

An aerial photograph of the Austin skyline at sunset. The Colorado River flows through the center of the image, reflecting the warm orange and yellow light of the setting sun. The city skyline, featuring various high-rise buildings, is visible in the background against a clear blue sky. Lush green trees line the riverbanks in the foreground.

DOWN AUSTIN TOWN ALLIANCE

Annual Highlights 2019-2020

The Downtown Austin Alliance is a nonprofit organization that represents and is funded by commercial property owners. We work in partnership with property owners, residents, businesses, community organizations and governmental entities to advance our collective vision for the future of downtown. As a leader and full-time advocate for downtown, the Downtown Alliance takes an active role in planning decisions that increase the area's economic prosperity. We also partner with key stakeholders in the public and private sectors on projects to enhance downtown's appeal to businesses, residents and visitors. Through our Downtown Ambassador program, we provide direct services that make downtown a cleaner, safer, more welcoming place.

THE AREA WE SERVE AND DOWNTOWN IMPROVEMENT DISTRICT EXPENDITURES

 Downtown Austin Public Improvement District

A

Safety and Hospitality
\$1,648,730 (19.9%)

B

Cleanliness & Beautification
\$1,278,720 (15.44%)

C

General & Administrative
\$970,756 (11.72%)

D

District Planning
\$891,637 (10.76%)

E

Mobility & Parking
\$712,967 (8.61%)

F

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\$712,967 (8.61%)

G

Historic Squares, Parks, & Open Space
\$548,383 (6.62%)

H

Public Space Activation
\$517,328 (6.24%)

I

Market Research
\$389,418 (4.7%)

J

Congress Avenue
\$232,535 (2.81%)

K

Education
\$171,893 (2.07%)

L

Homelessness Support
\$147,855 (1.78%)

M

Board/Executive/Governance
\$76,080 (.92%)

MARTIN LUTHER KING JR. BLVD.

937

PROPERTIES

\$10.7B

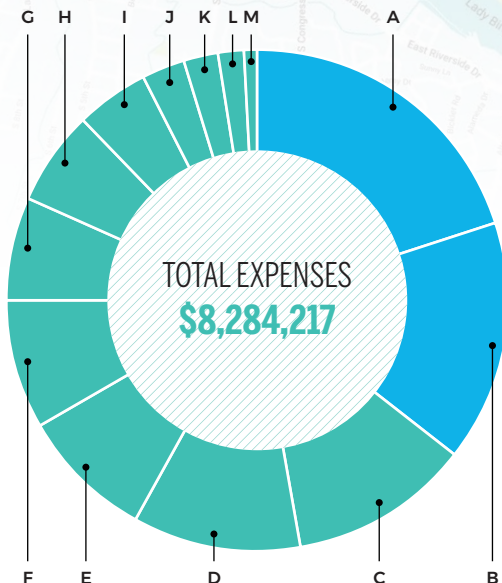
PID TAXABLE VALUE

1,100

ACRES IN THE PID

N. LAMAR BLVD.

LADY BIRD LAKE



OUR DIRECT SERVICES BY THE NUMBERS

Since our founding more than 25 years ago, we've believed that cleanliness, safety and beauty are the foundation of a vibrant and welcoming downtown.

