding synergies with East Sixth Street planning. We provided the RRCD with \$60,000 in sponsorships for its signature events, Free Week and Hot Summer Nights, and also supported them with extra cleaning, planting and beautification work from the Downtown Ambassadors.



(top left) The 301 Congress Porch transformed into a community ofrenda during Mexic-Arte's Viva La Vida Parade celebrations. (top right) Downtown Austin Alliance staff and Downtown Ambassadors participated in Mexic-Arte's Viva La Vida Parade (bottom) Eagle Claw plays at Mohawk in the Red River Cultural District.



# ART & MUSIC

## Diverse showcases draw people downtown.

With its abundance of live music venues, theaters, parks and galleries, Downtown Austin is a natural canvas for creative expression. There's always something to be inspired by, from major festivals headlined by international acts to murals painted by local artists. Because the arts build community and bring downtown to life, local organizations and artists work together to create new experiences—especially in underutilized areas.

The Downtown Austin Alliance, with support from the Downtown Austin Alliance Foundation, works hard to curate experiences that showcase a diverse array of local artists, celebrate our city's heritage and appeal to people of all ages. We support artists not only through exposure but also by paying a living wage.



PHOTO: DAVID CASTANEDA

## REPUBLIC SQUARE

Republic Square has been an important central gathering place since 1839. The Downtown Austin Alliance Foundation keeps this tradition alive through diverse and inclusive programming in the park. We are also responsible for the park's operations and maintenance to keep it a vibrant and appealing place to be.

This year, we invested in an extensive lawn beautification and garden restoration process to make Republic Square more resilient to foot traffic and more sustainable in the face of climate change. From May to July 2023, we closed the lawn for re-sodding and stormwater drainage upgrades and added native and climate-adaptive plants. In January and February 2024, we closed the lawn for a resting period, which is essential to its health. During this time, we created a large mulch bedding area and made electrical upgrades to increase the park's capacity for hosting large events.

Additionally, we fabricated and installed new dog waste disposal stations with custom artwork. As part of its total pledge of \$354,500 toward Republic Square improvements, CapMetro donated park benches and lean-on rails at the nearby bus stops to enhance riders' comfort.

Although the lawn was closed for part of the year, we still hosted a wide range of events at the park—both with longtime partners and new collaborators.

### Recurring Programming:

- Sustainable Food Center's Downtown Farmers' Market: Held every Saturday
- NEW: Records @ Republic Square: As part of our Musicians Activating Spaces program, the Downtown Austin Alliance Foundation created this regular series curated by DJ Kay Cali, who invites local DJs to the park to play music from various genres.
- NEW: Blue Starlite: The Downtown Austin Alliance Foundation began sponsoring a free movie series in Republic Square, produced by Blue Starlite, on the second Friday of every other month.
- Swift Fit Yoga: Yoga classes held every Saturday

**Trail of Lights at Republic Square:** The Downtown Austin Alliance Foundation partnered with the Trail of Lights Foundation to launch a new holiday tradition, Lights at Republic Square, from Nov. 27, 2023, through Jan. 8, 2024. Republic Square, the shuttle pick-up/drop-off point for the Trail of Lights at Zilker Park, transformed into a winter wonderland full of lit trees and holiday programming to expand the beloved event's magic.

### Cultural Events at Republic Square:

- Fiesta El Grito—150th anniversary of the first El Grito celebration (El dieciséis de septiembre celebration of Mexican independence) at Republic Square
- KhushFest—Austin Color Festival: Fusion of American and South Asian cultures through music and the Hindu tradition of Holi
- ATX Crawfish Kickoff Festival: Spring party with crawfish, drinks, music and games
- AfroTech: Culture Park event during this major technology conference brought the Black Makers market (Black-owned artisans), food and music by world famous performers to Republic Square



ANNUAL VISITORS  
**1.5M**

(top) Old Bakery selected muralist Ruben Esquivel speaks about his mural concepts. (top right) AfroTech Culture Park at Republic Square. (bottom) KhushFest Austin Color Festival at Republic Square.



## Park ATX

[www.austintexas.gov/page/park-atx](http://www.austintexas.gov/page/park-atx)

*Paying for parking is easy and convenient with the Park ATX mobile app. You can pay, extend and manage your parking session remotely with just a few taps. People can use up to two free 15-minute parking sessions every 24 hours through the Park ATX app. Use validation codes FREE15ATX1 and FREE15ATX2. New users may need a minimum wallet amount to start.*



## Affordable Parking Program

[www.austintexas.gov/page/affordable-parking-program](http://www.austintexas.gov/page/affordable-parking-program)

*The Affordable Parking Program is an initiative to reduce economic barriers for Austin community members to access downtown. Austin service and entertainment industry employees who work downtown can access park options at affordable monthly rates as early as 3 p.m. and as late as 7 a.m. during the week, and park up to 24 hours during the weekend, depending on the garage. Limited spaces are available for daytime use.*



## Bus & Rail

[www.capmetro.org](http://www.capmetro.org)

