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At the Downtown Austin Alliance, few of our projects are short-term. Increasing downtown Austin’s value and vitality involves planning not just for the next year, but for the next 20 years and beyond. And it requires working day in, day out with our leaders, members and community partners to turn far-reaching plans into reality.

Because each DAA initiative has its own long-term cycle, some years have more tangible outcomes — things the public can see and experience — than others. This was definitely a year of concrete outcomes. Congress Avenue is now lined with nearly 500 beautiful native plants, and at night its 136 trees are filled with lights. Wooldridge Square reopened after a dramatic makeover to its grass, trees and bandstand, as well as the addition of a new irrigation system to keep it looking great. Republic Square also saw increased activity and potential as the “front lawn” of our brand new federal courthouse.

Many other projects we’ve long championed and helped plan with our partners are also on the cusp of public debut. Downtown will soon be the hub of our city’s first Bike Share program, with 10 initial stations debuting at the end of 2013. Capital Metro will begin high-frequency, high-capacity MetroRapid bus service through downtown next year. And the Central Texas Regional Mobility Authority is about to break ground on new managed toll lanes on MoPac.

In downtown’s northeast quadrant, construction on the Waller Creek Tunnel is near completion and will set the foundation for new parks, retail and other components of the vision outlined by the winners of Waller Creek Conservancy’s international design competition. Additionally, The University of Texas System Board of Regents approved the master plan for the medical district, which will bring the Dell Medical School and a new teaching hospital to this long-underutilized area of downtown. The DAA looks forward to the fulfillment of Mayor Leffingwell’s vision to create an Innovation District in this part of downtown.

As we celebrated these new “wins” for downtown, we continued tackling big issues like shaping the Project Connect regional transportation plan and proposals for urban rail, advocating for more police resources downtown, and finding new permanent supportive housing solutions for our chronically homeless population.

On behalf of the DAA and its board of directors, I want to thank you all for helping us continuously move projects forward, and for working every day toward an even brighter future for our urban core.

Sincerely,

[Signature]

LARRY GRAHAM
2012-2013 Board Chair
Downtown Austin Alliance
When I reflect upon the last 20 years of downtown Austin’s phenomenal growth, I of course think of the dramatic changes to our skyline. Frost Bank Tower, the Austonian, the Hilton, Computer Sciences Corporation, Whole Foods Market and dozens of other developments have transformed our landscape from college town to cosmopolitan city.

I also think about what these buildings represent. New corporate headquarters now occupy office towers that, in 1993, were vacant or repossessed after Austin’s late 1980s real estate recession. More than 10,000 people live downtown, compared to 4,000 in 1993. Growth in our overall population, as well as the rising success of events like South by Southwest Conferences and Festivals, Austin City Limits Music Festival and Formula One, has boosted the number of downtown hotel rooms from 3,000 to 6,400.

Retail and entertainment areas like the Second Street District, the Warehouse District, Congress Avenue and the West End have taken downtown streets from being largely dormant to bustling around the clock. Improvements to the Trail at Lady Bird Lake and our parks, along with programming like the Farmers’ Market Downtown, have cemented our status as the city’s prime recreational destination.

And emerging development around Waller Creek, Seaholm Power Plant, Green Water Treatment Plant and the Medical District assures a future of dynamic growth.

Most of all, when I think of downtown’s success, I think of the people who helped make it happen. Downtown is a neighborhood made up of bright, creative individuals, and we’ve been lucky to have 135 of them serve on the Downtown Austin Alliance board since our inception in 1993. These volunteer leaders have included former mayors, entrepreneurs, developers, architects and artists, all working to advance our collective vision of downtown.

It all started with a group of volunteers who, following the leadership of the City of Austin, Greater Austin Chamber of Commerce and the Austin chapter of the American Institute of Architects, created the Downtown Austin Public Improvement District and the DAA. Creating a PID required them to get a majority of downtown property owners to sign a petition agreeing to a mandatory tax assessment based on their property valuation. This tax revenue is the DAA’s main source of funding.

We are grateful to our volunteers and to the property owners who recognized the importance of creating the DAA as an organization dedicated to building the value and vitality of downtown Austin. We are grateful to the members, volunteer leaders and partner organizations that continue working with us every day to achieve this mission. Lastly, I am grateful to my hard-working DAA team — from early morning street cleanings to late-night City Council meetings, I appreciate your every action to build our downtown into a treasure for Austin and an example to the world.

Sincerely,

CHARLIE BETTS
Executive Director
Downtown Austin Alliance
“In its early years, the DAA quickly established itself as a credible organization with the public, businesses and governments, and was perceived as an effective business entity that delivered needed services to successfully recruit investment dollars to downtown.”

DAVID BODENMAN
Highland Resources, Inc.
WHOA WE ARE

Formed in 1993, the DAA is a non-profit organization that works with property owners, residents, business owners, community organizations and government officials to advance our collective vision for the future of downtown Austin. Downtown property owners with property valued over $500,000 are automatically assessed members of the DAA, and any other Austin organizations or individuals are welcomed to join.

We also develop downtown leadership by connecting these stakeholders with opportunities to shape the area’s future. Over the past 20 years, hundreds of talented Austinites have volunteered to serve on the DAA board and advisory board. Additionally, any DAA member can join one of our four committees, which meet monthly.

WHAT WE DO

The DAA is engaged in dozens of projects and issues that increase the appeal of downtown Austin to residents, employees and visitors. As a full-time advocate for downtown, the DAA is actively involved in planning decisions that impact the area. We also advance downtown’s vision through direct services supporting safety and cleanliness.

Additionally, we develop effective relationships with key stakeholders in the public and private sectors, creating partnerships that support the DAA’s mission and projects. Examples include:

- Arts and Entertainment Committee
- Parks Committee
- Security and Maintenance Committee
- Mobility and Streetscapes Committee

DAA MEMBERSHIP

Associate & Voluntary Members (Dues-paying)

Assessed Members (Property owners)

Total Members

102
488
590
IN 1993, the City Council approved a Public Improvement District (PID) to address the unique needs of Downtown Austin. The DAA's primary source of funding comes from a special tax assessment on privately owned, large properties within the PID. The PID assesses properties at 10 cents per $100 after the first $500,000 in value. The PID is currently authorized through 2023.

