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DOWN AUSTIN TOWN ALLIANCE

*Downtown Austin Alliance 2015/2016*

# REPORT

15

# DOWN AUSTIN TOWN ALLIANCE

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# *Letter from the* BOARD CHAIR

## Jerry Frey

Downtown Austin is not only a neighborhood and an economic center, but it is also a globally acknowledged brand. People I meet abroad always ask me what makes downtown Austin so special. The unique brand we project is shaped by the experiences people have here and the perceptions they form. When people close a business deal or discover new music here, downtown's brand surges. When they face congested roads or sociopolitical impediments, the brand diminishes.

The Downtown Austin Alliance is the steward of downtown's brand. We work passionately every day toward our community's vision for downtown, to ensure the area is a vital business, government and residential center for the next century and beyond. I am very proud to be the Downtown Alliance's chair for 2015-2016, and to help contribute to Downtown Alliance's important mission.

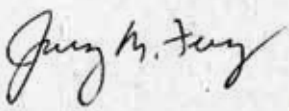
For our efforts to be most effective, we also have to build the Downtown Alliance brand so people understand why our work matters and how they can get involved. More than 100 people moving to Central Texas every day translates into 100 daily opportunities to educate new residents about downtown Austin's importance to the city and the region. And an influx of "creative class" professionals working in the city center represents a new pool of potential downtown leadership. In my role as a practicing real estate professional working with office tenants, every day I see downtown's allure among many different types of people. This is Austin's preferred destination for work, recreation, dining, arts, and a terrific urban lifestyle.

To better understand Austinites' awareness and perceptions of the Downtown Alliance itself, in 2015 we engaged a local branding and research firm to conduct a comprehensive analysis. They spent the latter half of the year surveying hundreds of area residents. We wanted to be inclusive, so we tapped a very diverse group of participants – Downtown Alliance members, people who live or work downtown but are not involved in the Downtown Alliance, and people who live and work outside the urban core. We're working together to synthesize these results into a bolder, clearer Downtown Alliance brand that will inform how we engage the community in shaping downtown's future.

Leading that effort will be the Downtown Alliance's new president and CEO, Dewitt "De" Peart. De joined us in February 2015 from the Allegheny Conference on Community Development, where he led economic development for Pittsburgh – a city we can look to as a great example of urban revitalization and growth. We scoured the nation to find a visionary leader who can guide both our long-term planning of downtown's growth and our daily work to enhance its environment. We are delighted to have found that type of balanced leadership with De.

On behalf of our board, staff and membership, I want to again welcome De to the Downtown Alliance and to downtown. He has already cultivated strong relationships and achieved meaningful results in his first year of service, and we look forward to what's next for 2016.

Sincerely,



**JERRY FREY**
*2015/2016 Board Chair*
Downtown Austin Alliance

*Letter from the*

# PRESIDENT AND CEO

## Dewitt Peart

Downtown Austin's streets are buzzing with the excitement of new places, new ideas and new opportunities. The list of businesses coming in and buildings going up continues to multiply. At the same time, there's a question lingering in many people's minds: if we keep up this pace, what kind of downtown will this become?

As the epicenter of one of the fastest-growing U.S. regions, downtown Austin is at a tipping point. To remain a beloved place, we have to make the right choices as we decide what the area is and what it is not. It will take strong leadership to ensure downtown is developed in a balanced, sustainable way.

At the Downtown Austin Alliance, our long-term, collaborative and regional approach to leadership is more important than ever. We must work with partner organizations to evaluate our plans' potential effects throughout Central Texas, and make our decisions based on data.

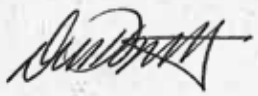
Our work in Republic Square is a prime example. In 2015, the Downtown Alliance invested significant leadership and financial resources in the Republic Square capital campaign being spearheaded by the Austin Parks Foundation. The campaign will support the park improvements outlined in the Republic Square Master Plan, which the Downtown Alliance, APF and Austin Parks and Recreation Department created with extensive public input. This underutilized urban park will soon transform into a vibrant community gathering place. We also finalized a public-private partnership, under which the Downtown Alliance has committed to maintain, program and sustain the community vision for the park once it is improved.

This year, we also thought about what the "welcoming downtown" described in our strategic plan should look and feel like. We revamped the Downtown Alliance's direct services program to create a united team dedicated not only to downtown safety and cleanliness but also to hospitality and outreach. You can find our new ambassadors on downtown streets seven days a week, improving aesthetics and helping pedestrians. We've partnered with the industry's leading expert – Block by Block, which manages downtown operations for 77 U.S. cities – to manage the ambassador program and provide advanced beautification equipment.

As community stakeholders envision how people will experience downtown and our city, the Downtown Alliance has worked hard to ensure those plans include our most vulnerable populations. Working with groups like Ending Community Homelessness Coalition, we gained the City of Austin's commitment to build 400 units of permanent supportive housing, 200 of which are dedicated for people experiencing chronic homelessness. In 2015, we championed two new developments – Community First! Village and Oak Springs. These projects, which will welcome their first residents in 2016 and 2017, respectively, will bring more than 275 permanent units to Austin.

Creating a downtown that works for everyone takes a lot of energy, and I want to thank the Downtown Alliance board, staff and committee members for their hard work this year. Thank you also for the warm welcome you've shown me. I appreciate your kindness and look forward to seeing what we build together in 2016.

Sincerely,



**DEWITT PEART**
*President and CEO*
Downtown Austin Alliance

*About the*

# DOWNTOWN AUSTIN ALLIANCE

## Our Membership

### WHO WE ARE

The Downtown Austin Alliance is a nonprofit organization that works with property owners, residents, business owners, community organizations and government entities to advance our collective vision for the future of downtown Austin.

As a leader and full-time advocate for downtown, the Downtown Alliance takes an active role in planning decisions that will increase the area's economic prosperity. We also partner with key stakeholders in the public and private sectors on dozens of projects to enhance downtown's appeal to businesses, residents and visitors. Additionally, we provide direct services that make downtown a cleaner, safer and more welcoming place.

The Downtown Alliance's volunteer board, advisory board and member committees join our organization's full-time staff in its daily work to preserve and enhance the value and vitality of downtown Austin.

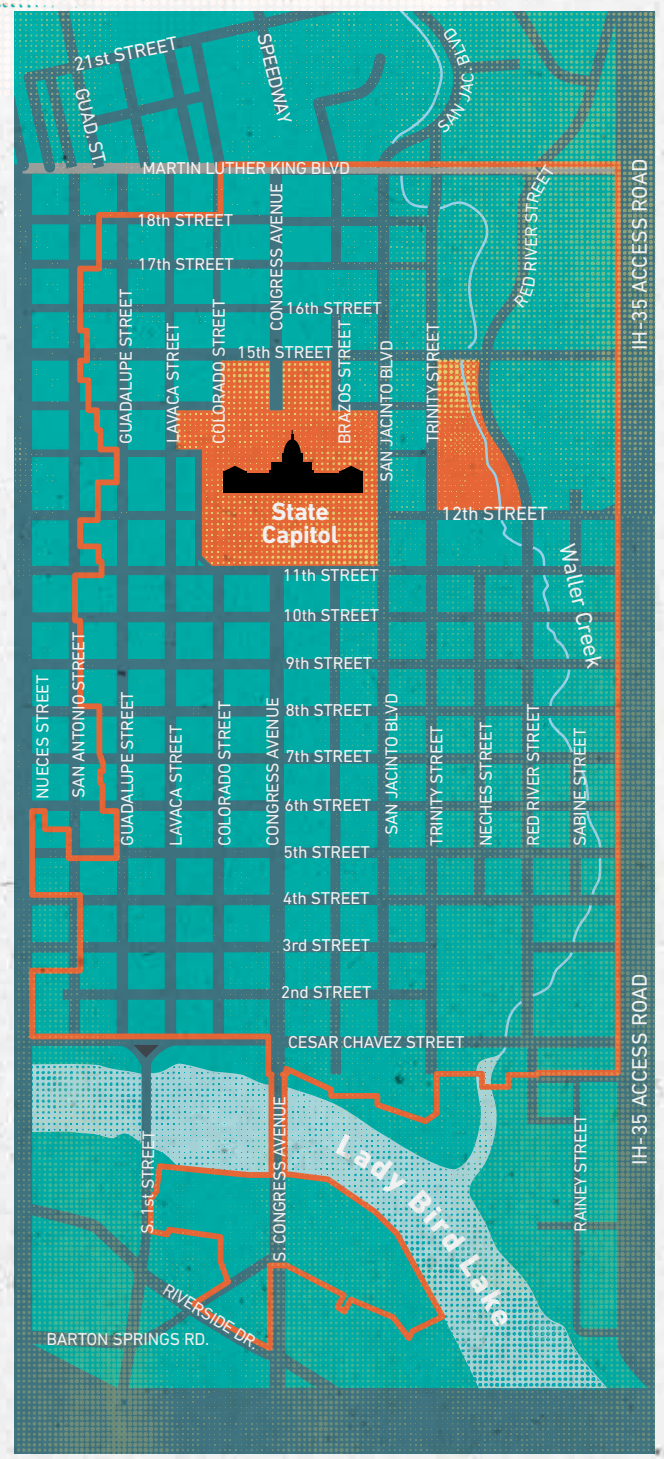
### FUNDING AND MEMBERSHIP

In 1993, downtown property owners petitioned the City of Austin to create a Public Improvement District (PID) to address the unique needs of downtown Austin. The PID is currently authorized through 2023. The Downtown Alliance's primary source of funding comes from a special assessment that assesses large, privately owned properties within the PID at 10 cents per $100 after the first $500,000 in value.

Owners of downtown property valued over $500,000 automatically become assessed members of the Downtown Alliance, and any other Austin organizations or individuals are welcome to join our organization as associate or voluntary members.

# Public Improvement

**PUBLIC IMPROVEMENT DISTRICT**
*(PID) boundaries*




## Downtown Austin Alliance Membership

**573**
**ASSESSED MEMBERS**
*(Property owners)*

**63**
**ASSOCIATE & VOLUNTARY MEMBERS**
*(Dues-paying)*

**636**
**TOTAL MEMBERS**

# Strategic Plan

## OUR VISION, MISSION AND STRATEGIC PRIORITIES

The Downtown Austin Alliance's mission and vision guide our work as we think about the downtown we want to create for future generations. Our strategic priorities reflect the areas where we can effect the most change and best serve our membership over the next five years.