*CapMetro connects people, jobs and communities by providing quality transportation choices to Central Texas. Let public transit handle your commute so you can reclaim part of your day to get things done or just enjoy a moment of personal zen. Getting around town on CapMetro is simple. We'll show you how to ride, transfer buses, bring your bike, pay your fare and much more.*



## Metrobike

<https://austin.bcycle.com/how-it-works>

*Unlike bike rental, a MetroBike bicycle is there when you need it, 24/7/365. Bike share is economical and convenient, designed for those trips that are too far to walk but too short to drive. With a MetroBike you don't have to worry about finding a parking spot or thieves stealing your bicycle. The only thing you have to worry about is the time you'll save getting from A to B.*

*As a member, you can use a BCycle to run an errand, grab lunch, travel from the bus stop to your office, or just get some fresh air.*



## Scooters

[www.austintexas.gov/sharedmobility](http://www.austintexas.gov/sharedmobility)

*Scooters are convenient and available throughout downtown. Services like Bird, Lime, LINK and Wheels are easy alternatives for running errands, grabbing lunch or heading to a meeting. Each company has its own app and starting rate.*

*Micromobility devices may include kick scooters, skateboards, or other small mobility devices that do not have a license plate. On sidewalks, riding and parking micromobility are allowed if done in a safe and respectful manner.*



## Ride-Hailing

*Ride-hailing makes it easy to get to and out of downtown without the need to find parking. Services like Lyft and Uber, and ZTrip are readily available. Each company has its own app and starting rate.*

## Get There ATX

[www.getthereatx.com/](http://www.getthereatx.com/)

*Get There ATX is the ultimate resource where visitors and residents can discover all available transportation options to get around the city. Use their newsletter, social media, and website to learn how to ride the bus, rent a bike, ride a scooter, or get general directions to get where you need to go. The program is managed and operated by the Austin Transportation Department.*

# Getting Around Austin

# Best Things to Do Outside in Austin



## HIKING

Hike along the leafy 10-mile Ann and Roy Butler Hike-and-Bike Trail at Lady Bird Lake, which skirts along shimmering waters and has picturesque views of Austin's skyline. Snap a selfie with the memorial statue of Austin music legend Stevie Ray Vaughan, stationed along the route at Auditorium Shores. Just 30 miles west of Austin, hike through a Texas Hill Country landscape of limestone cliffs and stone river beds along the Pedernales River at Pedernales Falls State Park. Follow Juniper Ridge Trail, which wends through a shaded mesquite forest and leads to the park's rushing Pedernales Falls.



## BIKING & CYCLING

The Violet Crown Trail offers great in-town mountain biking, with rocky surfaces and steep slopes. The Barton Creek Greenbelt is also a great destination for mountain bikers (enter at the Loop 360 access point), offering varied terrain within a beautiful landscape of cliffs and shaded groves alongside scenic Barton Creek. Road riders will want to bicycle from downtown to Mount Bonnell, peddling Scenic Drive along the waters of Lake Austin and catching an awesome sunset view from Pennybacker Bridge. The paved Southern Walnut Creek Trail, part of the city's Walnut Creek Trail System, is an urban trail designed for both bikers and pedestrians.



## SWIMMING

Combine great swimming with people watching at the historic Barton Springs Pool, just minutes from downtown Austin. Located in the heart of the 360-acre Zilker Park, this swimmer's paradise features clear water fed from underground springs that stays a refreshing 68 degrees year round, along with grassy hills for sunbathing. Located a 40-minute drive from Austin in Texas Hill Country, Hamilton Pool Preserve is a geological wonder. This historic swimming hole was formed by the Hamilton Creek spilling out over limestone outcroppings, creating a dramatic 50-foot waterfall that plunges into a canyon.



## CAMPING

Emma Long Metropolitan Park, situated along the shores of Lake Austin, is one of the few places where visitors can camp inside the city limits. Located just 25 minutes from downtown Austin, the park features waterside campsites, giant cypress trees, hiking and biking trails, swimming and boating, and spots for picnics and grilling. Located just southeast of downtown, McKinney Falls State Park offers 726 acres with nearly nine miles of hiking and cycling trails, playgrounds, picnic areas and a campground with 81 sites (featuring electricity and water hook-ups) and six cabins.



## CLIMBING & BOULDERING

Hike or bike along the Barton Creek Greenbelt to reach Gus Fruh, a swimming hole known for its famed Urban Assault limestone rock wall that's a favorite of climbers. Explore further to discover the hidden Twin Falls and Sculpture Falls areas, where you'll find relaxing shallow stream waters and plenty of rocky areas for adventurous climbing and exploring the falls. Reimers Ranch Park offers more than 300 different sport climbing routes on highly technical limestone cliff walls that skilled climbers love to scale. Many of the routes have bolts, anchors and fixed cable draws in place, so climbers can access popular routes with protection.



