

October 27, 2008

Mr. Michael Knox
Downtown Officer
City of Austin
301 W. 2nd Street, Suite 2030
Austin, Texas 78701

Dear Michael,

Attached is the draft FY 2009 Service Plan and Budget for the Pecan Street Owners Association dba 6ixth Street Austin to manage the E. 6th Street Public Improvement District.

The budget was developed using the projection of the PID revenue for FY 2009 provided by the City of Austin.

PID Assessments 90% Collection	\$ 41,616
City of Austin Contribution	\$ 43,500
Collected Assessment for 2008 less appropriated amount	\$ (704)
Earned Interest and Late Payments	\$ 3,275
Funds Raised by PSOA (memberships, donations, events)	\$ 30,000
Reserved for Possible Adjustments to Proposed 2009 Roll	\$ (4,000)
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Total Available	\$113,687

The Draft Service Plan and Budget is presented as broad categories rather than specific individual programs. The 6ixth Board will meet in November to consider the preliminary budget and prioritized goals for 2009.

If you have any questions, please contact me at 512.203.7280.

Sincerely,



Josh Allen
Executive Director

Board of Directors

Larry Craddock, *Chair*
Administrative Law Judge

Tim League, *Secretary*
Alamo Drafthouse Cinema

Lynn Raridon, *Treasurer*
Forbidden Fruit

David White, *Secretary*
218 E. Sixth St.

Bob Lander, *Past Chair*
Austin Convention and
Visitors Bureau

Kevin Bagstad
407 Enterprises

Veronica Busti
Lucky Lizard

Ron Flores
Habana 6th St. Inc.

Don Garner
505 Neches

Doug Gehret
Hilton Austin

David Kahn
ColinaWest Real Estate

Emma Lou Linn
St. Charles House

Gary Manley
Iron Cactus

John Rosato
Southwest Strategies Group

Fred Schmidt
Wild About Music

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FY 2009 Service Plan

INTRODUCTION

The Pecan Street Owners Association dba Sixth Street Austin, a 501(c)(6) organization, was officially formed in 2004. Sixth created a vision & mission and action plan. They successfully received petitions calling for a Public Improvement District (PID) from 59% of parcel owners representing 89% of valuation. Realizing the PID will only raise approximately \$40,000 annually, Sixth is securing additional funding for a projected total of \$113,678 for FY 2009 to operate the PID.

During the 2009 fiscal year, Sixth will continue with its mission to make the National Register Historic District a source of pride to the Austin community by:

- Advocating for the preservation and enhancement of the districts unique historic character.
- Creating a vibrant mixed use district so that locals and visitors alike will utilize its diverse offerings.
- Making Sixth Street an important economic and cultural asset to the community for today and future generations.

SERVICE PLAN

In this document, the Sixth preliminary FY 2009 Service Plan and Budget is outlined. The FY 2009 PID fund budget will total \$113,678 based on City of Austin estimates of PID assessment collections.

FY 2009 Preliminary Budget Revenues

PID Assessments 90% Collection	\$41,616
City of Austin Contribution	\$43,500
Collected Assessment for 2008 less appropriated amount	(\$704)
Earned Interest and Late Payments	\$3,275
Funds Raised by PSOA (memberships, donations, events)	\$30,000
<u>Reserved for Possible Adjustments to Proposed 2009 Roll</u>	<u>(\$4,000)</u>
<i>Total Available Revenue</i>	<i>\$113,687</i>

FY 2009 Preliminary Budget Expenditures

City of Austin/Public Order/Safety	\$17,053	15%
Communications/Membership	\$28,422	25%
Physical Improvements	\$17,053	15%
Marketing/PR/Economic Development/Partnerships	\$28,422	25%
Historic Preservation/Accentuation	\$11,369	10%
<u>Administration</u>	<u>\$17,053</u>	<u>15%</u>
<i>Total</i>	<i>\$113,687</i>	<i>100%</i>

Sixth will continue its work in program areas for 2009: Appearance and Cleanliness; Physical Improvements; Sustainable Development; Organizational Development; Communications and Marketing; Economic Development, including Business Recruitment, Gateway Enhancement and Tourism Enhancements; Historic Preservation and Accentuation; and Public Safety.

Program Descriptions

City of Austin/Public Order/Safety: \$17,053 or 15%

The E. Sixth Street PID will continue to work directly with the City to identify and express the issues and barriers facing E. Sixth Street. The E. Sixth Street PID will also work directly with the DAA, the APD and others to address the issues of public safety, order and evening management of the street.

Communications/Membership: \$28,422 or 25%

Maintain and enhance database and management system of property information. Promote and implement public membership opportunities. Execute effective communications to members, stakeholders and others through newsletters, Web site, email, phone, fax and mail. Share information and tools with property and business owners to help diversify the district mix.

Physical Improvements: \$17,053 or 15%

Coordinate strategies, plans and partnerships for physical improvements in the district such as signage, sidewalks, gateways, etc.

Marketing/PR/Economic Development/Partnerships: \$28,422 or 25%

Provide educational opportunities and expansion options for existing tenants. Continue to implement the strategies of the Self-Sufficiency Plan. Keep on strategic partnerships with private sector for promotional and funding opportunities. Promote the district as a whole with the Sixth brand and events that bring a diverse market to the district.

Historic Preservation/Accentuation: \$11,369 or 10%

Create a strong working group to develop this area from the historic preservation community, tourism, the museum, art groups, etc. Develop and execute programs and marketing efforts about Historic E. Sixth Street with strategic partners and sponsors.

Administration: \$11,369 or 10%

Program expenses include overhead charges allocated in proportion to staff time.

SUMMARY

The E. Sixth Street Public Improvement District is a professionally managed area of downtown Austin that continues to face a myriad of challenges in many similar entertainment districts. The area is well branded and with the focused effort proposed in this service plan and assistance from the Responsible Hospitality Institute's Hospitality Zone Assessment being paid for out of reserve funding, E. Sixth Street will continue progress on realizing the vision of a vibrant mixed-use district that is enjoyed by and a source of pride for the whole community.