Our Mission: To preserve and enhance the value and vitality of downtown Austin.

## OUR VISION

Downtown is the heart and soul of Texas. It's:

- a welcoming community where our unique past, present and future meet and mingle on every street and corner
- a thriving business, government, education and residential center
- an accessible gathering place, easy to reach and enticing to explore for locals and tourists alike
- the community's cultural hub, where art and music dance and play
- a place where nature's beauty beckons — to calm, surprise and delight
- a prosperous place, environmentally and economically healthy and sustainable
- a vibrant neighborhood of suits and boots, strollers and sneakers, bats and Birkenstocks

## OUR IMPERATIVES:

Two imperatives guide all the work we do at the Downtown Alliance to advance our strategic priorities. First, we are committed to the economic prosperity of downtown Austin. Second, we provide leadership to the downtown community as we work together to shape the area's future.

## STRATEGIC PRIORITIES:

1 Downtown Draws People: Make downtown Austin readily accessible by a variety of effective, efficient and pleasant transportation options. The existing system is inadequate, limiting access and therefore downtown's economic potential.

2 Downtown Captivates People: Ensure that downtown Austin is a more enticing place — clean, safe and beautiful. Cleanliness and safety are prerequisites, but to grow its competitive advantage among Austin neighborhoods and downtowns around the country the area must also become more beautiful, active and welcoming.

3 Congress Avenue Wows People: Transform what is now a street into a truly exceptional place — the greatest street in Austin and one of the great streets in the world. In recent years, the Main Street of Texas' vitality has improved but it is not yet optimized as the economic and cultural backbone of downtown.

4 Historic Squares Gather People: Establish a public-private partnership for Republic Square that will serve as a model in effectively implementing and sustaining the vision for Austin's urban squares. Great public spaces increase urban areas' appeal, livability and economic vitality, but downtown open spaces are underperforming.

*The State of Downtown*

# ECONOMIC DEVELOPMENT AND EMERGING PROJECTS

The Downtown Austin Alliance is proud to report that 14 major developments are under construction within the Downtown Public Improvement District (PID) as of January 2016. The new Central Library is located outside the PID but will serve the downtown community.

## DEVELOPMENTS RECENTLY COMPLETED

**Capital Studios**
11th and Trinity Streets
*135-Unit Residential Apartments (Affordable housing)*

**Colorado Tower**
Third and Colorado Streets
*400,000 square-foot Office*

**5th and Brazos**
*Parking + Retail*

**501 Congress**
*116,145 square-foot Office + Retail*

**Holiday Inn Express**
Ninth and Red River Streets
*167-Room Hotel*

**Hotel Indigo**
Ninth and Red River Streets
*133-Room Hotel*

**IBC Bank Plaza**
Fifth and Nueces Streets
*148,000 square-foot Office + Restaurant*

**JW Marriott Hotel**
Second Street and Congress Avenue
*1,012-Room Hotel*

**Michael S. Stevens Building (Texas Public Policy Foundation)**
Ninth Street and Congress Avenue
*33,000 square-foot Single-Tenant Office*

**Westin Austin Downtown Hotel**
Fifth and San Jacinto Streets
*366-Room Hotel*

## DEVELOPMENTS UNDER CONSTRUCTION

**Aloft and Element Hotels**
Congress Avenue and Seventh Street
*422 Hotel Rooms + Restaurant*

**Dell Medical School**
15th and Red River Streets
*The University of Texas at Austin*

**Dell Seton Medical Center at The University of Texas**
15th and Red River Streets
*220-Bed Hospital*

**Fairmont Austin**
Red River and East Cesar Chavez Streets
*1,066-Room Hotel*

**500 W. 2nd Street**
Second and San Antonio Streets
*489,000 square-foot Office + Retail + Residential*

**5th and Colorado**
Fifth and Colorado Streets
*189,000 square-foot Office*

**Gables Republic Square and Hotel ZaZa**
West Fourth and Guadalupe Streets
*323-Unit Residential Apartments + 160-Room Hotel*

**Hyatt House**
Ninth and Neches Streets
*192-Room Extended-Stay Hotel*

**The Independent**
West Third Street
*370-Unit Residential Condos + Retail + Restaurant*

## Totals Under Construction Downtown

**OFFICE**
**1,262,500**
***Square feet***

**RETAIL**
**47,700**
***Square feet***

**HOTEL**
**2,140**
***Rooms***

**RESIDENTIAL**
**2,031**
***Units***

**New Central Library**
West Cesar Chavez Street
*198,000 square-foot Library*

**Northshore**
Cesar Chavez and San Antonio Streets
First project in the redevelopment of former Thomas C. Green Water Treatment Plant site
*439-Unit Residential Apartments + Retail + Office*

**The Riley**
Fourth and Lavaca Streets
*Office + Residential Unit + Roof Terrace, Renovation and Addition*

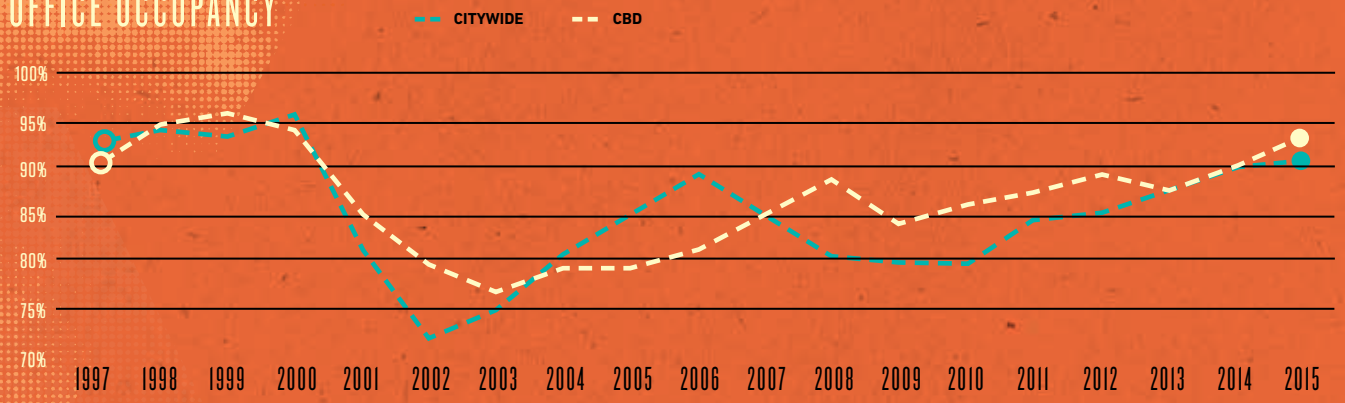
**UT System Administration Building**
West Sixth and Lavaca Streets
*300,000 square-foot Office*

See full project details at downtownaustin.com/business/emergingprojects

*The State of Downtown*

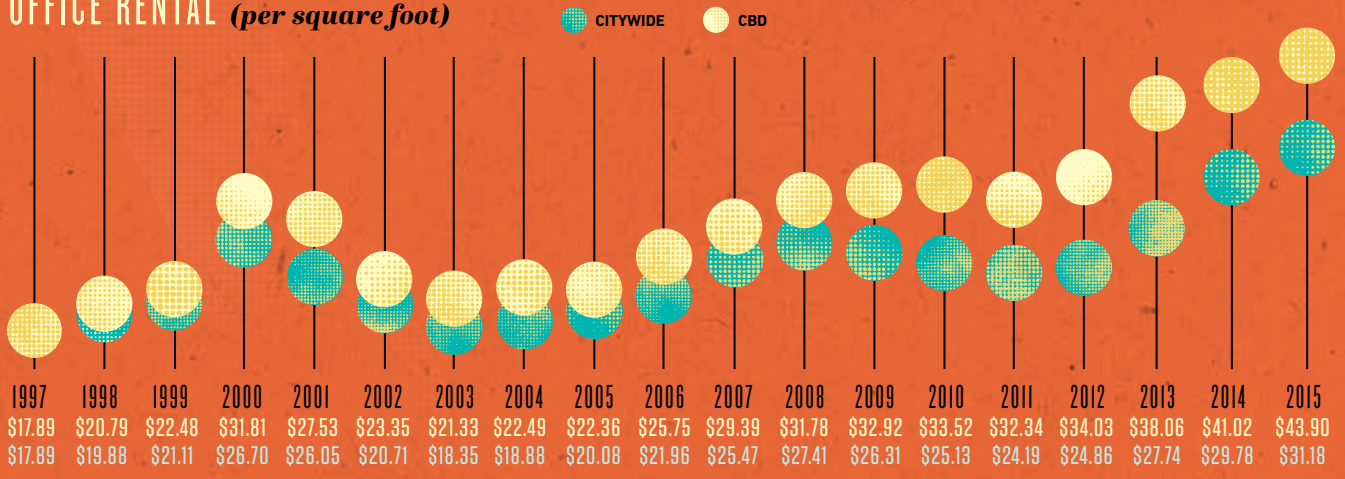
# OFFICE MARKET

## OFFICE OCCUPANCY




*(Source: Capitol Market Research, December 2015)*

## OFFICE RENTAL *(per square foot)*




| | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CITYWIDE | $17.89 | $20.79 | $22.48 | $31.81 | $27.53 | $23.35 | $21.33 | $22.49 | $22.36 | $25.75 | $29.39 | $31.78 | $32.92 | $33.52 | $32.34 | $34.03 | $38.06 | $41.02 | $43.90 |
| CBD | $17.89 | $19.88 | $21.11 | $26.70 | $26.05 | $20.71 | $18.35 | $18.88 | $20.08 | $21.96 | $25.47 | $27.41 | $26.31 | $25.13 | $24.19 | $24.86 | $27.74 | $29.78 | $31.18 |