## KAYAKING & WATER RENTALS

Lady Bird Lake is a reservoir created by two dams on the Lower Colorado River which flows through downtown Austin. Motorized boats aren't permitted, so Lady Bird Lake is a perfect destination for kayakers, canoers and stand-up paddleboarders. It's easy to get out on the water at Lady Bird Lake, where you can rent stand-up paddleboards, kayaks and canoes from the Rowing Dock, Congress Avenue Kayaks, SUP ATX and more. For an insider's perspective, take a guided kayak or stand-up paddleboard tour of downtown Austin with Austin City Kayak Tours. Both beginners and experienced paddlers are welcome.



## BOATING

Lake Travis is Austin's largest lake, with countless coves and immense water depths (up to 210 feet), making it a favorite boating destination. There are several parks surrounding Lake Travis, including Pace Bend Park, known for its dramatic backdrop of limestone cliffs and abundant wildlife. An hour northwest of Austin, Muleshoe Bend Recreation Area in Spicewood is tucked into a picturesque bend of the Colorado River. The recreation area boasts wide-open riverfront views, boating, 34 secluded campsites, mountain biking, hiking trails and horseback riding.

<https://www.austintexas.org/austin-insider-blog/post/best-outdoor-adventures/>

<https://downtownaustin.com/economic-development/state-of-downtown/2020report/>



# Austin Farmers Markets

<https://www.hellolanding.com/blog/a-local-s-guide-to-the-best-farmers-markets-in-austin/>



## BOGGY CREEK FARM

**Wednesday–Saturday (September through July), 8 a.m.–1 p.m., Wednesday & Saturday (August), 8 a.m.–1 p.m.**  
An authentically Austin experience, visit East Austin's Boggy Creek Farm to tour the grounds, meet the farmers and explore the hen house. This no-till urban farm has been in business since 1992 and sells seasonally harvested, organic produce supplemented with dairy products, meats, eggs and more from other local farmers and ranchers.

## BARTON CREEK FARMERS MARKET

**Saturdays, 9 a.m. – 1 p.m. (year-round)**  
This award winning market is located at the Barton Creek Square mall and boasts a fantastic view of the downtown Austin skyline. Enjoy live music while you explore the vendor booths selling freshly baked breads, Fredericksburg peaches (during late spring/summer), fresh cheeses and milk and other organic, farm-fresh goods.

## BUDA FARMERS' MARKET

**Hours: 9 a.m. to 1 p.m. on Saturdays (downtown) or 3 p.m. to 7 p.m. on Wednesdays (uptown)**  
**Location: 121 North Main Street (downtown) or 767 Main Street (uptown), Buda**  
Head to Buda for a farmers' market with a small-town feel. Local farmers, ranchers, and artisans gather on the charming Main Street strip to offer high-quality goods – like eggs, pastries, and single-origin coffee. Condiment fans can find a whole range of olive oils, salsas, and jams as well. The Buda Market has a weekend market downtown and a weekday market uptown, so there's an option to fit every schedule.

## GREEN GATE FARMS MARKET

**Hours: 9 a.m. to 12 p.m. on Saturdays**  
**Location: 8310 Canoga Avenue**  
The Green Gate Farms Market is a certified organic family farm in East Austin. Volunteers can lend a hand, join the garden club, or take a yoga class with their neighbors, making this community-based farm a great way to get to know people in the area. On Saturdays, Green Gate opens the doors of its big red barn to shoppers seeking flowers, produce, herbs fresh-laid eggs, bulk grains, and pottery.

## THE DOMAIN FARMERS MARKET OF AUSTIN

The Domain Farmers Market of Austin is set to serve as a year-round farmers market. Located at 3220 Amy Donovan Plaza, 78758, its days of operation have yet to be announced.

## SFC FARMERS MARKET DOWNTOWN

**Saturdays, 9 a.m. – 1 p.m. (year-round)**  
Every Saturday morning, rain or shine, this massive market transforms Republic Square into a lively community of locals, visitors, students, families, farmers, artists, musicians and more. Browse food, drink and arts vendors selling everything from farm-fresh eggs to locally-brewed kombucha. Be sure to stop by the Urban Roots stand to support this sustainable farm program led by local youth.

## SFC FARMERS MARKET AT SUNSET VALLEY

**Saturdays, 9 a.m. – 1 p.m. (year-round)**  
This sizable South Austin market is a Saturday morning staple. Listen to local, live bands while you pick up homemade tamales, salsa from Native Roots, free range eggs, microgreens from Gracy's and seasonal fruits and veggies.

## LONE STAR FARMERS MARKET

**Sundays, 10 a.m. - 2 p.m. (year-round)**  
Visit the Hill Country Galleria on Sunday mornings to explore the Lone Star Farmers Market. With more than 40 booths offering artisan goods and local produce. Bring the dogs to walk the central plaza, shop prepared goods like Lady Fever Hot Sauce or Flavours Indian Food, and pick up a colorful bounty of veggies from nearby farms.

## GOOD SHEPHERD FARMERS' MARKET

**Hours: Irregular, but typically 9 a.m. to 1 p.m. on Saturdays, depending on the season**  
**Location: 3201 Windsor Road**  
This niche farmers' market in the Tarrytown's Episcopal Church of the Good Shepherd's parking lot features local crafts, coffee, and typical market produce. Bring the family and enjoy an afternoon snacking on treats in the shade of oak trees and taking in live music. Good Shepherd Farmers' Market has irregular hours and dates.