Office Rental
(Per Square Foot)

- CBD
- CITYWIDE

(Source: Capitol Market Research, June 2013)

Office Occupancy

- CBD
- CITYWIDE

(Source: Capitol Market Research, June 2013)
**Downtown employees**
(Source: U.S. Census Bureau, 2011)

**Office rental rate:**
$36.12 \text{ per square foot} \times 90.8\% \text{ occupancy rate}
(Source: Capitol Market Research, June 2013)

**Multi-tenant office space under construction:**
681,000 square feet
(Source: Downtown Austin Emerging Projects, City of Austin)

**Square feet of multi-tenant office space:**
8.5 million
(Source: Capitol Market Research, June 2013)
Downtown apartment occupancy: 93% (Source: Capitol Market Research, June 2013)

Condo units built downtown since 2000: 2,163

Apartment units built downtown since 2000: 1,994

Apartment units under construction: 1,164 (Source: DAA and City of Austin, 2013)

Downtown hotel occupancy: 81% (Source: Capitol Market Research, June 2013)

Number of hotel rooms available now: 1,664

Number of hotel rooms under construction: 6,400

Hotel average daily rate: $178.82 (Source: Austin Convention & Visitors Bureau, through May 2013)

“The most rewarding part of my service to the DAA is seeing the many projects our membership and staff advocate for come to fruition including the Waller Creek Tunnel, Great Streets, the I-35 makeover project and new retail on Congress.”

JOEL SHER
Congress Holdings Group
DAA Board Chair, 2010-2011
### Downtown Austin Alliance

**Residential and Hotel Markets**

**Apartment Market**
- CBD
- Citywide

(Source: Capitol Market Research, June 2013)

**Hotel Occupancy**
- CBD Austin
- Austin

(Austin Convention & Visitors Bureau, May 2013)
Downtown Retail Market

According to research conducted for the Downtown Austin Alliance by Downtown Works, the bulk of the downtown Austin target market is comprised of young people who rent their dwellings and are restless, active, electronically savvy and strive to be cool. With the exception of a few groups, they are not necessarily affluent yet have disposable income which they spend on the latest in electronics, apparel, activewear, meals out, movies and concerts and, in some cases, home furnishings. As a whole, the target market is not interested in investment-quality goods — they are more likely to purchase moderately priced goods and apparel.

Young & Restless, 10.9% of Market

This is an educated group; 36 percent aged 25 years or older hold a bachelor’s or graduate degree; 69 percent have attended college. Ethnically diverse, these folks are very career-oriented; 74 percent are in the labor force (the highest rate of the segments). Most have professional, sales, service, or office/administration support jobs. These young, single professionals are pursuing their careers and living a busy lifestyle. They are technologically savvy and take advantage of the convenience provided by many products and services. They read magazines to stay current on the latest lifestyle and entertainment trends and are just as likely to read a music magazine as a business publication. They go online for the latest news and sports. Television viewing is average. Radio is a good way to reach them; they listen to urban and contemporary hit music. Seeing movies at theaters and on DVD is a major source of entertainment. They also enjoy going to bars or nightclubs. Their busy schedule also includes working out at the gym and playing various sports.

Enterprising Professionals, 7.3% of the Market

First off, it is important to note that this group is made up of world-class shoppers; they buy everything from electric tools and small household appliances to women's shoes and clothing. Members of this group are young (early 30s) and moving up the economic ladder. Already they have achieved some measure of success and the best is yet to come. They are always on the lookout for the next big job opportunity and they relocate frequently; consequently, they tend to be renters. At some future point they will settle in — if not to a particular job then to a particular city. When they do they will buy a nice home. Most are singles or couples but some have just started families. Their kids are in day care. Arguably this is the oldest group to take to all manner of electronic innovations like Wii and they still like Xbox and PlayStation. They buy flat screen and plasma TVs and subscribe to digital cable to a greater degree than any other group. They travel a lot, like yoga and Pilates, and flock to mid-tier national chain restaurants as well as to fine restaurants for haute cuisine. As they get closer to 40 they bounce between two worlds: the sophistication of their prime earning years and the eclecticism of their youth.

Metro Renters, 5.1% of the Market

These are the new downtown residents — they prefer urban high- or low-rises. This group embraces urban amenities — sipping coffee at a corner shop, visiting museums, dining out. It is one of the most educated groups — more than 1 in 4 Metro Renters aged 25 years or older holds a graduate degree; 1 in 3 has earned a bachelor's degree. More than 80 percent of these resi-
Students have attended college; 17 percent are still enrolled in undergraduate or graduate school. Because they rent, “home and hearth” products are low priority, although they will buy new furniture from stores such as Crate & Barrel or Pier One Imports. They buy clothes and other merchandise from traditional stores or online. Members of this group work out regularly at clubs, play tennis and volleyball, practice yoga, ski, and jog. They take advantage of their urban milieu; they go dancing, visit museums, attend classical or rock concerts, go to karaoke nights and the movies, and eat out.

While not wealthy, their incomes and the fact that they are typically childless allow an active lifestyle; they need to be where the action is and are avid shoppers and diners.

“In my year as Chair, we made progress on improving the aesthetics of our downtown built environment, establishing “Great Streets” as a guide for sidewalk development with wide sidewalks, trees, and benches. And we started the revitalization of the four historic downtown park squares — Republic, Brush, Wooldridge, and the Old Bakery — with movies, yoga, a farmer’s market, and giant chess in the parks, plus tree trimming, mowing, and decks with chairs.”

BOBBIE BARKER
St. David’s Community Health Foundation
DAA Board Chair, 1997-1998
The Downtown Austin Alliance’s 2008-2013 strategic plan, outlined below, guides our special projects and daily activities as we serve the community’s interests. The plan incorporates extensive input from downtown property owners, leaders and residents. Over the past year, the DAA’s board and staff members have been working together to refine this plan for 2014-2019, and we will launch an updated version in late 2013.

**IMPACT AREAS**

- **Congress Avenue**: Develop Congress Avenue into an extraordinary place that is the heart and soul of Austin and “The Main Street of Texas.”
- **Mobility**: Actively participate in transportation planning to monitor and influence transportation ingress, egress and circulation in downtown Austin.
- **Northeast Quadrant**: Advocate for the transformation of the Northeast Quadrant of downtown into a safe, appealing, economically vital and historically significant asset to downtown including the transformation of East Sixth Street.
- **Arts and Entertainment**: Foster an environment that is supportive of cultural organizations, music and events for the region that make downtown the premier destination for cultural events and entertainment.
- **Parks and Open Spaces**: Foster public-private partnerships to revitalize and activate downtown squares, plazas and public spaces.

**IMPROVING BASICS AND THE PUBLIC REALM**

- **Natural Environment**: Protect and enhance the natural environment through a Downtown Parks Master Plan, Waller Creek Corridor planning and implementation, the increased usage and ownership of parks and ongoing maintenance.
- **Infrastructure**: Provide leadership to facilitate appropriate aboveground and belowground infrastructure in downtown Austin and to identify funding sources.
- **Cleanliness**: Provide leadership and direct services to create an appealing, welcoming and clean downtown.
- **Public Safety**: Facilitate collaborative efforts and engage elected officials, leadership of public and private agencies, and downtown stakeholders to improve public safety and public order and to reduce homelessness.