*(Source: Capitol Market Research, June 2014)*

## 2015 People Downtown

**82,104**
*Employees*

**12,000**
*Residents*

**22.6 M**
*Annual visitors to Austin*

## Downtown Office Stats

**82,104**

**EMPLOYEES**

*(Source: U.S. Census Bureau, 2013)*

**9M**

**SQUARE FEET OF MULTI-TENANT OFFICE SPACE**

*(Source: Capitol Market Research, December 2015)*

**1.26M**

**SQUARE FEET OF OFFICE SPACE UNDER CONSTRUCTION**

*(Source: City of Austin and Downtown Austin Alliance, January 2016)*

**RENTAL RATE PER SQ. FOOT**

**$43.90**

**OCCUPANCY RATE**

**93.7%**

*(Source: Capitol Market Research, December 2015)*

CAPITAL STUDIOS

## The State of Downtown

# RESIDENTIAL MARKET

**844**

**CONDO UNITS**
***Under construction***
*(Source: City of Austin and Downtown Austin Alliance, 2016)*

**1,187**

**APARTMENT UNITS**
***Under construction***
*(Source: City of Austin and Downtown Austin Alliance, 2016)*

**2,479**

**CONDO UNITS**
***Built downtown since 2000***
*(Source: City of Austin and Downtown Austin Alliance, 2016)*

**4,353**

**APARTMENT UNITS**
***Built downtown since 2000***
*(Source: City of Austin and Downtown Austin Alliance, 2016)*

**$2.52**

**AVERAGE APARTMENT RENTS**
***(per square foot)***
*(Source: Capitol Market Research, 2015)*

**94.1%**

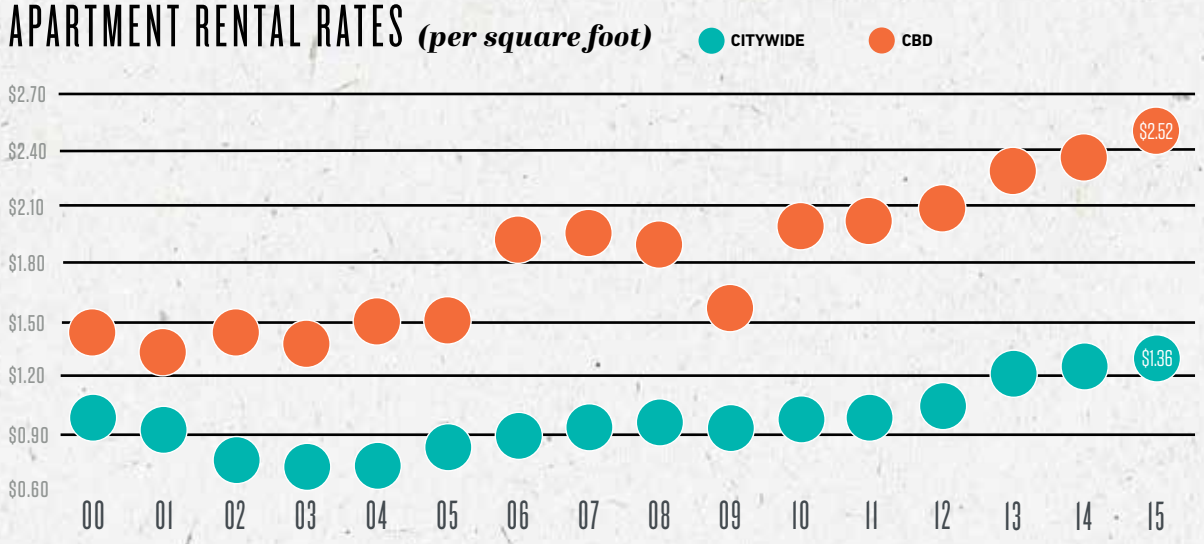
**DOWNTOWN APARTMENT OCCUPANCY**
*(Source: Capitol Market Research, 2015)*

**CURRENT DOWNTOWN RESIDENTIAL POPULATION**

**12 *thousand***

***(Source: U.S. Census Bureau & Downtown Austin Alliance, 2016)***

## APARTMENT RENTAL RATES *(per square foot)*




*(Source: Capitol Market Research, December 2015)*

*The State of Downtown*

# HOTEL MARKET

## Tourism Numbers

**22.6**

***Million***

**AUSTIN ANNUAL VISITORS**

**$6.7**

***Billion***

**AUSTIN ANNUAL ECONOMIC IMPACT FROM VISITOR SPENDING**

## Downtown Hotel Stats

**7,800**

**HOTEL ROOMS AVAILABLE DOWNTOWN**

**2,140**

**HOTEL ROOMS UNDER CONSTRUCTION DOWNTOWN**

*(Source: Downtown Austin Alliance, February 2016)*

## Downtown Hotel Occupancy

**77.4%**

**AVERAGE HOTEL OCCUPANCY RATE**

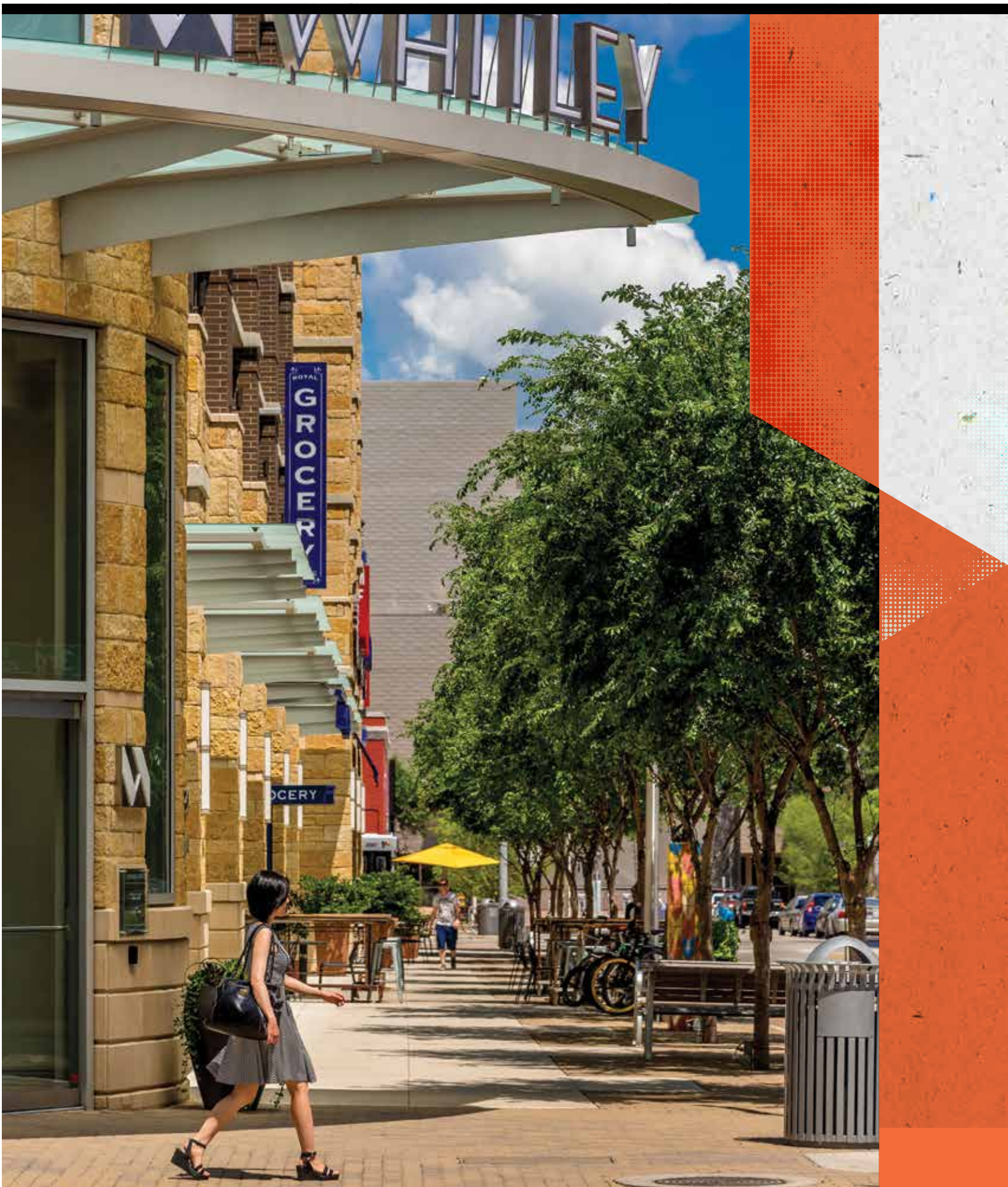
**$214.84**

**AVERAGE HOTEL DAILY RATE**

*(Source: ACVB, year-end 2015)*

WESTIN

JW MARRIOTT


WHITLEY
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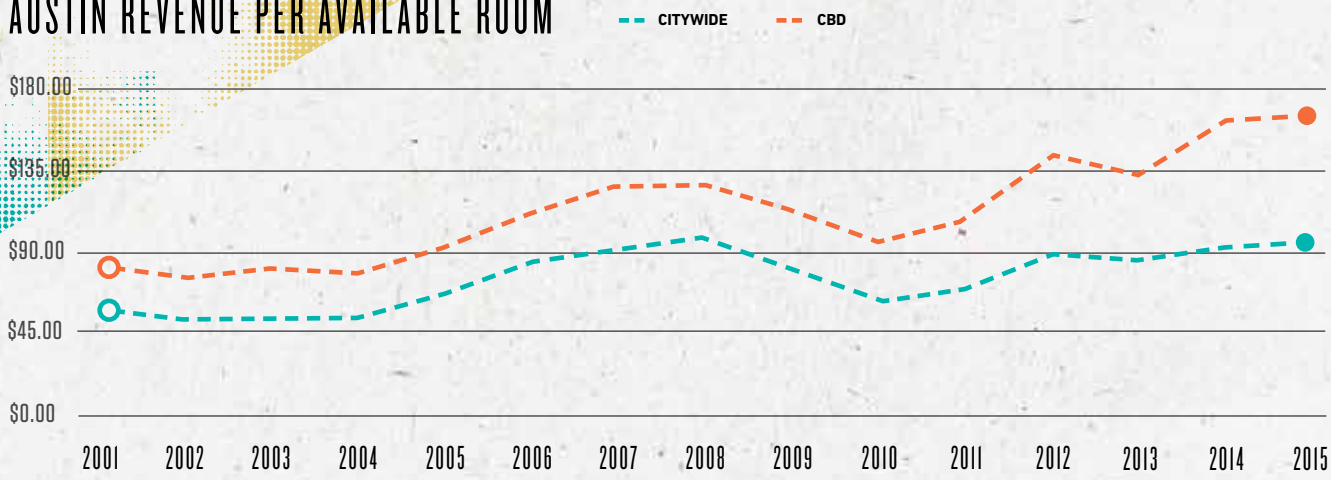
*The State of Downtown*