## PEDERNALES FARMERS' MARKET

**Hours: 10 a.m. to 2 p.m. on Sundays**  
**Location: 23526 Texas Highway 71 West, Spicewood**  
A must for foodies seeking the best of local fare. Explore organic and sustainable take-home goods like pasture-raised meats, nitrate-free sausages, and one-of-a-kind seasonings. Find handmade soaps and Mexican textiles, wood and leather crafts, and herbal tinctures.

## TEXAS FARMERS' MARKET AT MUELLER

**Every Sunday from 10 a.m. – 2 p.m.**  
**Location: 2006 Philomena Street**  
Opened in 2012, the Texas Farmers' Market has been voted Austin Chronicle's Best of Austin Farmers' Market for 10 years in a row. The market boasts 120+ vendors, about 40% of which are agricultural producers, fun activities for kids every second Sunday of the month, producers from within 150 miles of the market, so produce doesn't travel far.

## TEXAS FARMERS' MARKET AT LAKELINE

**Every Saturday from 9 a.m. – 1 p.m.**  
**11200 Lakeline Mall Drive**  
Owned by the same organization as the Mueller location, the Lakeline location boasts the same amenities as its sister location as well as showcasing live music from local artists.

## ROUND ROCK FARMERS MARKET

**Saturdays, 10am – 2pm (Year-Round)**  
**Location: 201 University Oaks Blvd, Round Rock**  
Proudly offering 100% local-grown, responsibly-raised food and products. Our vendors take pride in bringing you the best in Texas!

## WOLF RANCH FARMERS' MARKET GEORGETOWN

**Saturdays, 8:30am – 1pm (Year-Round)**  
**Location: 1015 W University Ave, Georgetown**  
The Wolf Ranch Farmers Market serves as a vibrant Saturday morning destination. Committed to supporting local farmers and food producers by providing them a platform to sell their goods. WRFM offers a consistent and reliable venue for the community to access fresh, locally-sourced products.

## WILCO FARMERS MARKET SUN CITY AND GEORGETOWN

**Location: 2 Texas Drive, Georgetown and 402 W. 8th Street, Georgetown**  
**Tuesdays and Thursdays, 9am – 12pm (Year-Round)**  
Wilco Farmers Market in Georgetown is a testament to the area's rich agricultural heritage, featuring a diverse range of locally-sourced produce, baked goods, and artisan products. It's a vibrant marketplace where visitors can find everything from fresh-cut flowers and organic vegetables to handmade jewelry and natural beauty products.

## PFLUGERVILLE PFARMERS MARKET

**Tuesdays, 3pm – 7pm (Year-Round)**  
**Location: 901 Old Austin Hutto Road, Pflugerville**  
The Pflugerville Pfarmers Market, presented by Farmer George, offers fresh, locally grown, and prepared foods. It features a diverse selection of produce alongside artisanal baked goods, honey, plants, eggs, free-range meats, and an array of salsas, pickles, and jams. This market is a vibrant spot for sourcing a wide range of high-quality, local products.

## HUTTO FARMERS MARKET

**Wednesdays, 3pm – 7pm (Year-Round)**  
**Location: 350 Ed Schmidt Boulevard, Hutto**  
Emphasizing sustainability and community engagement, this market offers a welcoming atmosphere where residents can shop for the freshest local produce, artisan foods, and handcrafted items. With a focus on supporting local farmers and businesses, the market providing access to healthy, locally sourced food and unique products.

## HUTTO SILOS FARMERS MARKET

**Sundays, 10am – 2pm (Year-Round)**  
**Location: 121 Co Op Boulevard, Hutto**  
This unique market at the Hutto Silos CO-OP is open year-round, offering a delightful mix of fresh produce, artisanal goods, and family-friendly activities. Set against the backdrop of Hutto's historic cotton gin, shoppers can find everything from seasonal fruits and vegetables to handmade crafts and gourmet foods.

## HERITAGE SQ. FARMERS MARKET – TAYLOR

**Saturdays, 10am – 2pm (Year-Round)**  
**Location: 400 N. Main St., Taylor**  
Set in the picturesque Heritage Square Park, this market is a community hub for locally grown fruits and vegetables, handcrafted goods, and delicious baked items. It's a place where local farmers and crafters come together under the pavilion to offer their freshest produce and unique creations, providing a family-friendly shopping experience that celebrates the best of local agriculture and creativity.

## MANOR COMMUNITY FARMERS MARKET

**Wednesdays, 4pm – 7pm (March–Nov)**  
**Location: 11525 ShadowGlen Trace, Manor**  
Located at Jennie Lane Park, this Wednesday market is a vibrant showcase of the region's agricultural abundance and artisan talent. Shoppers can enjoy a wide range of products, from organic vegetables and pasture-raised meats to homemade preserves and artisan crafts, all while enjoying the lively atmosphere and the chance to connect directly with the people who grow and make their food.

