



Advocacy Committee

Committee Purpose: To ensure Texas Downtown has a coordinated effort to monitor and provide information about legislation impacting downtowns at the state and federal levels to members. The committee also assists with local advocacy training. Please note that Texas Downtown is not a registered lobbyist.

2026 Co-Chairs: Molly Alexander, ITP Consulting and Maggie Campbell

Priorities:

Economic Development

- Support laws that maintain municipally created downtown revitalization programs & the funding mechanisms for these programs.
- Support municipal rights that protect the interests of neighborhoods, downtowns, and their citizens, regarding permitted uses and design.
- Support the continuation of economic development policies and tools that contribute to downtown development and revitalization efforts.
- Oppose municipal tax ceilings and unfunded mandates that disadvantage rural and small communities.

Small Business

- Support development of a capital pipeline for small business owners and entrepreneurs/increase access to capital.
- Support agriculture programs that aid farmers markets and the marketing of Texas-made products (i.e., Go Texan).
- Support workforce development through the funding of Career & Technical Education programs offered by Texas school districts.

Heritage, Historic Preservation, and Resiliency

- Full funding and policy support for the Texas Historical Commission and its programs such as the Texas Main Street Program, Courthouse Preservation Program, and Heritage Trails Program.
- Advocate for preservation of under-served community heritage assets and support the enhanced storytelling of all Texans, past and present.
- Greater protection and allocation of resources during preparedness, disasters, and disaster recovery that aims for resiliency and strives to be equitable.

Tourism, Arts, Culture, and Recreation

- Support of the \$8 million exceptional item to expand Texas Commission of the Arts funding for Cultural Districts, Arts Respond, and Arts Create programming.
- Continuation of the 15 percent Hotel Occupancy Tax allowance for the arts and other current permissible uses, regardless of a municipality's population.
- Continuation and expansion of the Municipal Hotel Occupancy Tax reporting program.
- Maintain funding for Heritage Tourism programs.
- Support for other cultural initiatives of the State including the Film and Music Commissions.

Committee Member Responsibilities:

- When the Texas Legislature is in session, track, monitor and vote as an active committee member to move forward on legislative action.
- When not in session, committee members work on coordinating advocacy training with other committees and TXDT staff.

Staff Responsibilities:

- Communicate committee information with TXDT members.
- Provide and support training efforts for local advocacy.
- Organize an annual webinar on advocacy updates and recommendations.