# HOTEL MARKET

***(Continued)***

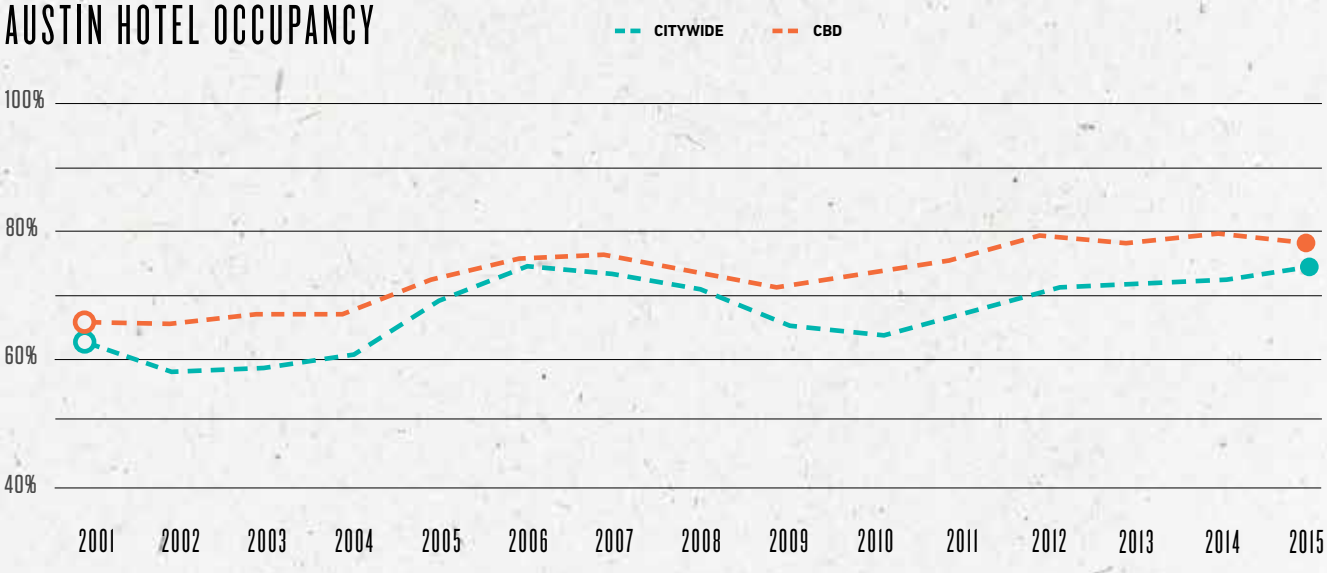
## Tourism Numbers

### AUSTIN REVENUE PER AVAILABLE ROOM




*(Source: ACVB, through December 2015)*

### AUSTIN HOTEL OCCUPANCY




*(Source: ACVB, through December 2015)*

*Planning*

# DOWNTOWN'S FUTURE

**THE DOWNTOWN AUSTIN ALLIANCE IS ACTIVELY INVOLVED IN OUR PARTNERS' MASTER PLANNING OF DOWNTOWN'S DISTRICTS, PARKS, OPEN SPACES AND TRANSPORTATION SOLUTIONS. WE ENSURE OUR RESIDENTS AND PROPERTY OWNERS ARE ALSO ENGAGED IN THE PLANNING PROCESS SO THE OUTCOMES REFLECT OUR COLLECTIVE, LONG-TERM VISION FOR DOWNTOWN AUSTIN.**

## Downtown Austin's Active Master Planning Projects

### SOUTH CENTRAL WATERFRONT INITIATIVE

The City of Austin is developing a strategy for redevelopment of this prime 97-acre central Austin area with waterfront views of downtown. In 2015, the U.S. Environmental Protection Agency gave the City a competitive Greening of America's Capitals award, which supported the concept development of parks and public spaces in the area. Planning will continue in 2016, with a physical framework and financial strategy that will be presented to City Council for possible adoption as an element in the city's comprehensive plan.

### AUSTIN CONVENTION CENTER LONG-RANGE MASTER PLAN

In early 2015, the Austin Convention Center Department completed its long-range master planning process, which recommends and justifies an expansion of the Convention Center facilities. The plan explored the facility's needs and identified a range of design alternatives, the preferred option being a westward, non-contiguous expansion that could add 200,000 square feet of exhibit space, 65,000 square feet of meeting space, a 56,700-square-foot ballroom, and additional underground parking and loading dock space. It also recommends a three-acre urban park on the rooftop of the building.

### 2016 TEXAS CAPITOL COMPLEX MASTER PLAN

This multiphased plan provides a long-term vision for the state-owned property in the Capitol's vicinity. The first phase of the plan, anticipated to be completed in 2020, includes two new state office buildings totaling 1 million square feet, a tree lined-pedestrian mall and event space between 16th Street and Martin Luther King Blvd., and 4,500 new underground parking spaces. The plan also envisions a quality public realm, historic preservation, urban design, mobility, and connectivity with other districts.

### CENTRAL HEALTH BRACKENRIDGE CAMPUS MASTER PLAN

Following Seton Healthcare Family's relocation of hospital operations in 2017 from University Medical

PHOTO CREDIT: TED LEE EUBANKS

*Planning*

# DOWNTOWN'S FUTURE

***(Continued)***

Center Brackenridge to the new Dell Seton Medical Center at The University of Texas, Central Health is planning to redevelop the 14.3-acre Brackenridge Campus. Adopted in early 2016, the Brackenridge Campus Master Plan depicts a new mixed-use environment in Downtown Austin where residents can live, work and play. Developed through an ongoing community engagement process, the Master Plan provides a flexible framework where development can be phased in over time, with the earliest phase projected to begin in 2017.

## DOWNTOWN METRORAIL STATION IMPROVEMENTS

As part of a larger upgrade to the MetroRail system, Capital Metro is developing improvements to the Downtown Station. These improvements, funded by TxDOT, will enhance the station's safety and capacity, ultimately improving the Red Line's overall capacity and frequency of service. In 2015, Capital Metro advanced a preferred design alternative for the Downtown Station that involves constructing a permanent, upgraded station one block east of the existing temporary station, just south of the Hilton. The station will include three sets of rails, three platforms, and sidewalk upgrades, and will transition into a pedestrian/transit plaza south of Brush Square. Station construction is expected to begin in 2017 and be completed in 2018.

## REPUBLIC SQUARE

This 1.7-acre historic square serves as a model public-private partnership for Austin's urban parks. Through an innovative partnership between the Downtown Austin Alliance, Austin Parks Foundation and the City of Austin, Republic Square will be transformed in 2016 to reflect the community vision outlined in the Republic Square Master Plan. The partnership will use both public funding and private philanthropy to finance construction of the Master Plan improvements. Once the park is improved, the Downtown Alliance will be responsible for its ongoing maintenance and programming.

## WALLER CREEK

The Waller Creek Conservancy, in partnership with the City of Austin, is actively designing and redeveloping 28 acres of public park space along the 1.5-mile stretch of Waller Creek in downtown Austin. The project, to be built in phases, will create a series of connected urban park spaces. The first phase will include the redevelopment of Waterloo Park, an 11-acre urban park with a world-class outdoor amphitheater set to open in 2018. Once complete, Waller Creek will serve as a place for Austinites to engage in nature and gather for relevant programming.

## SHOAL CREEK

Shoal Creek Conservancy has partnered with the City of Austin to develop a Shoal Creek Watershed Plan that will identify solutions to flood, water quality and erosion challenges. In the near term, the Conservancy is identifying - and will implement - projects to immediately reduce the flood risk from Shoal Creek in downtown. In addition, the Conservancy has partnered with the City to create a Shoal Creek Vision to Action Trail Plan, which will improve the existing trail from Lady Bird Lake to 38th Street and plan the trail's extension northward to the headwaters north of U.S. Route 183. The Conservancy mobilizes volunteers and funds to improve the existing trail by lighting the bridges and creating destinations along its length, such as a restored historic West Sixth Street bridge.

## WOOLDRIDGE SQUARE

Following the successful renovation of Wooldridge Square in 2013, Austin Parks and Recreation Department initiated the development of a preliminary plan for Wooldridge Square. The plan will continue the momentum to improve and sustain the square while respecting its neighborhood context and historical status. The plan is expected to be complete in 2016.

*Planning*

# DOWNTOWN'S FUTURE

***(Continued)***

## MOBILITY35: PLANNING FOR THE DOWNTOWN SEGMENT OF I-35

In 2011, TxDOT, the City of Austin and the Capital Area Metropolitan Planning Organization formed Mobility35 with the goal of improving mobility on I-35 within Williamson, Travis, and Hays counties. Improving the segment of I-35 running through downtown Austin is a key component of the overall Mobility35 effort. The organization is considering two concepts for downtown:

The Modified Existing concept would add a lane to I-35 and incorporate other mobility enhancements such as improved entrance and exit ramps, and widened crossings. The configuration would be similar to the existing roadway.

The Depressed concept would incorporate the same mobility enhancements as the Modified Existing concept and would also depress the main lanes of the highway from 15th Street to south of Cesar Chavez. Caps could later be constructed over the depressed interstate in select locations.

## CONGRESS AVENUE URBAN DESIGN INITIATIVE

The City of Austin, in partnership with the Downtown Austin Alliance and community stakeholder groups, is developing a vision for Congress Avenue from north of Riverside Drive to the Capitol. In 2016, the City will select a consultant team to lead an urban design initiative that will inform plans and preliminary engineering for future improvements to the Avenue.

## RED RIVER CULTURAL DISTRICT

The Red River Cultural District (RRCD) successfully formed the Red River Cultural District Merchants Association with guidance from The City of Austin's Economic Development Department (EDD) and its Soul-y Austin program. Soul-y Austin exists under the EDD's emerging Commercial Stabilization Program, which aims to promote, support, and improve Austin's commercial areas and corridors. Through this initiative, Soul-y Austin districts are provided the education and resources needed to successfully form merchants' associations to further organize and stabilize the commercial districts. Red River businesses started attending monthly meetings with the Soul-y Austin team in spring 2015 to discuss a common vision for the district. At a November 2015 district workshop, more than 60 participants provided input on topics including crime and safety, transportation, arts, culture and music, and economic development. The City is in the process of developing a district area plan for the Red River area that will further outline items for implementation.