# STAYING ACTIVE IN DOWNTOWN AUSTIN

YOGA • BIKE • WALK • ROW • DANCE



## Hop on a MetroBike

If you don't have a bike but want to get into cycling, download the MetroBike app and borrow a bike from a kiosk. Stations are located throughout downtown and along the Hike and Bike Trail.

## Explore the Ann & Roy Butler Hike and Bike Trail

The Ann & Roy Butler Hike and Bike Trail might be Austin's worst-kept secret. This ten-mile-long recreational trail is great for cyclists, runners, walkers, and tourists. Enjoy beautiful views of Lady Bird Lake and the downtown skyline while you get in some physical activity.

## Take Free Outdoor Fitness Classes

Weekly fitness classes at Republic Square. Classes have included yoga, dance, cardio and barre, just to name a few. Check out the Republic Square event calendar to RSVP for a class. Outdoor fitness classes also can often be found at Indeed Tower Park.

## Break a Sweat with Swift Fit Events

Swift Fit Events regularly holds free community events around Austin. Luckily for us, most of them are downtown near their home base at Fareground. Enjoy wellness and fitness experiences with fantastic instructors and learn something new or have some fun.

## Feel the Burn at Barry's

Put the pedal to the metal at Barry's for some Bootcamp classes with HIIT and strength-focused options. Enjoy a good workout with a gear playlist, and you can fuel up after your workout at their shake bar.

## Shake it Out at Ballet Austin

Ballet Austin offers a wide array of fitness classes as well at the Butler Center for Dance and Fitness. They teach weight and resistance training for gentle aging, Feldenkrais, strengthening and stretching classes, Pilates and of course, incredibly fun adult dance classes.

## Find Your Community at RIDE

Looking for a ridiculous amount of fun on a bike? Jam out to some killer playlists and enjoy themed rides at RIDE. This cycling studio is all about welcoming you into their tribe and making you feel good off the bike and on.

## Get Your Om on at YTX

YTX, formerly known as Wanderlust, is a yoga studio downtown that offers a wide variety of classes. The studios are very spacious with no mirrors and low lighting, so you don't feel self-conscious. Yogis can choose their practice based on their schedule and what their body needs that particular day.

## Sweat it Out at Soul Cycle

If you want an intense ride with some really motivating instructors, this studio is a great place to try. Classes take place in rooms which are lit by candles that match the mood of the inspirational messages delivered by your assigned cycling instructor. Hop on a stationary bike and tackle some crazy terrains while you improve your cardio endurance.

## Try A Class at CorePower Yoga

Grab a water bottle and your mat to and head to CorePower Yoga downtown. This studio offers a few staple classes and rotates through special classes. The staples are Powercore 1, Powercore 2, Yoga Sculpt and Hot Power Fusion.

## Take a Stroll Around Downtown

Looking to get some steps in and see the good sites? Take a stroll down Congress while you are listening to the audio tour developed by the Austin Chapter of the American Institute of Architects or a self-guided tour of the artworks downtown in the Austin Art in Public Places collection.

## Get Your Blood Pumping at Rō Fitness

The best part about this studio is the location. Rō Fitness is located at Waller Creek Boathouse, which means you can stare out onto Lady Bird Lake as you're working out on your rowing machine. The team pulls the machines out onto the patio overlooking the lake, meaning you can get in some Vitamin D as you row your way to better health.

## Hit the Lake with Austin Rowing Club

If you're looking for a fun and functional arm exercise, we recommend renting a kayak from Rō Fitness's downstairs neighbor, Austin Rowing Club. The staff is friendly and will help you get into a kayak quickly. If you want a fun, full-body workout, try out a standup paddleboard.