**ONGOING INITIATIVES**

**Promoting Economic Vitality**

- **Economic Development**: Promote positive growth of downtown’s retail, commercial and residential markets.
- **Retail**: Provide leadership in the implementation of the Downtown Retail Redevelopment Strategy, an initiative to cultivate a mix of local, regional and national retailers downtown.

**DEVELOPING DOWNTOWN LEADERSHIP CAPACITY**

- **Research and Information**: Identify, collect, maintain and distribute key data that helps to describe, analyze and assess the progress of downtown Austin.
“In my year as DAA Chair, I was surrounded by a volunteer board and staff committed to improving the quality and experience of downtown Austin for everyone. We continue to enjoy the success of that focus on building a community of residents, businesses and visitors sharing a passion for our great downtown.”

ROBERT GASTON
Transwestern
DAA Board Chair 2000-2001

- **Education**: Provide educational events and communications to downtown property owners, downtown stakeholders and the community in general.
- **Funding Development**: Explore the potential to fund the DAA's strategic priorities with new sources of revenues if appropriate.
- **Vision & Planning**: Clearly articulate the need for a vision, and advocate for and participate in planning activities for downtown.
- **Strong Partnerships**: Identify and develop effective relationships with key stakeholders and create and sustain liaisons and partnerships that align with and support the DAAs mission and current and future strategic priorities.
- **Leader Engagement**: Develop and engage downtown leadership.
- **Communications**: Increase knowledge of and interest in downtown Austin and the DAA.
- **Advocacy and Policy**: Monitor and advocate for policy that enhances downtown's economic prosperity and competitive advantage.
“Back in 1998 we started making progress on the important early work that eventually led to new residential development downtown. In 2005 it was very rewarding for me to move downtown with my kids into a fabulous newly constructed home.”

WILL WYNN
DAA Board Chair, 1998-1999
OUR GOAL  Develop Congress Avenue into an extraordinary place that is the heart and soul of Austin and “The Main Street of Texas.”

OUR PROGRESS

CONGRESS AVENUE LIGHTS

This year’s Holiday Sing-Along and Downtown Stroll event marked the debut of the Congress Avenue Lights: a project that lights all 136 trees on the Avenue from Lady Bird Lake to the Capitol, 365 days a year. The Downtown Austin Alliance funded the lights and worked with the City of Austin and Austin Energy to install the project. The lights unify the Avenue visually, enhance the outdoor dining environment, extend the hours of the street and provide retailers and property owners with a foundation for holiday decorations.

CAST IRON PLANTERS

To help create a unified aesthetic, the 44 cast iron planters along Congress Avenue got a complete makeover through the addition of 484 new, drought-tolerant plants and new soil. This project was led by the DAA with the help of local landscape architect Eleanor McKinney, and executed in partnership with SunGrow Landscape Construction Services and the City of Austin’s Public Works Department.

STREETSCAPES IMPROVEMENT PROJECT

We created a joint DAA and City of Austin team to begin scoping a design and engineering study for Congress Avenue to lay the foundation for future infrastructure improvements. We successfully advocated for the funding through the City of Austin 2012 General Obligation Bond Package.

SUCCESS AUDIT

We engaged consultant Don Stastny to conduct a success audit of Congress Avenue as a follow-up to the 2010 Congress Avenue Vision. He interviewed 100 downtown stakeholders and Congress Avenue property owners to determine how to build on the momentum for Congress Avenue and refine its role within the future context of downtown.

LEARN MORE

Read the Congress Avenue Vision and learn more about the DAA’s ongoing activities to enhance the Avenue.

downtownaustin.com/daa/congress-avenue
MOBILITY AND INFRASTRUCTURE
Navigating downtown with ease.

OUR GOALS

MOBILITY  Actively participate in transportation planning to monitor and influence transportation ingress, egress and circulation in downtown Austin.

INFRASTRUCTURE  Provide leadership to facilitate appropriate aboveground and belowground infrastructure in downtown Austin and to identify funding sources.

OUR PROGRESS

PROJECT CONNECT

On behalf of the Downtown Austin Alliance, board member Tom Stacy served on Mayor Lee Leffingwell’s Transit Working Group and helped define the Project Connect vision for a regional transit system. We advocated for some of the system’s more immediate components, including MetroRapid and an urban rail proposal.

• MetroRapid: The DAA worked with Capital Metro and other stakeholders to develop routes for the MetroRapid high-capacity, high-frequency buses coming online in early 2014. The two planned MetroRapid lines will connect major business, medical, education and entertainment hubs with neighborhoods across the city, and will have signal prioritization allowing buses to hold stoplights green a bit longer.

• Urban Rail: The DAA continued advocating for an urban rail system that will link key destinations in central Austin and provide direct connections to other parts of the regional transportation system. We worked with the City of Austin, Capital Metro, Lone Star Rail, the Capital Area Metropolitan Planning Organization and other stakeholders to refine an urban rail proposal for a future bond election opportunity.

MANAGED LANES

The Central Texas Regional Mobility Authority released a preliminary construction schedule for express lanes on Mopac. These buffer-separated lanes (one northbound, one southbound) will span Parmer Lane to Lady Bird Lake and will use variable tolls to keep traffic moving even when the adjacent lanes are congested. The DAA continued to closely monitor the project, which we advocated for over many years.

BIKE SHARE

The DAA’s longtime advocacy culminated in the announcement of Austin’s first bike share program. City Council approved a contract with the company B-Cycle to purchase a system including 400 bicycles, 600 docks, 40 kiosks, and the hardware and software to operate the system. The nonprofit organization Bike Share of Austin will manage the program and the DAA donated $50,000 as a founding sponsor.

WAYFINDING

The City of Austin neared completion of its wayfinding design manual as well as the process of designing gateways into downtown. The DAA serves on the project steering committee as a long-time wayfinding advocate, and we continued to provide input as the team prepared for 2014 implementation. The project is funded by revenue from expanded parking meter hours downtown.

PARKING

We continued to support the City of Austin as it optimized parking options downtown. This year’s parking revenue yielded $1.5 million in funds for downtown improvement projects.

Visit the Get Around section of our website for more information on downtown transportation solutions, as well as the latest street closures.

downtownaustin.com/experience/getting-around
MOVABILITY AUSTIN

We continued to fund and support Movability Austin, downtown’s transportation management association. The City of Austin, Travis County and Capital Metro also support the group. Movability Austin works with downtown employers and their employees to address their transportation challenges and develop more effective commuting solutions.

STREET CLOSURES

The DAA informed the downtown community of all upcoming street closures. We also worked with special-event organizers to help them minimize the impact their street closures had on our members.

STREETSCEAPE IMPROVEMENTS

The DAA successfully advocated for a 2012 bond package, which includes funding for four downtown Great Streets projects. These projects have either already been designed or will complete connections in strategic locations. In addition to addressing failing streets and improving street surfaces, this program will also upgrade utilities and improve sidewalk connectivity and accessibility.