PHOTO CREDIT: TED LEE EUBANKS

*Improving*

# MOBILITY AND INFRASTRUCTURE

## Our Goal

**MAKE DOWNTOWN AUSTIN READILY ACCESSIBLE BY A VARIETY OF EFFECTIVE, EFFICIENT AND PLEASANT TRANSPORTATION OPTIONS. THE EXISTING SYSTEM IS INADEQUATE, LIMITING ACCESS AND THEREFORE DOWNTOWN'S ECONOMIC POTENTIAL.**

## Our Progress

### MOBILITYATX

The Downtown Austin Alliance, along with RideScout, Capital Metro and other organizations, sponsored MobilityATX, a privately funded platform for all Austinites to explore discrete topics that impact Austin mobility. From April through June 2015, MobilityATX organizer GlassHouse Policy solicited public input through an online community and in-person discussions in each Austin City Council district. GlassHouse and its partners published a MobilityATX Findings Report outlining Austinites' top ideas for addressing topics like commuting, growth, impaired driving, and parking. The Downtown Alliance will work with our partners and stakeholders to determine how we should incorporate these ideas into long-term transportation plans.

### PROJECT CONNECT

The Downtown Alliance worked with Project Connect to support a Central Corridor study that will help determine which transit solutions will best improve access to and from downtown. Project Connect is a collaborative effort among Capital Metro, the City of Austin, the Capital Area Metropolitan Planning Organization (CAMPO) and Lone Star Rail to bring a network of high-capacity public transit to Central Texas.

### TRANSPORTATION NETWORK COMPANIES

In December 2015, the City Council proposed an ordinance that will require transportation networking companies (TNCs) such as Uber and Lyft to adhere to more stringent regulations including fingerprint-based background checks. The TNCs argued that such regulations would make it prohibitive for them to operate in Austin.

The Downtown Alliance believes TNCs play a vital role in reducing drunk driving rates and improving mobility. Along with 12 other downtown companies and organizations, we submitted a joint letter to the Council advocating that the City of Austin not implement regulations that would result in TNCs leaving Austin. We also suggested the City work with the TNCs to determine a fee structure that covers the City's administrative costs and is equitable with fees imposed by other cities.

Kawasaki
Ninja

DOWNTOWN
STATION
101

The Council ultimately voted in favor of the ordinance. It goes into effect in February 2016 but the TNCs will have 12 months to comply. The Downtown Alliance will continue to advocate for compromise.

## METRORAIL IMPROVEMENTS AND DOWNTOWN STATION

Capital Metro planned upgrades to its MetroRail Red Line service, using grant funds it received in 2014 from the Texas Department of Transportation (TxDOT) and the U.S. Department of Transportation. These improvements, which will increase frequency during peak times, include:

- Expanding and upgrading the downtown MetroRail station
- Making track improvements for increased speed
- Upgrading signals and communications
- Purchasing four new vehicles

All improvements are scheduled for completion in 2017 except the Downtown Station, which should open in 2018. In 2015, the Downtown Alliance formed a Downtown MetroRail Station task group to thoroughly vet the station design and ensure traffic circulation is improved in the surrounding area. The latest station design reflects many of the Downtown Alliance's suggestions. We have long advocated for expanded MetroRail service and also have monitored Capital Metro's work on a Long Range System Plan to develop strategies for other proposed service extensions.

## PARKING STUDY

The Downtown Alliance's newly formed Economic Development Task Force determined we need to study downtown Austin's current and future parking needs and trends to identify solutions that will more effectively support business and economic development. The task force issued a request for proposals and selected Nelson\Nygaard to conduct the

## Transit Usage in 2015

### Number of Trips

800,000
METRORAIL

2.7 M
METRORAPID

22.4 M
METROBUS

## Austin B-cycle Usage in 2015

551 AVERAGE DAILY CHECKOUTS

85,903 CAR TRIPS SAVED

21,177 CHECKOUTS DURING SXSW 2015

A NEW RECORD!

Downtown Austin Parking Strategy which should be complete in early 2017.

### I-35 IMPROVEMENTS

In 2015, Mobility35 announced a detailed 10-year plan to improve safety and mobility on I-35 through Austin. Mobility35 is an I-35 improvement program spearheaded by TxDOT, the City of Austin, CAMPO, and other partners. Tom Stacy represented the Downtown Alliance on Mobility35's Downtown Stakeholder Group, and the plan incorporates the group's recommendations to improve traffic flow into and out of downtown.

The first downtown-related I-35 projects to advance are new access ramps and reconstructed interchanges at Stassney Lane, William Cannon Drive and Slaughter Creek Overpass. These projects, which will improve flow into and out of the urban core, will begin construction in 2016. In December 2015, TxDOT began the environmental process for the most significant (but not yet funded) downtown projects: potentially depressing the main lanes of I-35 below grade from south of Cesar Chavez Street to north of 15th Street.

In addition to monitoring technical improvements to I-35, the Downtown Alliance also participates in the Mobility35 Aesthetics Working Group, which will help plan the I-35 corridor's design elements from Rundberg Lane to Woodland Avenue.

### MOPAC IMPROVEMENTS

The Central Texas Regional Mobility Authority is building one express lane on MoPac in each direction (north and south) from Cesar Chavez Street to Parmer Lane. The lanes will use managed lanes to keep traffic and transit moving during peak hours. These improvements will also allow Capital Metro to run reliable bus routes on MoPac.

The Downtown Alliance continued to closely monitor the construction and its effects on downtown. We also monitored plans to improve traffic flow on Mopac from Cesar Chavez to Slaughter Lane and kept Downtown Alliance members informed of ongoing opportunities for public input.

### BIKE SHARE

In its second year of operations, Austin B-cycle grew from 11 to 50 bike-sharing stations throughout downtown Austin. As a founding partner, the Downtown Alliance advocated for B-cycle's introduction to Austin. In 2015, we co-founded and contributed $10,000 toward a grant program to provide low-cost B-cycle memberships to Austinites making less than $25,000 per year.

### PARKING

The Downtown Alliance continued to support the City of Austin as it optimized parking options downtown. This year's parking revenue yielded $1.7 million in funds for downtown improvement projects including wayfinding, power washing and Great Streets improvements.

### MOVABILITY AUSTIN

The Downtown Alliance awarded $45,000 to Movability Austin to support the organization's successful work in helping downtown employers and employees address their transportation challenges and develop more effective commuting solutions. In 2015, Movability Austin provided commute-counseling services to more than 13,000 employees, representing 20 downtown companies. The City of Austin and Capital Metro also support this downtown transportation management association. Beginning in May 2016, the Downtown Alliance will contract with Movability Austin's Board of Directors to manage the organization.

### STREET CLOSURES

The Downtown Alliance continued to inform the community of upcoming downtown street closures. We also worked with special-event organizers to help them minimize any closure's impact on mobility.

### STREETSCAPE IMPROVEMENTS

The Downtown Alliance continued supporting the City of Austin's current and planned downtown street improvement projects, which follow the Great Streets Master Plan, which upgrades utilities and improves sidewalk connectivity and accessibility.

speakeasy

*Creating a Welcoming Environment*

# SAFETY, HOSPITALITY, AND CLEANLINESS

## Our Goal

**ENSURE THAT DOWNTOWN AUSTIN IS A MORE ENTICING PLACE — CLEAN, SAFE AND BEAUTIFUL. CLEANLINESS AND SAFETY ARE PREREQUISITES, BUT TO GROW ITS COMPETITIVE ADVANTAGE AMONG AUSTIN NEIGHBORHOODS AND DOWNTOWNS AROUND THE COUNTRY THE AREA MUST ALSO BECOME MORE BEAUTIFUL, ACTIVE AND WELCOMING.**

## Our Progress

### DIRECT SERVICES

The Downtown Austin Alliance's strategic plan calls for us to create a downtown that is not only safe and clean but also more beautiful, active and welcoming. To address the "clean and safe" portion of this goal, the Downtown Alliance has historically managed an in-house maintenance team and provided grant funding to the Austin Police Department (APD) to manage the Downtown Rangers, a group of civilian staff trained to be the APD's "eyes and ears" on our city sidewalks.

In 2015, we evaluated these programs, as well as best practices being implemented in downtowns across the country, to determine the most effective strategy to go beyond clean and safe. We decided to evolve the Downtown Alliance's direct service programs from the former structure to create one united team of ambassadors dedicated not only to downtown safety and cleanliness but also to hospitality and outreach. The team will clean the streets, greet visitors, distribute tourism and wayfinding information, and also help connect people with social services when needed. While the team will still report public disturbances, our partners at APD's recently expanded Downtown Area Command will continue to handle official policing.

In January 2016, we began a partnership with the industry's leading expert – Block by Block, which manages downtown operations for 77 U.S. cities – to manage the new ambassador program. Working with Block by Block gives us cost-effective access to cleaning, beautification, hospitality and social service outreach techniques that are proving to be effective in downtown districts across the country.

### PARTNERING TO TARGET DOWNTOWN CRIME

The Downtown Alliance continued our long-standing partnership with the APD, and advocated in support of their request for additional police positions, which were approved in the City of Austin's FY16 budget. This also marked the 15th year of the Downtown Alliance's partnership with the Travis County District Attorney's Office and City of Austin to co-fund the Downtown Assistant District Attorney position. The Downtown Assistant DA plays a pivotal role in keeping downtown safe, working directly with the APD Downtown Area Command to effectively prosecute felony crimes. We are grateful for our allies at the APD, Travis County District Attorney's Office and Downtown Austin Community Court for their tireless efforts to effectively enforce the law and adjudicate offenders.

### DOWNTOWN ALLEYS INITIATIVE

In 2015, we achieved a landmark in upgrading our infrastructure: the last downtown alley slated for reconstruction was completed. Since 1999, the Downtown Alliance has worked with City of Austin Public Works Department, Austin Water Utility and many downtown property and business owners to coordinate 38 reconstruction projects.

The projects entailed alley reconstruction and water/wastewater upgrades such as replacing outdated sewer lines. These improvements are vital to increasing economic growth and downtown density, as they allow businesses and properties to increase their capacity and meet the requirements that often accompany changes of use.

### NEW SIDEWALKS ON RED RIVER

The Downtown Alliance worked extensively with Public Works and Red River Cultural District officials to identify, prioritize and coordinate the completion of a number of sidewalk installations and infrastructure repairs in the Red River District. These projects have significantly improved pedestrian accessibility and mobility in this increasingly important downtown cultural district.