AMBASSADORS



154,489
HOSPITALITY
CONTACTS



1,142
SAFETY ESCORTS



204,137
POUNDS OF
TRASH REMOVED



5,750,412
SQUARE FEET
POWER WASHED

BEAUTIFICATION



28,057
GRAFFITI &
POSTERS REMOVED



44
PLANTERS
MAINTAINED



51
BANNERS
MAINTAINED



149
TREES
MAINTAINED

OVERTIME POLICE



\$556K
SPENT ON APD
OVERTIME
INITIATIVE



98%
COMPLIANCE RATE
FOR REQUESTS BY
OUR COMMUNITY
POLICE



2,093
INTERACTIONS
WITH PEDESTRIANS



587
POLICE CASES
ASSISTED BY THE
CAMERA SYSTEM

BIRD MITIGATION



7
DAYS PER WEEK
WITH INCREASED
STAFFING DURING
MIGRATION TIMES



95%
REDUCTION IN
BIRDS AND THEIR
WASTE DOWNTOWN



0
BIRDS HARMED



0
PATRONS
DIVE-BOMBED BY
ANGRY GRACKLES ON
CONGRESS

DOWNTOWN BY THE NUMBERS



15,513
RESIDENTS



96,396
EMPLOYEES



11,828
RESIDENTIAL UNITS



11,017
HOTEL ROOMS



11M
SQUARE FEET OF
MULTI-TENANT OFFICE SPACE

TAX
REVENUE

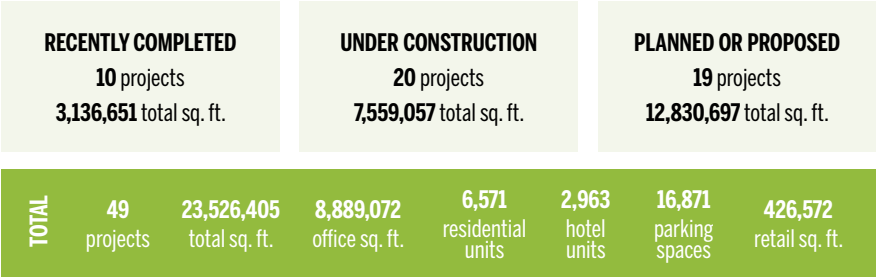
\$323M
SALES

\$96M
HOTEL

\$313M
PROPERTY

Source: Downtown Austin Alliance State of Downtown Report 2020

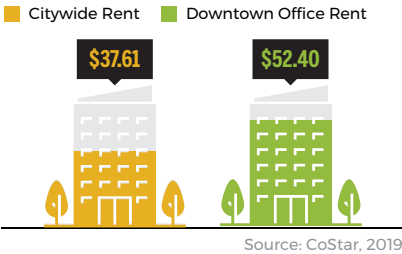
DOWNTOWN DEVELOPMENT PIPELINE



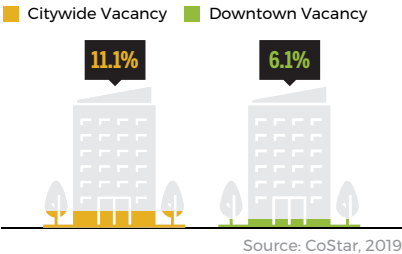
Downtown Austin Alliance Emerging Projects Database, as of January 2020

RATES AND REVENUE

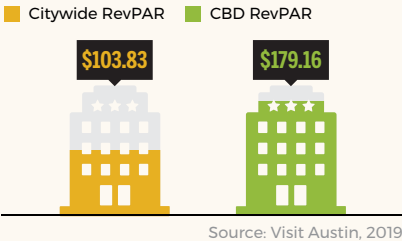
AUSTIN OFFICE MARKET RENT (2019) *(per SF)*



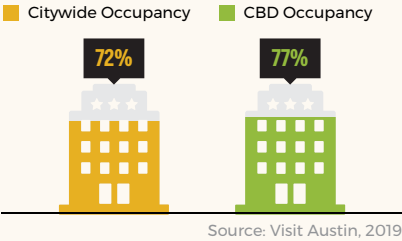
AUSTIN OFFICE VACANCY (2019) *(Percentage of unoccupied space)*



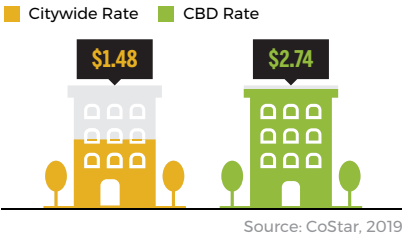
AUSTIN HOTEL REVPAR (2019) *(Revenue per available room)*



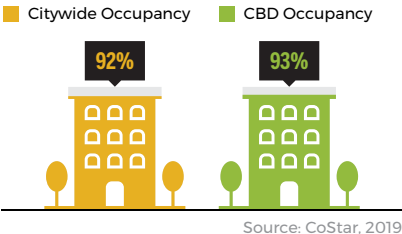
AUSTIN HOTEL OCCUPANCY RATES (2019) *(Percentage of occupied rooms)*