We continued supporting the City of Austin's current and planned downtown street improvement projects, which follow the Great Streets Master Plan.

- East Second Street, Phase III – Congress Avenue to Trinity Street
- Federal Courthouse Sidewalks
- Colorado Street – West Third Street to West Tenth Street
- Third Street – West Avenue to Trinity Street
- Eighth Street – West Avenue to Congress Avenue

“The DAA has been instrumental in advocating for downtown the past 20 years and has been a key player in making downtown the fantastic place it is today. During my year as chair, I focused on making certain the business community understood the important part that the arts and culture play in making downtown an economic success. I feel honored to have played a small part in the transformation of downtown Austin.”

NANCY BURNS
Norwood Tower Management
DAA Board Chair, 2007-2008
OUR GOAL  Advocate for the transformation of the Northeast Quadrant into a safe, appealing, economically vital and historically significant asset to downtown including the transformation of East Sixth Street.

OUR PROGRESS

INNOVATION DISTRICT TASK FORCE

The Downtown Austin Alliance is serving on a new Innovation District Task Force that Mayor Lee Leffingwell formed to address the unique opportunities and challenges facing downtown's northeast quadrant. These include the future Dell Medical School at The University of Texas at Austin and its adjacent teaching hospital, the Waller Creek transformation, the area's concentration of social services, and ongoing transit needs.

MEDICAL DISTRICT MASTER PLAN

The University of Texas System Board of Regents approved the master plan for the medical district, which will build the Dell Medical School between Interstate 35 and Trinity Street, and between Martin Luther King Jr. Boulevard and 15th Street. Seton Healthcare Family received authorization from its parent company, Ascension Health, to construct a new teaching hospital in the medical district. The DAA supported Central Health Proposition 1 to finance integrated health care and the new medical school. We continue to monitor progress and potential impacts on downtown as the school moves toward its goal of enrolling an inaugural class in 2016.

WALLER CREEK DESIGN COMPETITION

The Waller Creek Conservancy chose the team of Michael Van Valkenburgh Associates, Inc. and Thomas Phifer & Partners as the winner of its international design competition, to which the DAA contributed a $50,000 sponsorship. After the Waller Creek Tunnel is completed in 2014, the team’s plans will be used to transform downtown’s eastern border from 15th Street to Lady Bird Lake, linking now-disconnected areas through five parks, two trails and restored creek space.

BOND PACKAGE ADVOCACY

The DAA successfully advocated for a 2012 bond election package that provides $10 million in funding for Waller Creek improvements and $1.5 million each to improve Palm and Waterloo Parks.
OUR GOAL  Promote positive growth of downtown’s retail, commercial and residential markets.

OUR PROGRESS
The Downtown Austin Alliance supported three new downtown development projects as they went through the City of Austin process. We also saw the completion or construction of many projects we’ve championed over the past few years.

DEVELOPMENTS
RECENTLY COMPLETED
- **Hyatt Place** — *Third and San Jacinto Streets*: This 296-room hotel is located one block west of the Austin Convention Center.
- **The Whitley** — *Third and Brazos Streets*: This 18-story apartment tower, built by Riverside Resources LLC, includes 266 multifamily units, 6,000 square feet of ground-floor commercial space for office or retail usage and a 3,650-square-foot restaurant.

DEVELOPMENTS
UNDER CONSTRUCTION
- **Colorado Tower** — *Third and Colorado Streets*: Cousins Properties, Hixon Properties Inc. and Silver Ventures are building a 30-story, 400,000-square-foot office tower with street-level retail/restaurant.
- **Hyatt Regency Ballroom and Parking Structure** — *Congress Avenue and Barton Springs Road*: Construction has started on a 600-space parking garage and 25,000-square-foot ballroom and meeting rooms on the hotel’s existing south parking lot.
- **IBC Bank Plaza** — *Fifth and Nueces Streets*: This project will have 148,000 square feet of office space, a 17,000-square-foot bank and an 11,000-square-foot restaurant.
- **JW Marriott Hotel** — *Second Street and Congress Avenue*: White Lodging has broken ground on a 1,012-room convention hotel.
- **New Central Library** — *West Cesar Chavez Street*: Work has started on the new 198,000-square-foot central library, located between Shoal Creek and the soon-to-be-redeveloped Seaholm Power Plant. The new library will replace the John Henry Faulk Central Library, which is being considered for expansion of the Austin History Center.

DOWNTOWN DENSITY BONUS PROGRAM
The Austin City Council approved the codification of a streamlined Downtown Density Bonus Program, which included a concept offered by the DAA as an amendment. The DAA, along with Ending Community Homelessness Coalition and Caritas of Austin, requested that the Council designate all affordable housing fees generated by projects participating in the Downtown Density Bonus Program toward building low-barrier, permanent supportive housing for the chronically homeless.

DOWNTOWN PARKING
The City Council passed a package of parking code changes that included eliminating minimum parking requirements downtown. The DAA supported these changes, as we do not believe this will change downtown parking supply and will not immediately change the amount of parking developers choose to build for new projects. If and when Austin develops into a city with a mature transit system, lenders and developers may have lower parking requirements in the future. The appeal of this proposal is that it offers flexibility.

View the latest list of emerging projects downtown at downtownaustin.com/business/emergingprojects
for the market to adapt without code variances or further City Council action.

**SOUND MITIGATION**

The City Council voted against a proposed Building Code amendment, which would have required double-paned, laminated glass in all residential and hotel buildings greater than five stories. Teaming with the Real Estate Council of Austin, the DAA expressed concerns — with which the Council agreed — that the costly new requirements could hinder development while failing to mitigate sound at lower (bass) frequencies or to address noise in buildings erected before the ordinance.

**WATER/WASTEWATER IMPACT FEES**

The Austin Water Utility’s impact fees, designed to cover the costs of serving new development, must be adjusted every five years. In 2012, a Joint Committee of three City of Austin boards recommended that the City adopt a fee structure that is the same anywhere in Austin with a dramatic increase for downtown. The DAA, along with the Real Estate Council of Austin, Home Builders Association of Austin and City of Austin staff, supported an alternate proposal that would give fee discounts within the Desired Development Zone and further discounts to neighborhoods with Small Area Plans, such as downtown. Rates would still increase downtown, but not disproportionately.

“I am most proud of the closer sense of community between the downtown businesses, which created a comprehensive plan for 2nd Street. The vision created a couple of years before, coupled with the planning of 2nd Street during my term as chair, resulted in what we have today, and what is still to come. I smile whenever I am on that corridor; which is at least twice weekly!”