### REFUSE AND RECYCLING

The Downtown Alliance supported the implementation of street-level recycling in downtown Austin in partnership with Austin Resource Recovery (ARR). Pedestrians can now use street-level recycling containers throughout the south central area of downtown. Our advocacy also resulted in ARR replacing litter cans along Congress Avenue.

### BIRD CONTROL

We continued our commitment to mitigating bird waste downtown through a contract with Texas Bird Services, which uses harmless methods to discourage birds from roosting in trees. Since implementing this program in 2008, we have seen a 95 percent reduction in roosting bird populations and bird droppings, which has kept sidewalks clean and welcoming for downtown pedestrians.

## Maintenance Department 2015 by the Numbers

**18,928**
HOURS REMOVING
***Litter***

**5,408**
HOURS CLEANING
***Sidewalks***
AND REMOVING
***Chewing Gum***

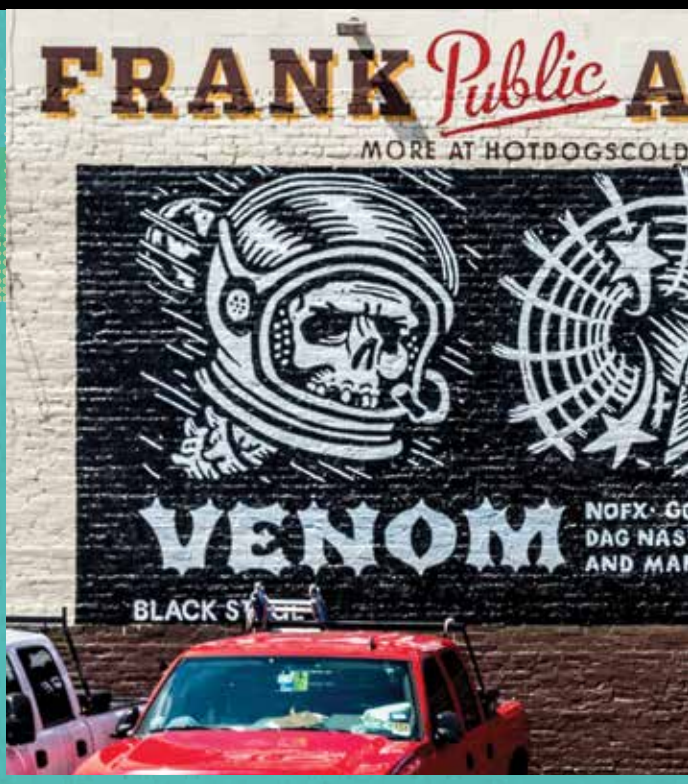
**2,700**
HOURS REMOVING
***Graffiti***

**5,408**
NUMBER OF
***Graffiti Tags***
REMOVED FROM PRIVATE & PUBLIC RIGHT OF WAY

Buffalo Billiards

## *Creating a Welcoming Environment*

# RETAIL




## Recruitment

**THE DOWNTOWN AUSTIN ALLIANCE CONTINUED TO SCOUT NATIONAL, REGIONAL AND LOCAL RETAILERS THAT WOULD BE A GOOD FIT FOR DOWNTOWN – ESPECIALLY CONGRESS AVENUE AND EAST SIXTH STREET.**

We deepened our relationships with local retailers eyeing expansion, and made market visits to San Francisco, Portland, Charleston, Houston and Dallas to identify retailers expanding and new retail trends. We helped retailers secure space downtown by identifying ideal vacancies, connecting retailers with property owners and serving as a liaison between the entities during the vetting and negotiation processes.

Downtown has a shortage of spaces that are the right size and cost for retailers. This continues to be our biggest recruitment challenge. We continued working with downtown retail consultants at Downtown Works and CSWG Inc. to build a pipeline of strategic prospects nationwide. Additionally, we attended the Downtown Works annual recruiting seminar in Charleston, S.C., to stay abreast of best practices.

### RETAIL ANNOUNCEMENTS: CONGRESS AVENUE AND EAST SIXTH STREET

**Allen Edmonds** 501 Congress Ave.
*Men's clothing*

**Burger Bar on Congress** 110 E. Second St.
*Restaurant at JW Marriott*

**Capital Vault** 916 Congress Ave.
*Gallery*

**Cooper's Old Time Pit Bar-B-Que** 217 Congress Ave.
*Casual restaurant*

**Corner Bar** 110 E. 2nd Street
*Bar at JW Marriott*

**East Side King @ The Four Horsemen** 310 E. Sixth St.
*Food truck*

**Eureka!** 200 E. Sixth St.
*Casual restaurant*

**Gino's East** 214 E. Sixth St.
*Pizza*

**Gold's Gym (Relocation)** 115 E. Sixth St.
*Fitness*

**Hatbox (Relocation)** 704 Congress Ave.
*Hats and accessories*

**Kebabalicious (Relocation)**
Third Street and Congress Avenue
*Food truck*

**Osteria Pronto** 110 E. Second St.
*Restaurant at JW Marriott*

**P. Terry's Burger Stand** 515 E. Sixth St.
*Casual restaurant*

**The Townsend** 718 Congress Ave.
*Cocktail bar*

**Voodoo Doughnut** 212 E 6th St.
*Casual restaurant*

**Waller Ballroom** 700 E. Sixth St.
*Event space*

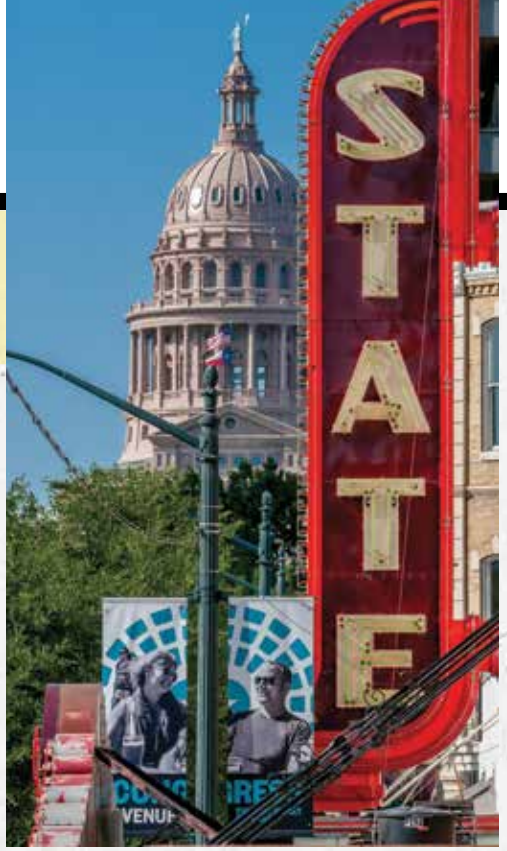
**Waller Creek Pub House** 603 Sabine St.
*Pub*

**WeWork Congress** 600 Congress Ave.
*Co-working space*

**Wild About Music (Relocation)**
615 Congress Ave.
*Music-themed art and gifts*

*Transforming*

# CONGRESS AVENUE




## Our Goal

**TRANSFORM WHAT IS NOW A STREET INTO A TRULY EXCEPTIONAL PLACE—THE GREATEST STREET IN AUSTIN AND ONE OF THE GREAT STREETS IN THE WORLD. IN RECENT YEARS, THE MAIN STREET OF TEXAS' VITALITY HAS IMPROVED BUT IT IS NOT YET OPTIMIZED AS THE ECONOMIC AND CULTURAL BACKBONE OF DOWNTOWN.**

## Our Progress

### CONGRESS AVENUE BANNERS

The Downtown Austin Alliance partnered with the City of Austin to create a wayfinding system that would use banners to identify various downtown districts. The Downtown Alliance and the City hired Pentagram to create design templates and guidelines for the banners. In July 2015, we installed 47 banners along Congress Avenue.

### TREE HEALTH

The Downtown Alliance partnered with the City Arborist and Public Works to survey the health of 167 trees lining Congress Avenue between Riverside Drive and the Texas Capitol. We hired Eleanor McKinney Landscape Architect to help guide and scope the project and contracted with Bartlett Tree Experts to assess the trees. We will use these findings to develop immediate, short-term and long-term recommendations to maintain their health.

### ECONOMIC DEVELOPMENT TASK FORCE

The Downtown Austin Alliance created an economic development corporation task force to identify areas we could assist in implementing the priorities outlined in the Downtown Austin Plan. The task force recommended reactivating the Downtown Alliance's economic development corporation, the Downtown Austin Development Corporation, and identified parking as a key issue. They further recommended studying downtown Austin parking trends to help the market develop more effective solutions. The task force distributed a request for proposals and selected Nelson\Nygaard to perform a parking demand analysis in 2016.

