



ATX GRAND PRIX

MEDIA KIT

WHO, WHAT AND WHERE OF AUSTIN

Located in Central Texas on the eastern edge of the American Southwest, Austin is the capital of the state of Texas, the Lone Star State. The city dates back to the 1830s, when the first Anglo-American settlers arrived in the area, then part of Mexico. In 1837, settlers founded the village of Waterloo on the banks of the Colorado River, the first permanent settlement in the area. By 1839, Waterloo would adopt the name Austin and the frontier town would become the capital of the Republic of Texas. The City is named for Stephen F. Austin, the “Father of Texas.”

Austin is in Travis, Hays and Williamson counties and is the 13th most populous city in the United States; the fourth most populous city in Texas.

Austin is an international city, tracing its roots back to the flags of the six different entities that have governed Texas during its history: Spain, France, Mexico, the Republic of Texas, the United States and the Confederate States of America. The City of Austin retains that international flair. We have Sister-City and Friendship City relationships with:

- Adelaide, Australia
- Angers, France
- Antalya, Turkey
- Gwangmyeong, South Korea
- Koblenz, Germany
- Lima, Peru
- Maseru, Lesotho
- Oita, Japan
- Old Orlu, Nigeria
- Saltillo, Mexico
- Taichung, Taiwan
- Xishuangbanna, China

Sister Cities

Friendship Cities

- London Borough of Hackney, United Kingdom
- Tehuacán, Mexico
- Villefranche-sur-mer, France

Austin has a population of 820,611 (2011 U.S. Census). Austin is a very diverse city. The Anglo/white population is 48.7 percent; the Hispanic/Latino population, 35.1 percent; African American, 7.7 percent; Asian, 6.3 percent; and other, 2.2 percent. Forty-five percent of Austin residents own their own homes. More than 43 percent of adults over the age of 25 have college degrees. Austin has a reputation for being business-friendly. Austin has established itself as an international leader in technology, innovation, energy, music and cultural arts and that has contributed to significant business development and expansion here.

For more information on Austin’s population, visit: austintexas.gov/demographics





WHY WE ARE WEIRD

"Keep Austin Weird" has become a local motto in recent years, featured on bumper stickers, T-shirts and coffee mugs. This motto has not only been used in promoting Austin's eccentricity and diversity, but is also meant to bolster support for Austin's 43,000 local independent businesses. According to a 2010 book, "Weird City," the phrase was coined by a local Austin Community College librarian and his wife who were concerned about Austin's "rapid descent into commercialism and over-development."

Recent reports indicate the creative sector in Austin contributed to a 25 percent increase in economic impact. This comes as no surprise since Austin is also known as the "Live Music Capital of the World," and there are always plenty of music events, as well as any kind of entertainment option imaginable. For example, Austin has more than 200 live music venues in Austin, including several right in the airport.

Austin is an incredible place to live, work, play and invest, and it's easy to see why. Since 2011, Austin has received more than 50 local and national rankings, all of which you can check out below: austintexas.gov/rankings

Weird or not, there are plenty of activities in Austin. For more information on what makes Austin unique, visit austintexas.org or austintexas.org/visit/like-a-local/faq



WHILE YOU ARE HERE

Austin's mild climate allows you to enjoy outdoor activities virtually year round. Austin has 300 days of sunshine a year and an average temperature of 71 degrees in November.

As is the case in many urban centers, Austin's traffic can be a challenge, particularly during special events. However, Austin has a number of options for travelers.

If you arrive at Austin-Bergstrom International Airport (www.abia.org) and need to go downtown, or elsewhere, ground transportation options range from car rentals to Capital Metro, Austin's public transportation provider. Learn more at austintexas.gov/groundtransportation

Visit atxgrandprix.org/gpmap to help you get around town on F1 weekend.

There are also numerous taxicab companies that include:

Yellow Cab: (512) 452-9999

Austin Cab: (512) 478-2222

Lone Star Cab: (512) 836-4900

Austin also has a growing industry of pedicabs-taxis powered by bike riders. These are available throughout the downtown area.

Taxi drivers charge a fee, but will gladly accept gratuities/tips. Pedicab drivers operate only on tips. The rest of our friendly service industry workers also rely on tips.

To get to the F1 track on race day, shuttle services will be operating from the intersection of 15th and Trinity streets in Downtown Austin and the Travis County Expo Center, at 7311 Decker Lane in Northeast Austin. (The COTA facility is in Elroy, outside the Austin city limits.)



TAKING TRANSIT DURING F1

You can travel like an Austinite by using Capital Metro, the local award-winning public transportation service. With 83 bus routes and 32 miles of commuter rail, you can ride Capital Metro to any number of places throughout Central Texas. Its Trip Planner gives step-by-step directions to everywhere it goes, offers helpful tips on how to explore Austin by bus and train, and its schedules and maps are extra useful for first-time riders.