BEVERLY SILAS
Beverly Silas & Associates
DAA Board Chair, 2001-2002
“The one thing that moved forward in my year as Chair was the DAA itself! I would like to tip the hat to some of our early folks who helped get the DAA off the ground – without Bill Renfro, Karen Richmond, Glen West, the late Jerry Creagh, Carl Daywood, Phil Breeland, Jose Martinez, David Bodenman, Lucy Galbraith and a host of others, the Downtown Austin Alliance would not have moved forward to become the organization it is today.”

JOHN BARCLAY
The John A. Barclay Agency, Inc.
DAA Board Chair, 1993-1994
OUR GOAL  Foster an environment that is supportive of cultural organizations, music and events for the region that make downtown the premier destination for cultural events and entertainment.

OUR PROGRESS

NEW HOLIDAY TREE
The Downtown Austin Alliance worked with the City of Austin and the Austin Music Office to select and install a new, 40-foot holiday tree with lights programmed to holiday music from local artists. The tree made its debut outside the Capitol at the annual Holiday Sing-Along and Downtown Stroll, which attracted a record 18,000 attendees. The event was co-sponsored by the DAA and KUT 90.5 FM.

BIKE RACKS
The City of Austin Art in Public Places Program and the DAA dedicated two new, artist-designed bike racks on Congress Avenue. The DAA initiated the bike rack sculpture project in 2008, working closely with Art in Public Places to commission local artists to design unique, durable sculptures that support the arts downtown while providing amenities for bicycle transportation. The DAA funded the project along with Thomas Properties Group and 816 Congress.

SPONSORSHIPS
The DAA awarded $60,000 in placemaking sponsorships for cultural events and projects that contribute to the value and vitality of downtown Austin. Our 2012 recipients used their sponsorships to implement the following projects in 2013.

AMLI Residential: 2nd Street District Holiday Window Walk scholarship competition
AnnMade: Upkeep of Butterfly Mural at 721 Congress
Art Alliance Austin: Art City Austin
Art Alliance Austin: Temporary hub space
Art From the Streets: 20th Annual Show and Sale of art by people who are homeless

Austin School for the Performing and Visual Arts: Rock the House on 12th (performance/showcase of student work)
Austin Theatre Alliance/The Paramount & State Theatres: Paramount Film Institute Placemaking Program
Ballet Austin: Get Fit! 2013
ChingoZine Artist Collective: Public mural
Eighth Street Mural Project: Temporary mural project
Mexic-Arte Museum: Viva la Vida Festival
Royal Blue Grocery: Royal Blue Pocket Patio
Snap Kitchen: Snap Kitchen Pod: Enhancing Congress
Sustainable Food Center: Farmers’ Market Downtown
Texas Book Festival
Waller Creek Conservancy: Temporary art and landscape installations
“I think that I am most proud of the advocacy for the redevelopment of Waller Creek and the continued promotion of downtown through the DOWNTOWN television show on KLRU.”

KENT COLLINS
Centro Development
DAA Board Chair, 2006-2007
Our goal: Foster public-private partnerships to revitalize and activate downtown squares, plazas and public spaces.

Our progress:

Wooldridge Square reopening

Wooldridge Square reopened in September 2013 after two years of improvements including irrigation and sod installation, restoration of the historic bandstand, tree replacements and infrastructure upgrades. The City of Austin completed the restoration, working closely with the Downtown Alliance, Austin Parks Foundation and Friends of Wooldridge Square. The DAA planned celebratory reopening events for the public.

Public-private partnerships

- The DAA continued to work with Austin Parks Foundation and the City of Austin to develop a public-private partnership for operating and managing Republic Square Park.
- We developed a Vision Plan for the Old Bakery Park, which outlines the park’s ideal programs and usage. The plan is based on extensive public input gathered by our DAA Parks committee.
- We worked with the City of Austin and Austin Parks Foundation to bring a new food vendor, My Thai Mom, to the Old Bakery Park to increase foot traffic and revenue.
- We contributed financially to several public-private partnership efforts:
  - $10,000 toward the formation of the Shoal Creek Conservancy, a group dedicated to restoring, protecting and enhancing the ecological, social and cultural vibrancy of Shoal Creek.
  - $25,000 toward the Waller Creek Conservancy’s annual operating budget.

Planning and physical improvements

- The DAA provided an annual $25,000 contribution to the Austin Parks Foundation to support its work to improve and program the downtown squares.
- We hired a consultant to help curate the opening events at Wooldridge Square and begin a model for long-term, sustainable programming.

Community programming

We supported Austin Parks Foundation’s Movies in the Parks series, Wooldridge Square reopening events and the Sustainable Food Center Farmers’ Market Downtown.

Bond package advocacy

The DAA worked with the Austin Parks Foundation and the City of Austin to identify how to allocate bond funding for improving downtown’s historic squares — Republic Square, Wooldridge Square and Brush Square. This funding came from a 2012 bond election package, for which we advocated. Another 2012 package will fund improvements to Waller Creek, Palm Park and Waterloo Park.
OUR GOAL  Provide leadership in the implementation of the Downtown Retail Redevelopment Strategy, an initiative to cultivate a mix of local, regional and national retailers downtown.

OUR PROGRESS  

RECRUITMENT  
We continued to recruit national, local and regional retailers to downtown by assessing the market, identifying businesses that could fit into the retail mix and helping interested owners take the needed steps to open shop downtown. Key Downtown Austin Alliance staff attended the annual International Council of Shopping Centers professional development series in Scottsdale, as well as Downtown Works’ annual retail recruiting seminar in Washington, D.C. At these events we learned best practices in retail leasing, connected with retail experts and met with national retailers interested in the Austin market.

POP-UP STORES  
The DAA worked with international retail gallery Tribe to bring their innovative fashion pop-up shop to downtown over the 2012 holiday season. We helped Tribe find its location above Royal Blue Grocery on Congress Avenue and helped coordinate permitting and other logistics.

CONGRESS AVENUE  
We refreshed the Congress Avenue Shopping Guide and Directory — available at all Congress Avenue retailers, hotels and visitor centers — to help promote the area and its individual stores.

RETAIL WINS  

Congress Avenue & East Sixth Street  
Following the Downtown Retail Development Strategy, the DAA focused on bringing women and men’s apparel retailers, gift stores and restaurants to Congress Avenue and East Sixth Street (we also work on bringing unique entertainment concepts and live music venue specifically to East Sixth). Here are a few of the exciting new retail openings downtown.