### SOUTH CENTRAL WATERFRONT

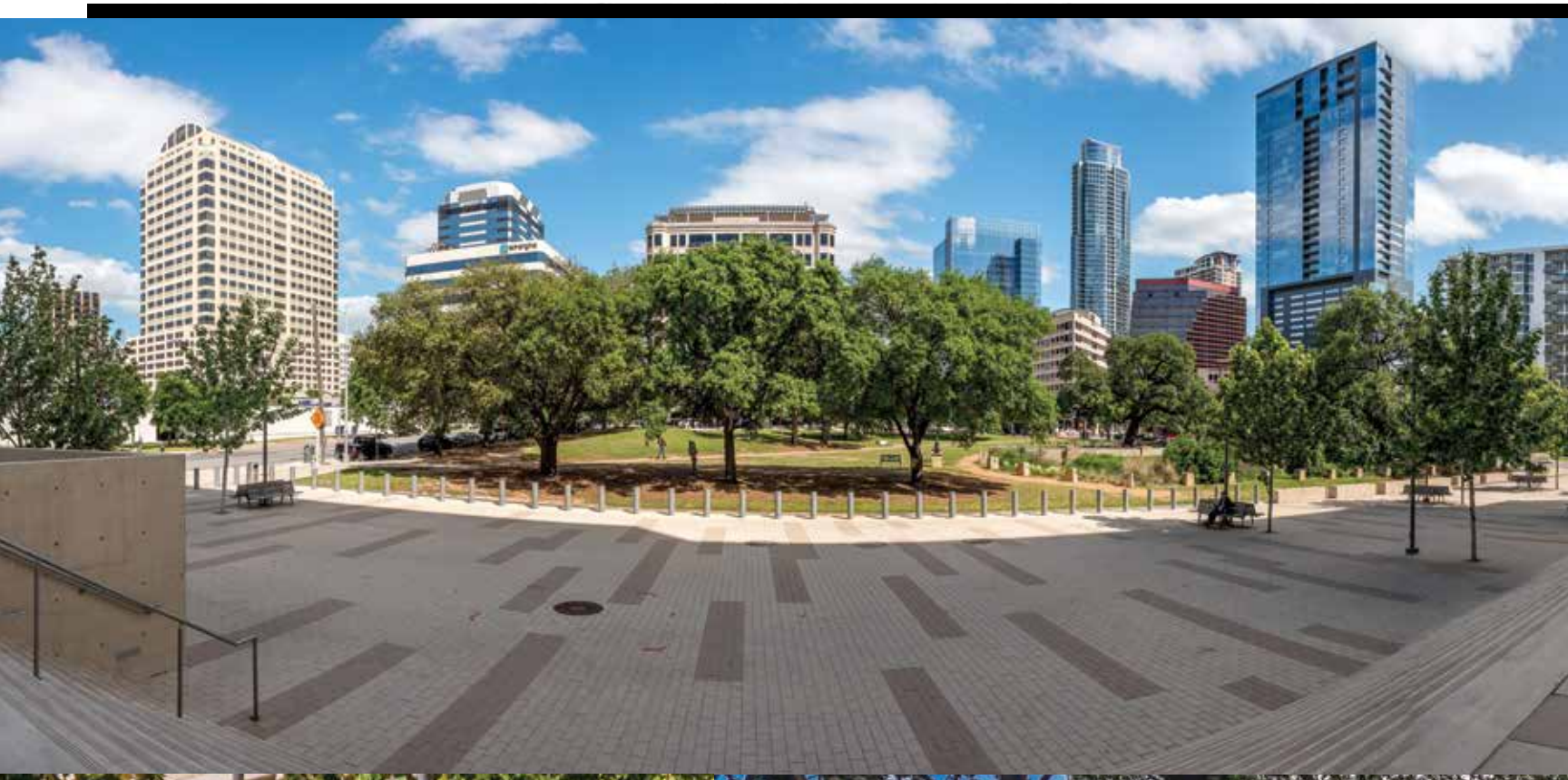
The Downtown Alliance stayed actively engaged in the South Central Waterfront Initiative, the City of Austin's master planning process for the downtown PID area on Lady Bird Lake's southern shore. The South Central

Waterfront encompasses 97 acres, or approximately 33 blocks, bordered by South First Street, Lady Bird Lake, Riverside Drive /East Bouldin Creek and Blunn Creek. The area is a gateway from Congress Avenue to South Congress Avenue and the rest of South Austin. The Downtown Alliance co-hosted a number of public engagement events with the City of Austin.

## AVENUE DESIGN AND PLACEMAKING PROJECTS

The Downtown Alliance's Congress Avenue committee worked with property owners to shape design choices and placemaking projects that support our collective, long-term vision for the Avenue. Key projects for 2015 included:

- **JW Marriott**
  The Downtown Alliance worked with the hotel to revamp its design concept along Congress Avenue. Instead of a blank wall, the Congress side of the hotel features windows into the Burger Bar to unite the interior and exterior spaces.
- **111 Congress**
  Parkway Properties is transforming the property's sunken plaza into a public park with art and a stage for music. Identity by Look/Think/Make, design by dwg.
- **501 Congress**
  This home of Charles Schwab and Dropbox redesigned its exterior adding a retail storefront to the Avenue.



*Enhancing*

# PARKS AND OPEN SPACES

## Our Goal

**ESTABLISH A PUBLIC-PRIVATE PARTNERSHIP FOR REPUBLIC SQUARE THAT WILL SERVE AS A MODEL FOR IMPLEMENTING AND SUSTAINING THE VISION FOR AUSTIN'S URBAN SQUARES. GREAT PUBLIC SPACES INCREASE THE APPEAL, LIVABILITY AND ECONOMIC VITALITY OF URBAN SPACES. DOWNTOWN'S PARKS, SQUARES AND PUBLIC SPACES ARE NOT YET LIVING UP TO THEIR FULL POTENTIAL.**

## Our Progress

### REPUBLIC SQUARE

The Downtown Austin Alliance, Austin Parks and Recreation Department (PARD) and Austin Parks Foundation (APF) worked together to move our vision for Republic Square from the planning phase to the construction documentation phase. The Republic Square Master Plan, which PARD, in partnership with Downtown Alliance and APF, developed over three years with extensive public input, will revitalize and activate this small urban square. In 2015, we worked with APF, PARD and project consultants to finalize the park design, which will create a flexible, active park space with a balance of open spaces and seating areas, a central promenade for strolling, and a market area with a food vendor and outdoor dining.

In early 2015, we also finalized a public-private partnership agreement for Republic Square. Under this partnership, the Downtown Alliance will lead the operations and management of the park, including management of the food vendor, park maintenance and programming. We hired an expert in urban public space management to help us develop a detailed maintenance and operations plan for the park to ensure we deliver the experience described in the master plan.

## OTHER PUBLIC-PRIVATE PARTNERSHIPS

Additionally, we provided financial support to several public-private partnerships:

- Annual $25,000 contribution to APF to support its work to improve and program the downtown squares
- $10,000 toward the Shoal Creek Conservancy's annual operating budget
- $25,000 toward the Waller Creek Conservancy's annual operating budget

## BRUSH SQUARE

The Downtown Alliance continued to support programs in Brush Square and monitored ongoing planning efforts in and around the park.

## WOOLDRIDGE SQUARE

Building on the successful momentum of Wooldridge Square's 2013 restoration, we worked with PARD and Friends of Wooldridge Square to initiate a planning process for this historic square. This next phase of planning and design will build upon previous work to sustain Wooldridge Square's special role in Austin's history, while looking forward to the future.

## COMMUNITY PROGRAMMING

We supported APF's Imagination Playground and its Movies in the Parks series as well as the Sustainable Food Center Farmers' Market Downtown.

*Engaging the Downtown Community*

# ADVOCACY

### NEW MAYOR AND CITY COUNCIL

This was the first full year of service for Mayor Steve Adler and the new Austin City Council. In the November 2014 election, the Council moved from an at-large, 6-1 structure to a 10-1 structure in which all council seats, except the mayor, are filled by representatives of specific geographic regions. The Downtown Alliance met with Mayor Adler, council members and council staff to help them understand downtown issues and our organization's role.

### AFFORDABLE HOUSING ADVOCACY

The Downtown Alliance is a longtime advocate for permanent supportive housing for people experiencing chronic homelessness. We continued to advocate for the previous City Council's goal of providing 400 units of permanent supportive housing, 200 of which will be "housing-first" units. The housing-first approach provides people with housing and then services, a model the Downtown Alliance supports because we believe being in a safe, stable home enables people to more effectively tackle addictions, health issues and other barriers to employment.

In 2015, we supported Mobile Loaves and Fishes' Community First! Village through a $100,000 capital campaign contribution. The development, opened in early 2016, will provide housing, communal facilities, services and income-producing opportunities for 225 people on a 27-acre site near Decker Lake.

The Downtown Alliance also supported Austin Travis County Integral Care's Oak Springs development, allocating a $150,000 challenge grant to inspire corporate giving. Oak Springs will provide 50 apartment units of permanent supportive housing plus services and community medical care. The development is scheduled to break ground at Oak Springs and Airport Boulevard in spring 2016.

### DOWNTOWN DENSITY BONUS PROGRAM

In November 2015, the Downtown Alliance and the Ending Community Homelessness Coalition (ECHO) advised the City Council to continue the density bonus program as-is, not making any changes without conducting economic modeling. The program enables developers who exceed the City's building density guidelines to pay an affordable housing fee, which is then designated toward building low-barrier, permanent supportive housing for people experiencing chronic homelessness.

The Council ultimately passed a resolution to consider revising the program, making it more difficult for developers to pay "fees-in-lieu" instead of creating on-site affordable housing units. While providing affordable housing on site at each new development can help spread housing throughout the city, the Downtown Alliance and ECHO believe pooling developers' density bonus fees to build permanent supportive housing at

the most cost-effective sites will create more units overall. The Downtown Alliance will work with downtown developers to help them understand their options and their potential effects.

## AFTER-HOURS CONCRETE INSTALLATION

The City Council passed an interim ordinance that prohibits companies from pouring concrete downtown after 2 a.m. and also creates notification and sound/light mitigation requirements. As the Council evaluated the best long-term solution, the Downtown Alliance developed a coalition of organizations to further vet the issue and bridge the gap between residents and the construction industry. We recognize that night pours help developers complete construction projects more quickly, avoid the heat of day, and keep equipment from blocking commuter traffic. The Downtown Alliance will work with the City of Austin as they develop recommendations for the City Council to consider in 2016.

## CODENEXT

The Downtown Alliance continued to participate in CodeNEXT, the City of Austin's multiyear initiative to revise the Land Development Code — the rules and processes that regulate how land can be used throughout the city. The City's Imagine Austin Comprehensive Plan identified code revision as a priority to help Austin grow as a compact, connected city.

CodeNEXT is a collaborative process, and in 2015 it held "Sound Checks" – public input sessions to test code elements with residents, businesses and government. The Downtown Alliance will work with stakeholders on code recommendations to help the downtown economy thrive long-term. A new draft code will be released in early 2017.

## ZONING CHANGES

The Downtown Alliance successfully led an advocacy effort that resulted in the City of Austin changing its code related to adult-oriented businesses. The former code prevented such businesses from operating too close to a school, church or park, and in April 2015 we proposed an ordinance – which had unanimous support – to also prohibit them within 200 feet of libraries and museums. The new code prevented a strip club from going in at the corner of Fourth Street and Congress Avenue.

## PARKLAND DEDICATION ORDINANCE

In January 2016, the Austin City Council approved a new parkland dedication ordinance, which updates a program where new developments provide new parkland or pay a fee to build or improve parkland nearby for their residents to enjoy. The new ordinance modernizes land dedication and fee standards to better reflect the needs of our growing city, while also attempting to create a system that largely prevents setting up parks and places for people to live as competing priorities. As an organization that represents both development and park interests, the Downtown Alliance initiated a compromise position for the ordinance, which was negotiated with and adopted by partner organizations and individuals including the Austin Parks Foundation, Waller Creek Conservancy, Shoal Creek Conservancy, Rich DePalma, Austin Apartment Association, AURA, Home Builders Association of Greater Austin and the Real Estate Council of Austin.

