

Exhibit A

**DOWNTOWN AUSTIN ALLIANCE**  
**MAY 1, 2017 - APRIL 30, 2018**  
**PID Service Plan Budget**



<b>REVENUES:</b>		<b>2017-2018</b>	
	City Revenue		
	PID Assessments	6,605,837	
	City of Austin Contribution in Lieu of Assessment	150,000	
	Public Toilet	150,000	
	Brush Square Museums Security	60,000	
	Prior Year Revenue, Interest and Late Payment Penalties	372,266	
<b>TOTAL REVENUES</b>		<b>7,338,103</b>	

<b>PROGRAMS:</b>		<b>Prelim Budget FY 5/17-4/18</b>	<b>Percentage Allocation</b>
	Safety and Hospitality*	1,217,510	16.59%
	Cleanliness and Beautification**	1,503,782	20.49%
	Homelessness Support	322,090	4.39%
	Mobility and Parking	619,015	8.44%
	Historic Squares, Parks, and Open Space	452,939	6.17%
	Congress Avenue	377,448	5.14%
	District Planning	452,939	6.17%
	Public Space Management	639,146	8.71%
	Communications	523,395	7.13%
	Market Research	186,208	2.54%
	Music, Culture, and Events	161,044	2.19%
	Education	211,475	2.88%
	Administration	671,112	9.15%
<b>TOTAL EXPENDITURES</b>		<b>\$ 7,338,103</b>	<b>100%</b>

\* Includes \$60,000 for Brush Square Museums Security

\*\* Includes \$150,000 for the construction/installation and maintenance of a public restroom



**Downtown Austin Alliance  
Service Plan and Budget  
May 1, 2017 – April 30, 2018**

**INTRODUCTION**

In 1993, the downtown property owners petitioned the City of Austin to create a Public Improvement District (PID) to address the unique needs of downtown Austin. The primary funding for the Downtown Austin Alliance (Alliance) comes from this special assessment on large downtown properties assessed over \$500,000 (homestead properties exempt) and is reinvested within the PID's geographic boundary. In 2012, the PID was renewed for a 10-year term. The Alliance collected petitions from the property owners representing 85% of the aggregate assessed value and 71% of the land area, well in excess of the statutory requirement to reauthorize the PID.

The Alliance's mission is to preserve and enhance the value and vitality of downtown Austin. As the Alliance continues to lead downtown Austin, the proven economic heart of our region, we work in close collaboration with many other partners to advance our collective vision for the future of downtown. No collaboration is more important than the one with the City of Austin. Key stakeholders include:

- property owners
- residents
- business owners
- workforce
- community organizations
- government officials and staff
- educational institutions
- visitors

The Alliance is engaged in dozens of projects and issues that increase the appeal of downtown Austin to residents, employees, and visitors. We advance downtown's vision through education and planning, as well as the provision of direct services supporting improved safety, cleanliness, and hospitality.

## **THE ALLIANCE'S VISION FOR DOWNTOWN**

Downtown Austin is a welcoming community and a vibrant neighborhood for all. Downtown is the region's cultural hub and a thriving business, government, education, entertainment, and residential center. The area is easy to reach and enticing to explore—a place where nature's beauty beckons. It is a prosperous place that is both economically and environmentally sustainable.

## **THE ALLIANCE'S STRATEGIC PLAN**

The Alliance's Board adopted a new five-year strategic plan in 2014 to guide the organization's work. The plan hones our priorities to focus our time and resources on the areas where we can effect the most change. Each year the Alliance sets goals in the context of the strategic plan and reports annually on its progress and accomplishments.

## **THE ALLIANCE'S STRATEGIC PRIORITIES**

Fundamental to the implementation of the strategic plan are its strategic priorities:

**Safety and Hospitality** - Downtown users are safe and feel safe throughout the area. Every block is as clean and beautiful as the next. Make progress on each of the following five-year goals:

- Implement a hospitality/safety program model that provides the highest return on the Alliance's investment.
- Provide leadership and direct funding to reduce the number of chronically homeless downtown.
- Educate for City & County to implement a sobriety center, in an appropriate location, to more effectively address public intoxication and the needs of chronic inebriates.
- Implement a cleanliness and beautification program that enhances the overall attractiveness of downtown.
- Provide leadership and education to develop downtown maintenance plan for the coordination, standardization, and effect delivery of downtown maintenance service.

Additional funding in the form of the City's contribution in lieu of paying assessment in the amount of \$210,000 above the annual \$150, 000 amount will enhance current hospitality efforts by supporting two new initiatives in 2017 and will confer a special benefit to the properties within the District-supplemental security for the Susanna Dickinson Museum and O. Henry Museum in Brush Square and the establishment of a public restroom. The DAA will work diligently with the City over the next 90 days to identify and assist with a cost effective and functional use of the \$60,000 in additional funding for security at the two museums. In accordance with stakeholder and City Council feedback, the DAA will also coordinate with the City for a pilot project of a public restroom facility utilizing the additional \$150,000 in funding. The allocated

amounts to the two projects are preliminary, therefore the funds for these two line items may be reallocated to increase or decrease the proposed budget between only these two projects. Should the DAA not be able to assist with these projects, the additional fee in lieu of contributions above the annual \$150,00 may be reduced by the commensurate line item amount.

