

## AGENDA



Thursday, October 18, 2007

**Economic Growth & Redevelopment Services  
RECOMMENDATION FOR COUNCIL ACTION****Item No. 3**

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**Subject:** Approve an amendment to the contract with Austin DMO, Inc. (dba Downtown Austin Alliance) for management of services funded through the Austin Downtown Public Improvement District (PID), to extend the term of the contract for an additional five years, in an amount not to exceed \$3,000,000 per year.

**Amount and Source of Funding:** The DAA will be funded by the Austin Downtown PID Assessments (\$0.10 per \$100 evaluation), interest accrued in the PID account, and City of Austin annual contribution (not to exceed \$150,000 annually). DAA Service Plans and Budgets and the PID Assessment Roll is subject to Council approval on an annual basis.

**Fiscal Note:** There is no unanticipated fiscal impact. A fiscal note is not required.

**For More Information:** Michael Knox, EGRSO, 974-6415, David Lloyd, Law Department, 974-2918, Rosemary Ledesma, Purchasing Office, 974-2011

**Prior Council Action:** Created the PID and set initial assessment rate on 4/15/93. Approved a management agreement with the Austin Downtown Management Organization (DMO, Inc. (now the Downtown Austin Alliance (DAA)) on 8/19/93. Approved annual Service Plans and Budgets for 1994-1997. Re-authorized the Austin Downtown PID on 10/23/97. Extended the management contract with the DAA on 3/12/98. Approved annual DAA Service Plans and Budgets for 1998-2002. Set the public hearing to consider re-authorization of the PID on 10/3/02. Re-authorized the Austin Downtown PID on 10/24/2002. Extended the management contract with the DAA on 10/24/2002 for five years. Approved annual DAA Service Plans and Budgets for 2003-2007. Set the public hearing to consider reauthorization of the PID on 9/27/07.

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This action would extend the management contract with the Downtown Austin Alliance (DAA) for Austin Downtown Public Improvement District (PID) services for another five (5) year period subject to annual approval by the City Council. The current term will expire on April 30, 2008, and this action will extend the term to April 30, 2013. This period will coincide with the terms of the reauthorization of the PID, to be considered by the Council on October 18, 2007.

The purpose of this management contract extension is to provide for more in-depth services as outlined in the original contract. The PID was created and subsequently reauthorized in October 2002 to provide enhanced downtown services costing approximately \$2 million per year over five years.

The original contract was approved on 8/19/93 and extended on 3/12/98 and 10/24/2002. Council will consider the five-year service plan on 10/18/07 as part of the PID reauthorization. The Council has approved fourteen (14) subsequent contract amendments as part of the annual PID funding process.