## EVOLVE AUSTIN PARTNERS

The Downtown Alliance became a partner and investor in Evolve Austin, an organization that champions the Imagine Austin Comprehensive Plan, which Austinites crafted to create a more affordable, mobile, and sustainable city. Through Evolve, the Downtown Alliance works with other organizations to move the city towards the progressive vision established in Imagine Austin.

*Engaging the Downtown Community*

# EDUCATION

## Community Education

The Downtown Austin Alliance regularly hosts educational events to allow our members and other interested parties to hear city and community leaders discuss the hottest issues facing downtown. The Downtown Alliance-organized events below attracted a total of more than 1,000 attendees.

**LEADING THE WAY HOME** Nov. 10, 2015

The Downtown Alliance, Ending Community Homelessness Coalition (ECHO) and the New Milestones Foundation hosted a community discussion of strategies to end homelessness by helping the most vulnerable access permanent supportive housing. Session panelists were:

- Mayor Steve Adler
- Paul Bury, President and CEO, Bury Design & Engineering Consulting Firm
- Ed McHorse, Attorney, Graves, Dougherty, Hearon & Moody
- John Rosato, Partner, Southwest Strategies Group
- Judy Maggio, ECHO Board Member and Leadership Austin (Moderator)

**SHIFTING GEARS: A ROADMAP TO SAFER STREETS AND SMARTER CITIES** Oct. 29, 2015

The Downtown Alliance hosted more than 500 people at a community education event featuring guest speaker Janette Sadik-Khan, Principal with Bloomberg Associates. Sadik-Khan is internationally known for her forward-thinking, innovative approach to urban mobility.

**CONGRESS AVENUE URBAN DESIGN INITIATIVE** May 20, 2015

The Downtown Alliance, in partnership with the City of Austin and various community stakeholder groups, gathered community feedback to inform a new vision for Congress Avenue.

**SOUTH CENTRAL WATERFRONT INITIATIVE** May 7, 2015

Alex Krieger, FAIA – an internationally renowned architect, urban designer, Harvard professor, writer, and global expert on riverfront planning – spoke to attendees about the principles for creating vibrant, beautiful and welcoming waterfronts.

## Membership Events

**FOR OUR MEMBERS WE HOSTED:**

- Our annual **Downtown Alliance Membership meeting** on Nov. 11, 2014
- A welcome party for new **Downtown Alliance President and CEO, Dewitt Peart.**

## *Engaging the Downtown Community*

# COMMUNICATIONS

### Our 2015 Online Reach

### *Facebook*

**11,257**

**FOLLOWERS**
*70.7% increase over 2014*

### *Twitter*

**5,915**

**FOLLOWERS**
*46.6% increase over 2014*

### *Website*

**234,376**
**UNIQUE VISITS**

**543,101**
**PAGEVIEWS**

### COMMUNICATIONS STRATEGY

The Downtown Austin Alliance worked diligently to stay up-to-the-minute on all downtown-related issues and events, and kept the community informed through strategic public relations campaigns, presentations, social media, email updates and the Downtown Alliance website. The Downtown Alliance continued to serve as a key information source for local and national media outlets.

We coordinated with partner organizations, such as the City of Austin, Austin Police Department, Austin Parks Foundation and Capital Metro, to coordinate our communications efforts on joint issues. We also continued our ongoing engagement with Elizabeth Christian Public Relations to help us publicize the Downtown Alliance's special announcements and events.

### SPEAKERS BUREAU

The Downtown Alliance's leaders regularly spoke to community organizations about downtown issues, projects and the area's overall economic impact. In addition to providing valuable information, these speaking engagements also gave many organizations an opportunity to meet our new President and CEO, Dewitt Peart.

### COMMUNICATION CHANNELS

We continually updated the Downtown Alliance website with the latest news about street closures, Downtown Alliance events, business openings and policies affecting downtown.

**Website:** downtownaustin.com
**Weekly e-newsletter:** This Week in Downtown
**Events Calendar:** downtownaustin.com/events
**Facebook:** Downtown Austin
**Twitter:** @DowntownATXInfo

## 2015 Downtown Austin Alliance

# BOARD AND ADVISORY BOARD

### OFFICERS

**Chair**
Jerry Frey, *CBRE*

**Vice Chair**
Carol Polumbo, *McCall, Parkhurst & Horton LLP*

**Secretary**
Jennifer Wiebrand, *Gables Residential*

**Treasurer**
Michael Kennedy, *Avison Young*

### LARGE PROPERTY OWNERS

Beau Armstrong, *Stratus Properties Inc.*

David Bodenman, *Highland Resources Inc.*

Jerry Frey, *CBRE*

Susie Gray, *Austin American-Statesman*

Tim Hendricks, *Cousins Properties Inc.*

Adam Nims, *Trammell Crow Company*

Andy Smith, *Lincoln Property Company*

### MEDIUM PROPERTY OWNERS

Scott Blalock, *JW Marriott Austin*

Nancy Burns, *Norwood Tower Management*

Mac Pike, *Sutton Company*

Jim Ritts, *Austin Theatre Alliance*

Lance Stumpf, *Driskill Hotel*

*Jennifer Wiebrand, *Gables Residential*

### SMALL PROPERTY OWNERS

Cid Galindo, *The Galindo Group*

Jude Galligan, *REATX.com*

*Allen Green, *Wells Fargo Wealth Management*

*Charles Heimsath, *Capitol Market Research*

Marshall Jones, *Bon Vivant Consulting*

Joel Sher, *Congress Holdings Group*

*Sania Shifferd, *SDSGroup Architecture and Design*

### ASSOCIATE MEMBERS

Greg Hartman, *Seton Family of Hospitals*

Jeff Howard, *McLean & Howard LLP*

Michael Kennedy, *Avison Young*

Carol Polumbo, *McCall, Parkhurst & Horton LLP*

*Stephen Roberts, *Strasburger & Price LLP*

Craig Staley, *Royal Blue Grocery*

Michele Van Hyfte, *Monarch Design/Consulting*

### PUBLIC MEMBERS

Mayor Steve Adler, *City of Austin*

Commissioner Gerald Daugherty, *Travis County Commissioners Court (Precinct Three)*

Amy Shaw Thomas, *University of Texas System*

Senator Kirk Watson, *Texas State Senate*

Linda Watson, *Capital Metro*

### CHAIR EMERITUS

Larry Graham, *Texas Gas Service*

### ADVISORY BOARD REPRESENTATIVE TO BOARD OF DIRECTORS

Tom Stacy, *CapRidge Partners*

* Denotes Committee Chair

## ADVISORY BOARD

John A. Barclay, *The John A. Barclay Agency Inc.*

Bobbie Barker, *St. David's Community Health Foundation*

Sinclair Black, *Black & Vernooy Architects*

Terry Boothe, *T. Boothe Commission Company*

O. Philip Breland Jr., *Central Texas Ventures*

Hayden Brooks, *American Realty Corporation*

Kent Collins, *Centro Development LLC*

Cathy Coneway, *Stanberry Commercial Realtors*

C. Wade Cooper, *Jackson Walker LLP*

Carl Daywood, *Carl Daywood Realtors*

Sue Edwards, *City of Austin*

Tim Finley, *Finley Company*

Robert Gaston, *Transwestern*

John Horton, *Horton Investments*

Bill Keenan, *Wells Fargo Bank*

Eva Martin, *AT&T*

Jim McBride, *Blue Sage Capital*

Bill McLellan, *Community Volunteer*

John Nyfeler, *Consulting Architect*

Tom Petrie, *Community Volunteer*

Bill Renfro, *Community Volunteer*

John Rosato, *Southwest Strategies Group*

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The lighting of the Capitol Christmas Tree at the Annual Holiday Sing-Along and Downtown Stroll, produced by the Downtown Austin Alliance.

*Downtown Austin Alliance*

# OUR PARTNERS

## FREQUENT COLLABORATORS

The Downtown Austin Alliance is passionate about making downtown a place where people have unique, engaging experiences they can't have anywhere else. Working toward that vision is a big job that requires diverse perspective and creative effort from every corner of our community. We partner with stakeholders from the public and private sector on nearly every project, whether we're in a leadership or a supporting role.

These are some of our most frequent collaborators, with whom we've built trusted relationships over the past 20 years.

6ixth Street Austin
Alliance for Public Transportation
American Institute of Architects - Austin
American Planning Association - Austin
Art Alliance Austin
Art From the Streets
Austin Area Research Organization
Austin Chamber
Austin Convention & Visitors Bureau
Austin Convention Center
Austin Hotel & Lodging Association
Austin Parks Foundation
Austin Police Department
Austin Resource Center for the Homeless
Austin Water Utility
Austin/Travis County Integral Care
Bike Austin
BikeShare of Austin
Capital Area Council of Governments
Capital Area Food Bank of Texas
Capital Area Metropolitan Planning Organization
Capital Metro
Caritas of Austin
Central Health
Central Texas Regional Mobility Authority

City of Austin
- *Active Transportation Program*
- *Art In Public Places*
- *Austin Resource Recovery*
- *Austin Transportation Department*
- *Downtown Austin Community Court*
- *Economic Development*
- *Graffiti Abatement/Youth Corps*
- *Health & Human Services*
- *Neighborhood Housing & Community*
- *Parking Enterprise*
- *Parks and Recreation Department*
- *Public Works Department*
- *Right-of-Way Management*

City of Austin (cont.)
*Special Events Office*
*Street and Bridge*
*Watershed Protection Department*

Commute Solutions
Community First Village
Congress for the New Urbanism - Central Texas Chapter
Downtown Austin Community Court
Downtown Austin Neighborhood Association
Downtown Cluster of Congregations and Social Services
Ending Community Homelessness Coalition
Envision Central Texas
Evolve Austin
Front Steps
Greater Austin Crime Commission
KUT
Lone Star Rail District
Mobile Loaves and Fishes
Movability Austin
Preservation Austin
Project Connect
Real Estate Council of Austin
Salvation Army
Shoal Creek Conservancy
State of Texas
State Preservation Board
Sustainable Food Center
Texas Alcoholic Beverage Commission
Texas Department of Transportation
Texas Downtown Association
Texas Facilities Commission
Texas Historical Commission
The Trail Foundation

Travis County
*Courts*
*Criminal Justice Planning*
*District Attorney's Office*
*Sheriff's Office*

Trinity Center
The University of Texas at Austin
The University of Texas System
Urban Land Institute - Austin
Waller Creek Conservancy

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