ANNOUNCEMENTS  

Due Forni — 106 E. Sixth St.  
Pizza and wine  
Planet Subs — 906 Congress Ave.  
Sandwich shop  

Openings  

Chicago House — 607 Trinity St.  
Craft beer pub  
Consuela — 910 Congress Ave.  
Handbags and accessories  
Houndstooth Coffee — 401 Congress Ave.  
Coffee shop  
Daruma Ramen — 612-B E. Sixth St.  
Japanese ramen shop  
King’s Road Vintage — 522 E. Sixth St.  
Men’s and women’s vintage clothing  
LaVazza — 914 Congress Ave.  
Coffee shop  
My Thai Mom — 1006 Congress Ave.  
Thai food trailer  
Willie G’s Seafood & Steaks — 401 Congress Ave.  
Steakhouse  

OTHER NEW DOWNTOWN RETAILERS  
All downtown retail districts continued to grow and thrive, building up the entire area as a one-stop shopping and dining destination. While the DAA actively focuses on East Sixth Street and Congress Avenue
recruitment, we also support activity in other areas.

A few other recent downtown newcomers included:

**West End**

**Jonathan Adler** — 1011 W. Fifth St.
Home décor and gifts

**Second Street District**

**Bonobos GuideShop** — 436 W. Second St.
Men’s clothing

**Francesca’s** — 241 W. Second St.
Women’s accessories and gifts

**Toy Joy** — 403 W. Second St.
Toys and gifts

“While the DAA’s achievements were plentiful during my Board Chair tenure, none were more impactful than re-authorization of the organization itself. By exploring expansion of the PID boundaries and successfully gaining support to extend the life of the organization by not just five, but 10 years, the DAA learned a great deal about the value of its advocacy and the growing dependence on its services. The exercise also produced insight and strategic direction that will be valuable to the organization in the coming years.”

**PAMELA POWER**
Community Impact Newspaper
DAA Board Chair, 2011-2012
PUBLIC SAFETY AND CLEANLINESS
Making downtown safer and cleaner.

OUR GOALS

PUBLIC SAFETY Facilitate collaborative efforts and engage elected officials, leadership of public and private agencies, and downtown stakeholders to improve public safety and public order and to reduce homelessness.

CLEANLINESS Provide leadership and direct services to create an appealing, welcoming and clean downtown.

OUR PROGRESS

CRIME REDUCTION THROUGH TARGETED POLICING

The Austin Police Department effectively reduced downtown’s indexed violent crime rate from a 12-year high in 2012 to a 12-year low in 2013, in part due to the Downtown Austin Alliance’s advocacy for targeted policing. The DAA monitors crime levels and trends through krimelabb®, a web-based system, and uses this information to advocate for public safety resources. The DAA also supported the re-creation of APD’s Downtown Area Command policing district, which went into effect in January 2013. APD’s improved management of police resources helped to better address downtown crime and public order issues.

DOWNTOWN RANGERS

The DAA continued funding the Downtown Rangers program and worked closely with APD to ensure effective management. With 14 APD civilian staff patrolling daily, the Rangers provide a welcome presence for people needing information about downtown. They also request voluntary compliance from people violating city ordinances, and alert police to higher-level concerns. The DAA and APD implemented several key changes to the program that have made the Rangers a more visible presence on the streets and a more significant resource for downtown.

DOWNTOWN ASSISTANT DISTRICT ATTORNEY

The DAA continued its 13-year partnership with the City of Austin and the Travis County District Attorney’s Office to fund a downtown assistant district attorney position. The Downtown Assistant DA works directly with APD Downtown Area Command and the community to address crime through the effective prosecution of offenders.

CARITAS/COMMUNITY COURT PARTNERSHIP HOUSING PROGRAM

The DAA continued funding support of the Partnership Housing Program collaboration between Caritas of Austin and the Downtown Austin Community Court. This partnership began in January 2012 with the goal of housing 20 of the Community Court’s most frequent offenders who are chronically homeless and have multiple barriers to obtaining safe, permanent housing. This program was the first of its kind implemented in Austin and has significantly elevated the community’s awareness of the need for increased low-barrier, permanent supportive housing.

SAFETY AND SOCIAL SERVICES ADVOCACY

We successfully advocated for the City of Austin to fund the unmet budget needs of the APD Downtown Area Command, the Downtown Community Court and the Austin Resource Center for the Homeless. More police officers for APD, drug treatment programs for the court, and capital improvements, case management staffing and security for the ARCH will all help make downtown safer.

DAA Maintenance Department

2013 By the Numbers

18,304 hours removing litter and graffiti
4,576 hours cleaning sidewalks and removing chewing gum
4,093 graffiti tags removed
AFFORDABLE HOUSING ADVOCACY

The DAA advocated in support of the Mobile Loaves and Fishes Community First! Village low-barrier housing project, and made a financial contribution of $100,000. The Community First! Village will provide permanent housing and necessary employment, social and health services to 225-250 people who are chronically homeless — many of whom are currently living on the streets and in the emergency shelters downtown.

We also contributed funds in support of the proposed November 2013 Housing Bond, which will dedicate up to $65 million for affordable housing priorities, including additional funding for housing the chronically homeless.

DAA MAINTENANCE SERVICES

The DAA continued to employ a crew of 11 maintenance specialists, who work daily washing downtown sidewalks, removing litter, chewing gum and graffiti, and reporting needed city repairs to Austin’s 311 call center. Our maintenance department works with local social service providers and other agencies to hire individuals with barriers to employment.

BIRD CONTROL

The DAA increased the scope of its contract bird-control service, recognizing the benefits that managing the downtown bird population has had on keeping sidewalks clean and conducive to outdoor dining and other activities. We expanded to year-round service and broadened our geographic reach to include areas of the Downtown Public Improvement District south of the river. The service — which is not harmful or lethal to birds, or disruptive to the public — has reduced the number of birds roosting downtown, and the unpleasant remains they leave behind, by more than 95 percent.

REFUSE AND RECYCLING

The DAA worked with Austin Resource Recovery to implement Phase I of the Universal Recycling Ordinance (URO) in the Downtown Refuse Contract District. We acted as a liaison between Austin Resource Recovery and downtown property owners as single-stream recycling went into effect within the Downtown Refuse Contract District. We continue to work with Austin Resource Recovery on implementation of Phase II of the URO and to develop solutions for properly managing grease waste, which is a significant pollutant.

ALLEY RECONSTRUCTION

To ensure that downtown businesses have well-maintained alleys, and the water/wastewater infrastructure needed to operate successfully, we assisted the City’s Public Works Street and Bridge Operations to identify and prioritize needed improvement projects and to coordinate these projects with the property and business owners. Last year, Street and Bridge completed eight key projects.

SIDEWALK CLEANING

With Stage 2 water restrictions in effect, the DAA was forced to curtail its regular sidewalk pressure-washing regimen. We thus implemented daily hand-scrubbing of spills and stains to keep the sidewalks clean. However, the Public Works Department’s Street and Bridge Operations deep cleaned more than 2.2 million square feet of downtown sidewalks using reclaimed water that they also recapture, filter and reuse.
OUR GOAL Monitor and advocate for policy that enhances downtown’s economic prosperity and competitive advantage.