# LIVE MUSIC VENUES



ACL Live at the Moody Theater – 310 Willie Nelson Blvd, Austin, TX 78701

Antone's – 305 E 5th St, Austin, TX 78701

Cactus Cafe – 2247 Guadalupe St, Austin, TX 78712

Cedar Street Courtyard – 208 W 4th St, Ste C, Austin, TX 78701

Cheer Up Charlies – 900 Red River St, Austin, TX 78701

Elephant Room – Swift Building, 315 Congress Ave, Austin, TX 78701

Elysium – 705 Red River St, Austin, TX 78701

Empire Control Room & Garage – 606 E 7th St, Austin, TX 78701

Flamingo Cantina – 515 East 6th St, Austin, TX 78701

Friends Bar – 208 E 6th St, Austin, TX 78701

The Long Center for Performing Arts – 701 W Riverside Dr, Austin, TX 78704

Stateside at the Paramount – 719 Congress Ave, Austin, TX 78701

Mala Vida – 708 E. 6th St, Austin, TX 78701

Mohawk – 912 Red River St, Austin, TX 78701

Parker Jazz Club – 117 W 4th Street, Ste 107B, Austin, TX 78701

Moody Amphitheater – Waterloo Park – 500 E 12th St, Austin, TX 78701

Parish – 214 E 6th St, Austin, TX 78701

Pete's Dueling Piano Bar – 421 E 6th St, Austin, TX 78701

San Jac Saloon – 300 E 6th St, Austin, TX 78701

Schlotz Garten – 1607 San Jacinto Blvd, Austin, Texas 78701

Speakeasy – 412 Congress Ave, Austin, TX 78701

Stubb's – 801 Red River, Austin, TX 78701

Summit – 120 W 5th St, Austin, TX 78701

Swan Dive – 615 Red River St, Austin, TX 78701

Tellers Austin – 607 Trinity St, Austin, TX 78701

The Belmont – 305 W 6th St, Austin, TX 78701

The Green Jay – 711 Red River St, Austin, TX 78701

The Venue – 516 E 6th St, Austin, TX 78701



# OTHER LIVE EVENTS



## COMEDY SHOWS

Esther's Follies 525 E 6th St, Austin, TX 78701

The Creek and the Cave 611 E 7th St, Austin, TX 78701

The Velveeta Room 521 E 6th St, Austin, TX 78701

## DRAG SHOWS

Barbarella 611 Red River St, Austin, TX 78701

Halcyon 218 West 4th Street, Austin, TX 78701

The Iron Bear 301 W 6th St, Austin, TX 78701

Irene's 506 West Ave, Austin, TX 78701

Oilcan Harry's 211 West 4th Street, Austin, Texas 78701

Rain on 4th 217 W 4th St, Austin, TX 78701

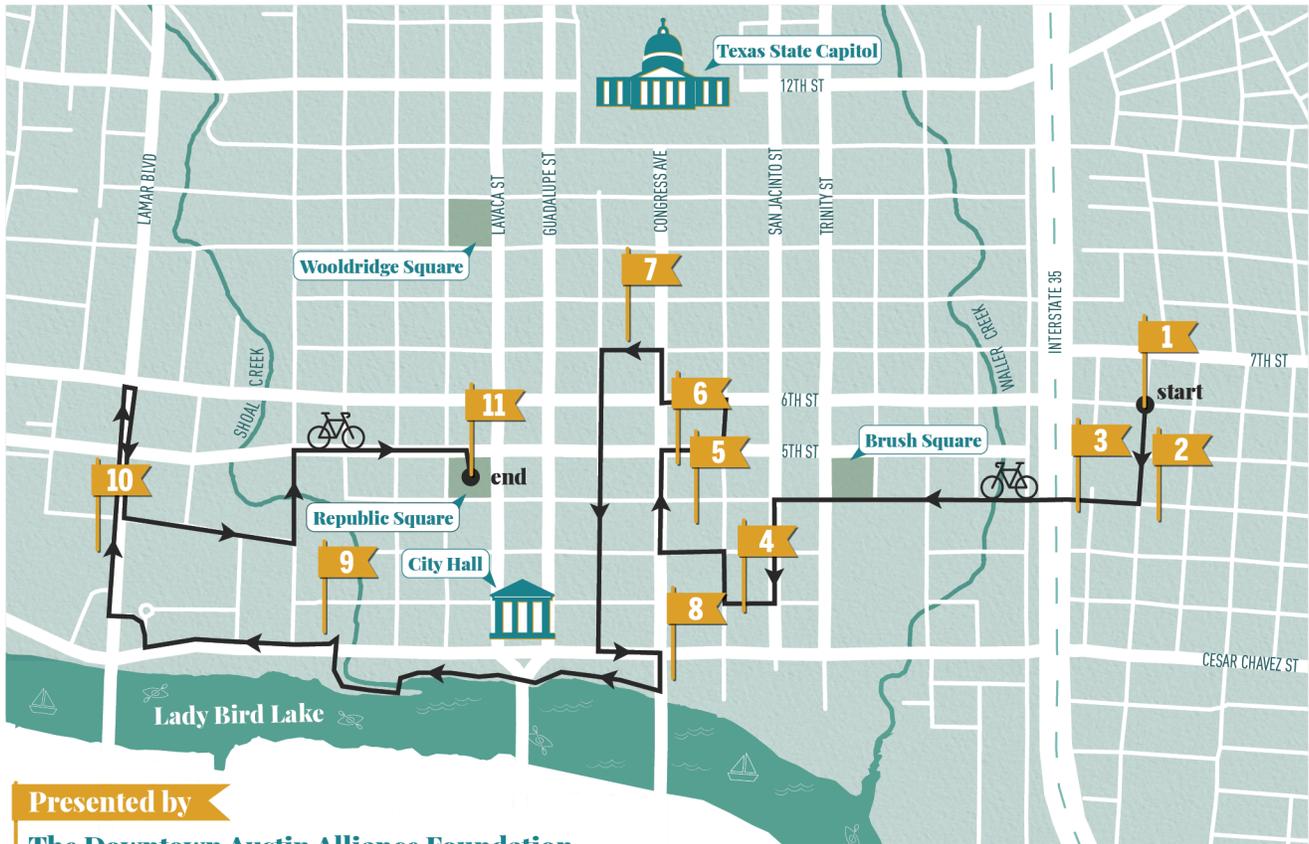
## FESTIVALS (JUST TO NAME A FEW)

