

**Five-Year Service Plan
for the
East Sixth Street Public Improvement District (PID)
October 1, 2009 – September 30, 2014**

INTRODUCTION

In 2004, property owners on East Sixth Street petitioned the City Council to establish the East Sixth Street Public Improvement District (PID). Owners incorporated as the non-profit 501(c)(6) organization and contracted with the City of Austin to manage the PID. In January 2008, the association began doing business as the Sixth Street Austin Association (Sixth).

In 2009, about 60 percent of property owners representing 90 percent of the property valuation have signed petitions to reauthorize the PID.

During the five-year plan (October 2009 – September 2014), Sixth will continue with its work guided by the mission to make the East Sixth Street National Register Historic District a source of pride to the Austin community by:

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

The mission is executed in four major program areas:

- Infrastructure and Physical Environment (Clean, Historic, Systems);
- Public Safety;
- Membership/Communications; and
- Marketing/Fundraising/Economic Development.

Please see Table A for revenue and Table B for expense projections.

REVENUE PROJECTIONS

The revenue projection is based upon \$0.15 per \$100 valuation, raising approximately \$63,000. The additional \$0.10 per \$100 valuation allowed by the reauthorization petition is reserved to fund specific projects if approved by a majority vote at Sixth's membership meeting. Petitioners agreed to increase the assessment from \$0.10 per \$100 valuation to \$0.15. Revenue growth

projections assume a 3 percent increase in taxable value every year, but the PID's \$500,000 valuation cap effectively limits the growth of assessed value to 1.2 percent. The City of Austin and Downtown Austin Alliance contributions are assumed to remain the same at \$43,500 and \$20,000 respectively. 6ixth will continue to fundraise and depend on partnerships – like the ones with the Driskill Hotel, Hilton Hotel and Austin Convention and Visitor's Bureau – for in-kind support. This brings the total budget to approximately \$150,000 each year.

EXPENSE PROJECTIONS (Programs)

Allocation of expense programs are projected to remain the same for the five-year plan, although some fluctuation will occur year to year. The program areas are aligned with the recommendations of the Responsible Hospitality Institute's Report and Action Plan, developed during the community's participation in the 2008-2009 Hospitality Zone Assessment.

Infrastructure and Physical Environment (Focus on Historic, Clean and Systems) – 30%

Continue to coordinate strategies, plans and partnerships for physical improvements in the district such as signage, sidewalks, gateways, etc. 6ixth will continue to lead the broad-based community committees on Infrastructure and Systems of Order in the E. Sixth Street District established through the Responsible Hospitality Institute consulting process. The focus will include efforts to:

- Clean the built environment (public and private space)
 - Clean and repair building facades, windows, etc.
 - Emphasize the historic appearance and value of buildings
 - Advocate for regularly cleaned sidewalks
 - Encourage higher standards of private signage and ATM placement
 - Promote incentives, such as a façade loan program, to encourage participation and to raise standards
- Improve systems of order to unify the district
 - Public area lighting (tree lighting)
 - Signage and Banners
 - Gateways
 - Transportation systems (taxis, valets)
 - Vendors
 - Public Restrooms
- Continue to advocate for longer-term improvements
 - Develop a specific consensus plan and identify funding for Sixth Street streetscape that respects the historic nature of the district, including vehicle lanes and flow; sidewalk width and material; and street parking
 - Fully engage in the district planning phase of the Downtown Austin Plan
 - Integrate the Sixth Street District Vision into the Waller Creek District Master Plan
 - Maintain coordination with the City on physical infrastructure upgrades, such as utility lines and alleys

Public Safety – 20%

Continue to work directly with the City to identify and express the issues and barriers facing E. Sixth Street. Sixth 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. Sixth will continue to lead the broad-based community committee on Public Safety in the E. Sixth Street District established through the Responsible Hospitality Institute consulting process. The focus will include efforts to:

- Expand safety partnerships in the public and private sectors
- Continue addressing homeless services and related safety issues
- Reduce panhandling and other quality of life issues affecting the district
- Reduce the negative impacts of barricading and street closures
- Advocate for a neighborhood watch program that can work in concert with community policing patrols and circulation
- Raise the bar on standards to reduce risks and encourage responsible operations within the entertainment district

Communications/Membership – 20%

Continuously improve communications methods for effective interaction with members and stakeholders, including the following methods:

- Monthly e-mails
- Quarterly newsletters
- Quarterly forums (informational and educational meetings)
- Regular committee meetings
- Special-topic meetings
- Annual membership meeting
- Ongoing personal phone calls and outreach to owners & operators
- Website updates
- A robust database
- Membership program expansion for non-property owners with an interest in the district

Marketing/Fundraising/Economic Development – 20%

Promote the economic health of the district and the association through strategic partnerships, marketing and public relations, and events and other fundraising opportunities.