OUR PROGRESS

GENERAL ADVOCACY

City of Austin Budget Advocacy

We successfully advocated for the City of Austin to fund the unmet budget needs of the Austin Police Department, Downtown Community Court, Austin Resource Center for the Homeless and Austin Parks and Recreation Department for FY14.

Project Connect

The DAA helped define the Project Connect vision for a regional transit system. We worked with the City of Austin, Capital Metro, Lone Star Rail, the Capital Area Metropolitan Planning Organization and other stakeholders to refine an urban rail proposal for a future bond election opportunity.

Historic Squares


BOND PACKAGE ADVOCACY

All of the general obligation bond propositions offered in the 2012 election passed except the proposal for affordable housing. The DAA advocated for several key downtown projects to be included, and they will receive funding. The projects encompass improvements to Congress Avenue, Interstate 35, Waller Creek, Palm Park, Waterloo Park, numerous streetscapes and downtown squares.

ONGOING ADVOCACY/ORDINANCES

We monitored other issues and proposed changes to downtown ordinances and became involved on behalf of the downtown community when appropriate. These included:

- Sound mitigation requirements in new downtown residential and hotel buildings
- Downtown Density Bonus Program
- Permanent supportive housing
- Water/wastewater impact fees
- Parking code changes

ADVOCACY AND POLICY

We connect people and champion positive change.

“As new residents of downtown, Catherine and I now live, work and play here — enjoying the reality of residences, retail and vitality that were only visions in Charlie Betts’ head 10-15 years ago. I am very proud to show my children things we worked on like the MetroRail, retail and the Waller Creek tunnel.”

WADE COOPER
Jackson Walker LLP
DAA Board Chair, 2002-2003, 2003-2004
OUR GOAL  Increase knowledge of and interest in downtown Austin and the DAA.

OUR PROGRESS

NEW DAA WEBSITE

We launched a new, map-driven Downtown Austin Alliance website at DowntownAustin.com. The site serves as a one-stop resource for all downtown-related information that current and potential residents, business owners or visitors could possibly want. Content ranges from business listings to in-depth reports, with popular areas including:

• **Shop/Dine Directory:** Maps, listings and itineraries for each downtown district
• **Get Around:** An overview of all downtown transportation options
• **DAA Memberships:** Ability to pay for and renew DAA memberships online

• **Demographics & Market Data:** Population statistics, occupancy rates, shopper psychographics and more
• **Street Closures:** Overview of upcoming closures to downtown streets
• **Vacancies:** Listing of available office and retail space
• **Events:** Calendar of activities happening in downtown Austin

RETAIL AND EVENT SUPPORT

We developed and implemented communications strategies to promote the debut of the Congress Avenue lights and planters, the annual Holiday Sing-Along and Downtown Stroll, and the reopening of Wooldridge Square Park. We also worked on refreshing the Congress Avenue Shopping Directory.

MEDIA RELATIONS

The DAA kept all Austin-area news reporters informed of downtown issues and events, and responded to requests for information and interviews. We held media trainings for key board and staff to help them become more effective spokespersons. Our daily activity led to 1,493 mentions of downtown activities in the media between August 2012 and July 2013.

ADVOCACY

COMMUNICATIONS

The DAA worked with the City of Austin, Austin Police Department, Austin Parks Foundation, Capital Metro, Movability Austin, and other partner organizations to coordinate our communications efforts on joint issues and ensure the public received consistent information from all parties.

DAA SOCIAL MEDIA FOLLOWERS

Facebook Fans
July 2013: 4,470
July 2012: 1,985

Twitter Followers
July 2013: 2,814
July 2012: 1,681

COMMUNICATION CHANNELS

**Weekly e-newsletter:** *This Week in Downtown*

**Website:** downtownaustin.com

**Events Calendar:**
downtownaustin.com/events

**Facebook:** Downtown Austin
**Twitter:** DowntownATXInfo

**Holiday Website:**
downtownaustinholidays.com

**Downtown TV Website:**
downtownaustintv.org
“In my year, we have seen a tremendous amount of new construction breaking ground, including two hotels and a new public library. All of this has been made possible by the 20 years of leadership from the DAA board and staff. I am also proud of the role the DAA has played in guiding the development of the regional transit plan (Project Connect) and I am very optimistic that this will lead us to improved mobility in downtown, including a new light rail system. And our long-term advocacy efforts are paying dividends with our parks and our safety and security.”

LARRY GRAHAM
Texas Gas Service
DAA Board Chair, 2012-2013
OUR GOAL  Provide educational events and communications to downtown property owners, downtown stakeholders and the community in general.

OUR PROGRESS

ANNUAL MEETING

At our annual Downtown Austin Alliance Membership Breakfast on Oct. 25, 2012, keynote speaker Tom Meredith presented the winner of the Waller Creek Conservancy’s international design competition and invited the team to share their plans. The winning MVVA team, led by Michael Van Valkenburgh Associates and Thomas Phifer & Partners, includes Austin urban landscape architecture firm dwg, of which DAA board member Daniel Woodroffe is the president and founder.

DAA ISSUES & EGGS

The DAA regularly hosts educational “Issues and Eggs” breakfast meetings to help our members and other interested parties learn about hot topics affecting downtown. The breakfasts attract 100-200 attendees on average.

October 2012

FORMULA ONE
Gordon Derr (Assistant Director, Austin Transportation Department, City of Austin)
Rodney Gonzalez (Deputy Director, Economic Growth and Redevelopment Services Office, City of Austin)

March 2013

MOVABILITY AUSTIN: COMPANIES CAUSING CO-MOTION
Jim Pledger (Chair, Movability Austin)
Lauren Bennett (Program Coordinator, Movability Austin)
Tim Burris (Director of Worldwide Facilities and Central Services, Silicon Labs)
Rob Spillar (Director of Austin Transportation Department, City of Austin)

September 2013

IMAGINE CONGRESS AVENUE
Don Stastny FAIA, FAICP (Founder and CEO, STASTNY: architect llc)

September 2013

IS DOWNTOWN AUSTIN READY FOR A PUBLIC MARKET?
David O’Neil (Senior Associate, Project for Public Spaces)

CO-SPONSORED EVENTS

• WALKABLE URBANISM: In September 2012, the DAA co-sponsored a City of Austin program featuring Christopher Leinberger, a real estate developer and Brookings Institution Fellow. The event focused on “Walkable Urbanism” — designing dense neighborhoods that are easily navigable by foot.

• FOUR CITIES, FOUR LAND DEVELOPMENT CODES: Along with the City of Austin Planning and Development Review Department and other community organizations, we co-hosted two free events featuring guest panelists from Denver, Raleigh, Dallas, and Madison, who discussed their experiences with their communities’ land development code revisions. The February 2013 events were designed to help Austinites learn best practices as we follow the City of Council’s Imagine Austin Comprehensive Plan. The plan calls for Austin to revise its development regulations and processes to promote a compact and connected city, preserve neighborhood character, promote household affordability, and protect environmental sustainability.