AUSTIN APARTMENT RENTAL RATE (2019) *(per SF)*



AUSTIN APARTMENT OCCUPANCY RATES (2019) *(Percentage of occupied apartments)*



HIGHLIGHTS 2019-2020



OUR PROJECTS

- **A New Future for I-35:** Engaged the Urban Land Institute's Advisory Services to bring a panel of independent freeway redevelopment experts to Austin. They worked with the community to create a vision and roadmap for improvements along the I-35 corridor.
- **Writing on the Walls:** Launched our inaugural arts event, which featured a week of collaborative events and public art installations from international and local artists, and the creation of Austin's largest mural, a 12-story piece on the side of The LINE Hotel.
- **Innovation District Market Analysis:** Commissioned an impact analysis to measure the Innovation District's economic potential, and shared findings with district leaders, investors and partners.
- **Downtown Circulator:** Launched a circulator study to analyze travel patterns and provide recommendations to connect downtown to the South Congress and Rainey Districts, and support enhanced parking access downtown.
- **Republic Square:** Hosted 74 days of family-friendly programs and events, 69 of which were free and open to the public.

OUR RESEARCH

- **Annual State of Downtown report:** Published our second annual State of Downtown Report, which uses market data to give a comprehensive account of downtown's economic impact, health and vitality.
- **Mid-year Development Snapshot:** Monitored downtown real estate development and maintained a comprehensive database of emerging projects, including providing a mid-year update.
- **Retail and Small Business Survey:** Surveyed the downtown business community to understand the COVID-19 pandemic's current and future level of economic impact. Our research team's data collection and analysis will be vital to our recovery and advocacy efforts.



OUR PARTNERSHIPS

- **ATX Helps:** Partnered with the Austin Chamber of Commerce to create a private-sector partnership to fill critical gaps in the homeless service system, including creating a family reunification program by 2021.
- **Salvation Army Rathgeber Center:** Raised \$380,000 to help the Salvation Army open the Rathgeber Center – a 212-bed shelter for women with children and families experiencing homelessness.
- **Cypress & Shoal:** Partnered with the Shoal Creek Conservancy to enhance the Cypress and Shoal gateway, which is a key connection between the heart of downtown and the emerging Seaholm District.
- **Community First! Village:** Fulfilled the third year of our 10-year, \$2 million pledge to support Community First Village, which now houses more than 70 people who were formerly experiencing homelessness downtown.



OUR ADVOCACY

- **Homeless System Triage:** Sponsored a full-scale mapping of Austin's homeless service system, which identified both gaps and opportunities for increasing its effectiveness. This analysis informed the city's planning process and the creation of 12 improvement priorities.
- **Land Development Code:** Continued to engage in the city's land development code rewrite, advocating for changes that promote downtown density, protect public and green spaces and achieve the priorities of the Downtown Vision. We have been involved in every phase of this process.
- **Public Order:** Convened citywide stakeholders against the repeal of the aggressive panhandling ordinance and proposed changes to sit, lie and camping ordinances. This resulted in a favorable amendment to the panhandling ordinance and a ban on camping on sidewalks and sitting or lying in proximity to open businesses or buildings.



OUR ENGAGEMENT

Signature & Educational Events: We bring the community together through events that celebrate downtown, engage the community on important issues and inform the community.

Downtown Holiday Stroll | Austin's Birthday Bash | Writing on the Walls
Future of Downtown educational event series
Public Safety Forums including the annual Spring Festival Forum



18.8K+

@DOWNTOWN
AUSTINALLIANCE



7K+

@DOWNTOWNATXINFO



4K+

@DOWNTOWNAUSTIN



2K+

DOWNTOWN
AUSTIN ALLIANCE



349,983,693

TOTAL IMPRESSIONS
(PRINT, ONLINE, BROADCAST)



\$3,778,562

TOTAL PUBLICITY VALUE
(EARNED MEDIA)

DOWNTOWNAUSTIN.COM

✉ hello@downtownaustin.com

🐦 @DowntownATXInfo

📘 @DowntownAustinAlliance

📷 @DowntownAustin