- Continue to collaborate with the DAA, City and individual property owners to implement a retail strategy for E. 6th Street
- Promote the district as a whole with the “Sixth” brand, and events that bring a diverse market to and leverage the historic nature of the district
- Share information and tools with property and business owners to help diversify the district mix
 - Encourage business-to-business mentorships
 - Host forums for business success, education and self-enforcing standards
 - Promote existing resources and incentives for business success
 - Serve as an ombudsman for businesses and property owners within the district
- Pursue financial sustainability to increase resources and effectiveness

- Produce new events and help add value to current events within the district
- Develop and maintain current partnerships with other organization and businesses for promotional and funding opportunities
- Improve the district's common area management, such as sidewalk vendors, parking and valet parking options

Administration – 10%

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

SUMMARY

The East Sixth Street Public Improvement District is a professionally managed area of downtown Austin that continues to face a myriad of challenges that are common in many similar entertainment districts. The area is well branded, even internationally. With the focused efforts proposed in this service plan E. Sixth Street will continue progress toward realizing the vision of a vibrant, mixed-use historic district offering live music and entertainment that is a source of cultural and economic pride for Austinites.

6ixth

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EAST SIXTH STREET PUBLIC IMPROVEMENT DISTRICT FIVE-YEAR SERVICE PLAN OCTOBER 1, 2009 - SEPTEMBER 30, 2014

Table A

FIVE YEAR REVENUE PROJECTIONS

	YR 1 10/2009-9/2010	YR 2 10/2010-9/2011	YR 3 10/2011-9/2012	YR 4 10/2012-9/2013	YR 5 10/2013-9/2014
Total Valuation	214,590,733	221,028,455	227,659,309	234,489,088	241,523,761
Assessment Base	46,927,103	47,490,228	48,060,111	48,636,832	49,220,474
Assessment Rate	.15/100	.15/100	.15/100	.15/100	.15/100
Total Assessments	70,391	71,235	72,090	72,955	73,831
Collection Rate	90%	90%	90%	90%	90%
Assessment Revenue	63,339	64,112	64,881	65,660	66,448
<i>*Note: Assessment rate of \$0.15 for ongoing operations and programs, with \$0.10 authorization left for future specific projects</i>					
CONTRIBUTION REVENUES					
	YR 1 10/2009-9/2010	YR 2 10/2010-9/2011	YR 3 10/2011-9/2012	YR 4 10/2012-9/2013	YR 5 10/2013-9/2014
City of Austin	43,500	43,500	43,500	43,500	43,500
PID: Prior Year Rev & Reserve, Interest, Late Pmt	12,000	2,000	2,000	2,000	2,000
Total	55,500	45,500	45,500	45,500	45,500
OTHER REVENUES					
	YR 1 10/2009-9/2010	YR 2 10/2010-9/2011	YR 3 10/2011-9/2012	YR 4 10/2012-9/2013	YR 5 10/2013-9/2014
Donations	20,000	20,000	20,000	20,000	20,000
Sponsorships/Events	10,000	15,000	20,000	20,000	20,000
Total	30,000	35,000	40,000	40,000	40,000
TOTAL ANNUAL REVENUES					
	YR 1 10/2009-9/2010	YR 2 10/2010-9/2011	YR 3 10/2011-9/2012	YR 4 10/2012-9/2013	YR 5 10/2013-9/2014
Assessment Revenues	63,339	64,112	64,881	65,660	66,448
Contribution Revenues	55,500	45,500	45,500	45,500	45,500
Less: Reserve for Revenue Collection	(4,000)	(4,000)	(4,000)	(4,000)	(4,000.00)
Other Revenues	30,000	35,000	40,000	40,000	40,000
Total	144,839	140,612	146,381	147,160	147,948

Table B

FIVE YEAR EXPENDITURE PROJECTIONS

	YR 1 10/2009-9/2010	YR 2 10/2010-9/2011	YR 3 10/2011-9/2012	YR 4 10/2012-9/2013	YR 5 10/2013-9/2014
INFRASTRUCTURE / PHYSICAL ENVIRONMENT (Clean, Historic, Systems)	43,452	42,184	43,914	44,148	44,384
PUBLIC SAFETY	28,968	28,122	29,276	29,432	29,590
COMMUNICATION/MEMBERSHIP	28,968	28,122	29,276	29,432	29,590
MARKETING / FUNDRAISING / ECON DEVELOP	28,968	28,122	29,276	29,432	29,590
ADMINISTRATION	14,484	14,061	14,638	14,716	14,795
Total	144,839	140,612	146,381	147,160	147,948