**Congress Avenue** – Lead the effort to transform what is now a truly exceptional place – the greatest street in Austin and one of the great street in the world. Critical to the success of this strategic priority is how projects, policy and implementation can impact all of downtown positively. Make progress on each of the following five-year goals:

- Identify and execute 10 momentum projects in collaboration with the City of Austin and other partners that support the implementation of the 2010 Congress Avenue Strategic Vision Plan.
- Help lead Congress Avenue Urban Design Initiative with the City of Austin. Design complete and funding sources identified.
- Help lead the South Central Waterfront Initiative with the City of Austin. Finalize the Small Area Plan and Implementation Strategy.
- Coordinate with the Alliance’s overall Brand Strategy, communicate success, and implementation of the vision.

**Parks and Public Space** – Lead the effort to improve and sustain great parks, squares, and public spaces to increase the appeal, livability, and economic value of downtown. The Alliance accomplishes this through public-private partnerships, promotion, and education. Make progress on each of the following five-year goals:

- Support completion of successful capital campaign for Republic Square.
- Champion the timely completion of construction for Republic Square.
- Prepare for the launch of operations and management of Republic Square.
- Evaluate success of Republic Square Partnership and explore future opportunities (ongoing).
- Support, coordinate (and lead where needed) the creation of great Downtown parks, squares, and public spaces.

**Mobility** – Support efforts to make the amenities and lure of downtown Austin readily accessible by a variety of effective, efficient, and pleasant transportation options. Make progress on each of the following five-year goals:

- Support progress on I-35 improvements and projects to improve access into downtown
- Support implementation of additional elements of Project Connect.
- Support efforts to improve downtown parking and mobility.
- Support implementation of Great Streets improvement.

**Development Policy** – The Downtown Austin Alliance is committed to the economic prosperity of downtown Austin that results from the increased demand of businesses, residents, and visitors who value downtown’s unique characteristics. Make progress on each of the following five-year goals:

- Ensure that CodeNEXT and interim code changes result in a favorable downtown regulatory environment.
- Ensure that new development projects add to value and vitality of downtown Austin.
- Redevelop Eastern downtown in a way that creates connections and a cohesive sense of place.
- Continue to implement and update Downtown Austin Plan as necessary.

**Communications** – Downtown Austin Alliance seeks to continue to be an effective economic development organization as well as taking on a more visible leadership role. Make progress on each of the following five-year goals:

- Develop and implement Brand Strategy for the organization
- Develop engaging topics and speakers to educate constituents and partners.
- Implement new membership structure.

## **CONVENING PRINCIPLES**

1. **Vision** – The Alliance starts any program or project by gathering input to create a vision. Whether the project is a revitalized park, a district like the Innovation Zone, or an issue like addressing homelessness, the establishment of a vision is essential.
2. **Economic Prosperity** – The economic prosperity of downtown Austin that results from increased demand of businesses, residents, and visitors who value downtown’s unique characteristics is imperative to the prosperity of the region, as well as the Alliance’s mission, vision, and core values.
3. **Leadership** – An increasingly visible leadership role for the organization in the context of new and growing numbers of downtown stakeholders is key.
4. **Strategic Partnerships** – The Alliance cannot do all that needs to be done on its own. The success of the organization is dependent on alliances with stakeholders who share our collective vision of downtown.
5. **Inclusiveness** – The Alliance strives to involve and engage all stakeholders and citizens in our efforts.

## **METHODOLOGY**

To achieve the organization's strategic priorities, the Alliance uses the following methods:

### **Research & Information**

- Identify, collect, maintain, and distribute key data that helps to describe, analyze, and assess the progress of downtown Austin.

### **Education**

- Provide educational events and communications to downtown property owners, downtown stakeholders, and the community in general.

### **Planning**

- Clearly articulate the need and participate in planning activities for downtown.

### **Engaging Leaders**

- Develop and engage downtown leadership through educational forums, active committees, work groups, and task forces.

### **Strong Partnerships**

- Identify and develop relationships with key stakeholders and partners that support the Alliance's mission and strategic priorities. We also contribute funding toward the following partner organizations:
  - Art Alliance Austin
  - Austin B-cycle
  - Austin Parks Foundation
  - Austin Travis County Integral Care
  - Downtown Assistant District Attorney's Office
  - Ending Community Homelessness Coalition (ECHO)
  - Movability Austin
  - Preservation Austin
  - Shoal Creek Conservancy
  - Sustainable Food Center
  - Waller Creek Conservancy

### **Communications**

- Increase knowledge of and interest in downtown Austin and the Alliance. We act as a liaison between property owners, government officials, community organizations, and individuals to ensure all parties are informed and all voices are heard.