Here are just a few of Capital Metro services to consider:

- The MetroAirport bus (route 100) operates every 30 minutes and takes you to the heart of Downtown Austin - including stops near many hotels - for only \$1. Catch it at the airport's lower level. From Nov.15–19, MetroAirport's frequency will increase to every 15 minutes.
- Go mobile with Capital Metro by downloading the free More Mobile app (called Austin Capital metro) in the App Store or Google Play. With the app, you can easily purchase and instantly validate fares -and also access the Trip Planner on the go - helping you reach your destination even faster. Fares can be purchased Nov. 10–24.
- MetroRail will offer regular service on Nov. 16, and expanded service Nov. 17–18.
 - Nov. 16: 6 a.m.–midnight
 - Nov. 17: 10 a.m.–midnight
 - Nov. 18: 10 a.m.–8 p.m.
- While you're downtown during the ATX Grand Prix, catch a ride on the free and convenient Downtown Loop. This free bus service will operate Nov. 16-18 from 7 a.m.–2:30 a.m., every 15 minutes (may be delayed due to traffic).
- F1 attendees can use routes 7, 10, 18, 20, 37, 100 and the Downtown Loop to reach the COTA F1 shuttle at 15th and Trinity streets in Downtown Austin.
- Planning on staying late downtown? Use Capital Metro's Night Owl service from midnight until 3 a.m. every night except Sunday. Catch one of five Night Owls at Sixth Street and Congress Avenue with service to/from neighborhoods throughout Austin, for only \$1. View route details at capmetro.org/nightowl.
- "Keep up with Capital Metro's latest news during F1 by following its Facebook page ([facebook.com/capitalmetro](https://www.facebook.com/capitalmetro)) and via Twitter ([@CapMetroATX](https://twitter.com/CapMetroATX))"

Find more details about Capital Metro's services during F1 at capmetro.org/F1 or by calling the GO Line at (512) 474-1200.

Race-credentialed media have other transportation options and should contact the Circuit of the Americas at: circuitoftheamericas.com.

Another Austin custom is its environmentally friendly atmosphere. Its Smoking in Public Places Ordinance states:

- Smoking and ashtrays are prohibited in all public places and within 15 feet of "entrances" and openable windows.
- Business operators must take necessary steps to prevent or stop patrons from smoking and must provide a smoke-free workplace to employees.

Also, be aware that most Austin establishments stop selling alcoholic beverages at 2 a.m.



TODAY'S BIG STORY

Austin's first Grand Prix is expected to bring approximately 300,000 visitors and journalists to the Austin area who will be participating in nearly a week's worth of race and entertainment events. Most of the information you will need to cover the event can be found on two websites:

Visit atxgrandprix.org to get updated information on traffic, road closures and other official information you need about Austin's first Grand Prix.

Visit circuitoftheamericas.com to get updated race-related information, including COTA events, from the Circuit of the America's website.

SOCIAL MEDIA CONNECTIONS

Austin is a globally engaged city. It is one of the high-tech capitals of the world, home to international companies such as Samsung and Dell Computers. The City of Austin uses social media to engage its citizenry, as well as provide basic information on the City and its work. If you need background information and data, connect with the City of Austin on social media. The most popular social media tools are [facebook.com/austintexasgov](https://www.facebook.com/austintexasgov), twitter.com/austintexasgov and [youtube.com/austintexasgov](https://www.youtube.com/austintexasgov)

Throughout the race weekend, the City of Austin will send tweets with important information. Follow **#ATXF1**.

The Austin Convention and Visitors Bureau will provide a virtual concierge service via Twitter. Follow it at **#trueAustin**.

WEB RESOURCES

Austintexas.gov, the City's municipal website, was ranked one of the best in the nation by Digital Cities. It offers complete information about Austin City government and services.

ATXGrandPrix.org is part of the AustinTexas.gov family of websites.

Additionally, the following local media websites will be useful to visitors during the F1 event.

- austinchronicle.com (Local weekly alternative newspaper)
- austin.ynn.com (Local cable news network)
- statesman.com (City's daily newspaper)
- keyetv.com (CBS affiliate)
- ktbc.com (Fox affiliate)
- kvue.com (ABC affiliate)
- kxan.com (NBC affiliate)
- univisionaustin.univision.com
(Spanish-language Univision affiliate)



MOVING TO AUSTIN?

If you want to make your visit permanent, visit austinnewcomeronline.com to go to the Greater Austin Chamber of Commerce website.

PUBLIC SAFETY

If you need help, call:

- Non-emergency assistance: call 3-1-1
- Health and public safety emergencies: call 9-1-1.
- Austin Police Department: (512) 974-5750
- Travis County Sheriff's Office: (512) 854-9770





AUSTINTEXAS.GOV