- SXSW (South by Southwest)
- Bat Fest
- ACL Festival
- Hot Summer Nights
- Free Week
- Blues on the Green
- Austin Reggae Fest
- Levitation





# Downtown Mural Bike Tour



Presented by

The Downtown Austin Alliance Foundation

## 1 We All Belong Here

LOCATION | San Marcos St + E 6th St

ARTIST | Lucas P-Li

## 2 Colores de la Cultura

LOCATION | San Marcos St + E 4th St

ARTISTS | Carmen Rangel + Kimmie Flores

ORGANIZATION | Raasin in the Sun

## 3 Native Hostel Murals

LOCATION | 807 E 4th St

FEATURING | La Colectividad

ARTISTS | Lead Mylo Mendez + Color Squad Team

ORGANIZATION | Creative Action

FEATURING | If HE Can't Breathe, WE Can't Breathe

ARTIST | Chris Rogers

## 4 Tau Ceti

LOCATION | E 2nd St + Brazos St

ARTIST | Josef Kristofleotti

ORGANIZATION | City of Austin's Art in Public Places

## 5 301 Congress - Sneak Peak

LOCATION | 301 Congress

ARTIST | TBD

ORGANIZATION | Downtown Austin Alliance Foundation

## 6 Mexic-Arte Museum Walls

LOCATION | 419 Congress Ave

SERIES | El Mero Muro

ORGANIZATION | Mexic-Arte Museum

## 7 Daniel Johnston's Work Mural - Contemporary Austin Museum

LOCATION | 700 Congress Ave

## 8 The Beauty of Liberty and Equality

LOCATION | 111 E Cesar Chavez St

ARTISTS | Shepherd Fairy + Shandra Chevrier

ORGANIZATION | Downtown Austin Alliance Foundation

## 9 Legend Mosaics at Austin Public Library Downtown

LOCATION | 710 W Cesar Chavez St

ARTISTS | Litzzy Reavaldez, Lolita Rodriguez, Carmen Rangel, Lys Santamaria

ORGANIZATION | Latinas

## 10 It's Okay not to Be Okay

LOCATION | N Lamar Service Rd + W 3rd St

ARTIST | Sadé Lawson

ORGANIZATION | Downtown Austin Alliance Foundation

## Be Well Murals

LOCATION | N Lamar Service Rd + W 3rd St

ARTISTS | Carmen Rangel, Uloang, Rex Hamilton,

Samara Barks, Kimmie Flores, Niz

ORGANIZATION | Raasin in the Sun

## 11 ArtBox - Republic Square

LOCATION | 422 Guadalupe St

ARTIST | Niz

ORGANIZATION | Downtown Austin Alliance Foundation

## Artist Meet and Greet at Salt n Time

LOCATION | 422 W 5th Street C

## End of Tour

# FACTS ABOUT AUSTIN YOU MAY NOT KNOW BUT WILL LOVE!



**There are a few things everyone knows about the city: Austin keeps things weird and it is considered the Live Music Capital of the World, for example. But here are more fun facts you probably didn't know:**

## **Austin has the only nude beach in all of Texas**

Texas has no laws that stop women from going topless in public. However, no other city in the state has a place designated for nudity. Hippie Hollow is a clothing-optional beach located on Lake Travis.

## **Austin has the largest urban bat colony in North America.**

During spring and summer, about 1.5 million Mexican free-tailed bats migrate to Austin and emerge from under the Congress Avenue Bridge every night. Tourists and residents wait for and watch this unique spectacle.

**No NBA, no NFL, no MLB.** Whether it's due the sheer dominance of Longhorns fans—or just the fact that it's surrounded by three big cities with multiple pro-sports franchises—Austin's first major-league team is the Austin Bold FC, an American professional soccer team.

## **Tons of movies have been filmed in Austin.**

Everyone knows that *Boyhood* was filmed in Austin. But did you know that *What's Eating Gilbert Grape?* was filmed in Texas's capital, too? Other movies that were filmed in Austin include *Dazed and Confused*, *Office Space*, *Ms Congeniality*, *Kill Bill Volume 1*, *The Texas Chainsaw Massacre*, *True Grit*, *Idiocracy*, *Everybody Wants Some*, *The Faculty*, *Machete*, *The Newton Boys*, *Song to Song*, *The Tree of Life* & *Spy Kids*.

## **The Texas State Capitol building.**

is the second largest capitol building. The only capitol building that's bigger is the United States Capitol in Washington, DC.

## **The Karaoke Underground.**

It's karaoke, but it's punk—offering amateurs a shot at non-chart-toppers by bands from Crass to Sleater-Kinney.

**Low-key celebrity presence.** Okay, **Matthew McConaughey** couldn't always be described as “low-key.” But the citizens of Austin generally enjoy an easygoing relationship with the celebs who live or spend time here (Willie Nelson, Elijah Wood, John Doe, Dan Rather, Sandra Bullock, Andy Roddick, Brooklyn Decker, Carrie Brownstein, Ethan Hawke, Olivia Wilde, a Teen Mom here, a Bachelor there). Maybe it's because we're so much cooler than most of them (not you, Willie and John).