See all of DAA’s upcoming educational opportunities downtownaustin.com/news
# COMBINED STATEMENT of Financial Position

FOR FISCAL YEAR ENDED APRIL 30, 2013

## ASSETS

### CURRENT ASSETS

- Cash and Cash Equivalents: 1,301,244
- Investments: 1,439,052
- Accounts Receivable: 548
- Prepaid: 15,105

**TOTAL CURRENT ASSETS**: 2,755,949

- Property & Equipment, net of depreciation of $149,565: 577,600

**TOTAL ASSETS**: 3,333,549

## LIABILITIES AND NET ASSETS

### CURRENT LIABILITIES

- Accounts Payable: 288,212
- Accrued Expenses: 179,062

**TOTAL CURRENT LIABILITIES**: 467,274

### NET ASSETS

- Unrestricted Net Assets: 2,866,275
- Temporarily Restricted Net Assets: —

**TOTAL NET ASSETS**: 2,866,275

**TOTAL LIABILITIES AND NET ASSETS**: 3,333,549

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# COMBINED STATEMENT of Activities

FOR FISCAL YEAR ENDED APRIL 30, 2013

## REVENUE AND OTHER SUPPORTS

- Public Improvement Revenue: 2,849,757
- Contributions from Travis County: 25,000
- Membership Dues: 7,450
- Interest Income: 6,401
- Contributions: 7,006
- Other Supports: 10,837

**TOTAL REVENUE AND OTHER SUPPORTS**: 2,906,451

**Net Assets Released from Restrictions**: —

**TOTAL UNRESTRICTED REVENUE AND OTHER SUPPORT**: 2,906,451

## EXPENSES

### PROGRAM SERVICES

- Parks: 100,502
- Arts/Marketing: 252,128
- Communications: 190,647
- Economic Development: 587,491
- Membership: 56,969
- Security: 989,586
- Maintenance: 446,753
- Streetscapes & Transportation: 31,017

**TOTAL PROGRAM SERVICES**: 2,655,093

### SUPPORTING SERVICES

- General & Administrative: 380,655

**TOTAL SUPPORTING SERVICES**: 380,655

**TOTAL EXPENSES**: 3,035,748

**Increase (decrease) in net assets**: (129,297)

**Net Assets**: 2,866,275

## CHANGES IN TEMPORARILY UNRESTRICTED NET ASSETS

**Contributions**: —

**Net Assets Released from Restrictions**: —

**INCREASE (DECREASE) IN NET ASSETS**: (129,297)

**NET ASSETS AT BEGINNING OF YEAR**: 2,995,572

**NET ASSETS AT END OF YEAR**: 2,866,275
### Budget FY 2013-14

<table>
<thead>
<tr>
<th>Category</th>
<th>Budget</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Improving the Basics/Public Realm</td>
<td>1,435,437</td>
<td>43.9%</td>
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<tr>
<td>Developing Downtown Leadership</td>
<td>450,463</td>
<td>13.8%</td>
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<tr>
<td>Internal Capabilities &amp; Systems</td>
<td>276,477</td>
<td>8.5%</td>
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<tr>
<td>Current Impact Areas</td>
<td>396,914</td>
<td>12.2%</td>
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<tr>
<td>Promoting Economic Vitality</td>
<td>708,460</td>
<td>21.7%</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td>3,267,751</td>
<td>100.0%</td>
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DAA BOARD
Meet the leaders guiding our growth.

2012-2013 Downtown Austin Alliance Board and Advisory Board

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Chair
Larry Graham, Texas Gas Service

Vice Chair
Adam Nims, Trammell Crow Company

Secretary
Amy Shaw Thomas, The University of Texas System

Treasurer
Eddie Burns, Austin American-Statesman (retired)

Large Property Owners
Eddie Burns, Austin-American Statesman (retired)
Jerry Frey, CBRE
Carrie Holt, AMLI Residential Properties Trust
Adam Nims, Trammell Crow Company
Andy Smith, Thomas Properties Group
Tom Stacy, CapRidge Partners

MEDIUM PROPERTY OWNERS
Nancy Burns, Norwood Tower Management
Matthew Hooks, Ironwood Real Estate
*Laura Gass, Digital Realty
Alex Pope, Alex Pope Company
Jim Ritts, Austin Theatre Alliance

SMALL/VOLUNTARY PROPERTY OWNERS
David Bodenman, Highland Resources, Inc.
Cid Galindo, The Galindo Group
Jude Galligan, REALTX

*Allen Green, Wells Fargo Wealth Management
*Charles Heimsath, Capitol Market Research
Joel Sher, Congress Holdings Group
*Sania Shifferd, SDSGroup Architecture and Design

ASSOCIATE MEMBERS
Larry Graham, Texas Gas Service
Greg Hartman, Seton Family of Hospitals
*Marshall Jones, The Wine & Food Foundation of Texas
Michael Kennedy, Commercial Texas, LLC
Carol Polumbo, McCall, Parkhurst & Horton LLP
Mark Tester, Austin Convention Center
Michele Van Hyfte, Seton Family of Hospitals
*Daniel Woodroffe, dwg.

PUBLIC MEMBERS
Linda Watson, Capital Metro
Mayor Pro Tem Sheryl Cole, City of Austin
Commissioner Gerald Daugherty, Travis County
Aundre Dukes, Texas Facilities Commission

CHAIR EMERITUS
Pamela Power, Community Impact Newspaper

ADVISORY BOARD
REPRESENTATIVE TO BOARD OF DIRECTORS
Fred Schmidt, Wild About Music

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John A. Barclay, The John A. Barclay Agency, Inc.
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Jeff Trigger, LaCorsha Development
Will Wynn

*Denotes Committee Chair
DAA STAFF
We know downtown, in and out.

Executive Director
Charles Betts

Associate Director
Molly Alexander

Arts and Parks Director
Melissa Barry

Security and Maintenance Director
Bill Brice

Accounting and Human Resources Director
Samia Burns

Streetscapes and Transportation Director
Thomas Butler

Director of Economic Development and Government Affairs
Julie Fitch

Retail Recruiter
Meredith Sanger

Membership Director
Alice Vargas

Communications Director
Julie Weaver

Downtown Austin Maintenance Team

Maintenance Staff
Chris Rolig, Supervisor
Ernest Covington
Ramiro Beltran
Shiferaw Zerihun
Daniel Torres
Isaak Gheberamarim
Louis Lowery

Maintenance Temps
Nathan Crouch
Konrad Reynaud

Downtown Rangers
Dane Sullivan, Supervisor
Caleb Carroll
Julian Cerda
Brian Madry
Kathryn Martinez
Ian McGarrahan
David Rodriguez
Dustin Sites

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