

City of Austin Economic Development Department
Required Marketing Training with Miles Partnership
FY25 NEXUS GRANTEES

Overview

The City of Austin Economic Development Department, via our vendor, Miles Partnership, is providing 7 Tourism Marketing Training Sessions for recipients of EDD's Grant programs that are funded by Hotel Occupancy Tax. These online educational sessions will provide training on:

- Optimizing your creative online presence,
- Maximizing your marketing efforts, and
- Looking at free and creative ways to increase your online presence
- All training is offered at no cost to Grantees.

Timeline for Training Access

- The trainings began online in October 2024 and continued in January and February 2025. All are available to grantees as recordings, which can be watched on-demand in the learning platform.
- You also have access to all recordings from FY23, and you may watch them if you like.
- All recordings will remain accessible through the end of your grant cycle.

Account Setup

- All users will log in at <https://austin.academyfortourism.com/login-page>
- **Past Grantees:** Your account is still active. Use the same email and password to access the platform. If you cannot remember your password, or username, please [use this form](#) to get a reset.
- **New grantees:** Request accounts for staff that need access to the trainings **with [this form](#)**.
- Any new accounts have a temporary password: **Temp123** (The password is case-sensitive, with a capital "T").

Training Sessions

- **Live trainings on Zoom**
 - January – February 2025
 - Each 1-hour live session was conducted via Zoom.
- **Recordings**
 - Both FY2023 and FY2024-2025 sessions are available for viewing now.

- o All sessions were recorded on the platform in both English and Spanish. Use the Spanish flag toggle in the upper right of the screen to get to the Spanish language videos.
- o Recordings will be accessible until the end of your grant period.

Participation Requirements

- Grantees are required to complete viewing **2 out of the 7** recordings from FY2024-2025. We encourage completing as many as possible, as the trainings are free.
- Select a minimum of 2 trainings based on your personal or business interests.

Reporting Participation in Submittable

- To fulfill the requirement, report your viewed session and participation via the **Miles Partnership Form** inside Submittable.

[\(Instructions to Track Miles Partnership Requirements in Submittable.docx\)](#)

Optional Support

- You may also schedule 1:1 Virtual Office Hours with Miles Partnership staff for additional guidance on marketing topics covered in the trainings. These sessions are optional and free for grantees. You can request a time inside the platform once logged in.
- Your contact for questions about this grant requirement is Peggy.Ellithorpe@austintexas.gov