**Barkitecture.** We love our pups so much, we want them to be not just well-fed, but well and stylishly housed, too. That's why, every fall for the past 15 years, local architects and designers have deployed their visions to reinvent the doghouse, then displayed and auctioned them at a canine-centric event benefiting local animal shelters and nonprofits.

**(Almost) anything you want to do, you can do outside.** Austinites love to eat, drink, work, hear music, shop, exercise, celebrate, and (sometimes) dance—all outside, even in high summer. In addition to all the natural spaces, there are patios, decks, balconies, and rooftop amenities available to the public everywhere—and most are dog-friendly.

**The tiny highway that runs through the Texas State Cemetery.** When rascally Dem dealmaker Bob Bullock wanted the state to build its cemetery in Austin (so he could be buried in it), he got a small section of an old trail on the Eastside declared a state highway. It's still a trail, Bullock is buried there, and another Austin legend lives on.

**Waiting for hours for famous barbecue—or ditching the line for a world-class food truck or a strip-mall surprise.** Austin offers an impressive sampler of foods from all over—from trucks with house-made Italian pasta and deep-fried jambalaya to the sublime sushi, paella, and Nepalese fusion to be found in unassuming, deeply unhip places beyond the central city lights.

**If there is one food that describes Austin, it's breakfast tacos.** If you go to Austin without eating a breakfast taco, did you really even go to Austin.

**Electric-green birds on a wire.** Supposedly, the original flock of wild monk parakeets descended from a domesticated group that escaped from a local RV park in the 1970s. Their range seems to expand every year, and now you can spot them all over the city.

**Mother Ginger.** Witnessing different local celebrities play the big-skirted character in Ballet Austin's *Nutcracker* every night of its annual run is a hoot, and being chosen to do so is a high honor that has been bestowed on such luminaries as Ann Richards, Vince Young, and Robert Rodriguez.

**ZIP code pride.** Austin residents don't use area codes to claim their turf. They use ZIP codes as cultural shorthand—“I live in the '23” or “Real estate in the '45 is hot right now”—and ID whole regions of town with the same (78702 is Eastside, 78704 is South Austin, and so on).

**Westlake's native sons.** Longhorns football will probably always have the city's heart, but Westlake High School grads Drew Brees and Nick Foles prove it's no slouch at turning out Super Bowl-winning quarterbacks.

**El Arroyo Sign.** Since 1975, El Arroyo has been serving up Tex-Mex with a side of laughs on their famous marquee sign on the corner of West 5th and Campbell in Austin, Texas. Over the years they've covered every food pun imaginable while never forgetting witty commentary on current events.

**Austin has tons of museums.** The Cathedral of Junk is a favorite of residents and tourists. It's located in the backyard of a small house on the south side of Austin. It's made up of what you might consider junk, from ladders and bicycle parts to clocks. The best thing about this museum is that there's something new to see each time you visit.

## **Austin celebrates Eeyore's birthday**

Austin has celebrated the birthday of the fictional character from *Winnie the Pooh* since 1965. Eeyore's Birthday Party usually happens on the last Saturday of April. Attendees arrive in colorful costumes and are entertained by live music and very large drum circles.

**Larry Monroe Forever Bridge.** Covered in a mosaic of mirrors and ceramic work, the short and artful stretch over Blunn Creek on East Side Drive captures both the city's knack for participatory street art and its love of people who make the world better with their big ol' record collections and even bigger hearts.

**Ponies in the bike lane.** It's not unusual to look up from your dashboard, scooter, or sidewalk cafe to see a couple of horses (sometimes mules) being ridden unabashedly on the city streets.

**Barton Scream.** So many Austinites swarm at Barton Springs Pool to howl at the full moon that attendance after 8:30 p.m. had to be limited to 750 people. And the popular event—more properly known as the Full Moon Swim—happens every month.

**UT's “secret” libraries.** The Life Science Library reading room in the Main Building is seemingly designed to evoke a huge medieval hall. The Architecture and Planning Library in Battle Hall, designed by Cass Gilbert and built in 1911, looks like its Tuscan cousin. Walking into either one feels like discovering a hidden room in an old castle.

**Zilker Park.** A 351-acre stretch of green that contains Barton Springs, botanical gardens, a hillside theater, a disc-golf course, a leash-free dog area, a sculpture garden, a rowing dock, volleyball courts, and a miniature train, and that hosts a holiday trail of lights, a kite festival, summer musicals, fireworks, and live music.

Getting the in-jokes on **King of the Hill**. Knowing where the real Landing Strip from Friday Night Lights (and Varsity Blues, and Planet Terror) is. Spotting your neighbor's house (or yours) in *Boyhood*. Revisiting the place where you got your appendix removed with *The Walking Dead*.

**Calling it “Town Lake.” Town Lake... Lady Bird Lake... the Colorado River.** Whatever you call it, Austin wouldn't be the same without the scenic body of water separating North and South Austin.

