

**DOWNTOWN AUSTIN ALLIANCE**  
**MAY 1, 2011 - APRIL 2012**  
Preliminary Budget

PROGRAM	Prelem Budget FY 5/11-4/12	Prelem Budget FY 5/10-4/11	Change Increase(Dec)	Percentage Allocation
SECURITY	863,574	809,505	54,069	31%
MAINTENANCE	390,001	365,583	24,418	14%
MEMBERSHIP	156,000	146,233	9,767	6%
ECONOMIC DEVELOPMENT	303,644	284,632	19,011	11%
STREETSCAPES & TRANSPORTATIO	91,929	86,173	5,756	3%
ARTS, ENTERTAINMENT & MARKETII	325,929	305,523	20,407	12%
COMMUNICATION	278,572	261,131	17,442	10%
PARK & COMMUNITY SUPPORT	111,429	104,452	6,977	4%
BOD STRATEGIC PRIORITIES	103,072	96,618	6,453	4%
ADMINISTRATION	161,572	151,456	10,116	6%
<b>TOTAL EXPENDITURE</b>	<b>\$ 2,785,721</b>	<b>\$ 2,611,305</b>	<b>\$ 174,416</b>	<b>100%</b>

Revenue:	2011-2012	2010-2011	Variance	% Change
City Revenue				
PID Assessments	2,485,174	2,429,282	55,892	2.30%
City of Austin Contribution	150,000	150,000	-	0.00%
Prior year revenue & interest	150,547	32,023	118,524	370.12%
Less: Reserve for Revenue Collection			-	
<b>Total City Revenue</b>	<b>2,785,721</b>	<b>2,611,305</b>	<b>174,416</b>	<b>6.68%</b>

2011 Security Maintenance Priorities

<u>SECURITY PRIORITY</u>	<u>STRATEGY</u>	<u>ACTION</u>	<u>NOVEMBER PLAN</u>
<b>Overall objective: Work effectively with all downtown partners to reduce crime and improve public safety.</b>			
<b>1. Organize advocacy for safety policy, resources and infrastructure</b>	Organize vocal support from all downtown organizations for specific safety actions and initiatives.	Maintain ongoing contact with coalition of stakeholders to keep informed of issues and initiatives a unified voice of support	
	Crime-Safety Cameras - Continue to support APD and advocate for implementation of a crime safety camera system.		Set meeting with APD and select community representatives to discuss possible camera placements.
			Coordinate possible speakers/support for tentative November 18 presentation to city council
	Narcotics Dealing Downtown		Set meeting with Downtown Assistant DA to request ongoing follow-up on drug cases.

2011 Security Maintenance Priorities

<u>SECURITY PRIORITY</u>	<u>STRATEGY</u>	<u>ACTION</u>	<u>NOVEMBER PLAN</u>
<b>Overall objective: Work effectively with all downtown partners to reduce crime and improve public safety.</b>			
			Continue working with 5th Sttreet Community, APD and DA's office to increase law enforcement and to enhance prosecution efforts.
	Sit-lie Ordinance - Continue to generate community support against amendments that make the ordinance unenforcable.		Maintain contact with APD Chief & Chief of Staff regarding the proposed draft language to amend the ordinance. Continue communicating with Council Member Shade's office on when this may go to council for approval.
			Continue to inform community stakeholders of status and request speakers for public comment as may be necessary.
	Solicitation Ordinance - initiative to ban panhandling at all times in central downtown.		Maintain contact with council members and stakeholders and follow PSH plan process for possible council action.

2011 Security Maintenance Priorities

<u>SECURITY PRIORITY</u>	<u>STRATEGY</u>	<u>ACTION</u>	<u>NOVEMBER PLAN</u>
<b>Overall objective: Work effectively with all downtown partners to reduce crime and improve public safety.</b>			
<b>2. Assess and make recommendations on DAA funded safety initiatives</b>	Narcotics Dealing Downtown		(See above) Maintain contact with first assistant DA and 5th Street Community Watch on how prosecution efforts are progressing and on case outcomes.
	Downtown Asstant District Attorney		Schedule a meeting with Downtown Assistant DA to reinforce the DAA's request for ongoing information on narcotics issues, nuisance abatements, State Jail reentry, and otherdowntown felony cases.
<b>3. Address issues concerning problematic liquor licensed establishments</b>	Identify problem establishments/operators.	Obtain ongoing information identifying the locations with high numbers of APD calls-for-service, crimes, code violations, TABC violations and other problematic activity.	Determine course of action to improve communication with TABC regarding problem operators and possible actions.

2011 Security Maintenance Priorities

<u>SECURITY PRIORITY</u>	<u>STRATEGY</u>	<u>ACTION</u>	<u>NOVEMBER PLAN</u>
<b>Overall objective: Work effectively with all downtown partners to reduce crime and improve public safety.</b>			
	Leverage the influence all agencies/ departments jointly or independent of one another to pressure problem operators to correct course. These include TABC, APD, DA's Office, Code Compliance, Fire Department and others	Work with directly with and through each agency or combination of agencies to effect action.	
	Evaluate options and opportunities for zoning changes that may require liquor licensed establishments to operate by higher standards.		See Charlie regarding next steps to follow-up with McCann Adams and CUP zoning recommendation in the P.T. Plan
			Follow-up with Dane on Rangers' spot checks on convenience stores for singles sales.
<b>4. Increase awareness of the needs for improved social service delivery and supportive housing and for advocacy in these areas.</b>	Define and carry out DAA's role in the community's efforts to identify and implement an improved model for delivery of social services downtown.		Follow-up w/CM Cole's office regarding the next steps in approval of the city manager's plan for PSH, coordination of social services.

2011 Security Maintenance Priorities

<u>SECURITY PRIORITY</u>	<u>STRATEGY</u>	<u>ACTION</u>	<u>NOVEMBER PLAN</u>
<b>Overall objective: Work effectively with all downtown partners to reduce crime and improve public safety.</b>			
		Work with City Council members and council aides to provide support needed to keep this process moving and productive.	Continue to express support to the city manager for the PSH plan and request update at monthly meeting on possible council action/ staff recommendation.
	Maximize the effectiveness of the existing social service system and mitigate the negative impacts to downtown.	Support the efforts of provider agencies and advocate for measures that improve their ability to increase and improve service delivery.	Follow the Caritas proposed Partnership Housing Project and provide support and updates to the committee and Board as needed.
	Implement a community-wide responsible giving campaign.	Work with 6ixth Street Austin, DANA, the social service community and the communications contractor to develop and implement a campaign.	Continue to promote Know Before You Give campaign in all DAA newsletters and on web site.
		Inform and involve the DAA members and downtown coalition to maximize campaign implementation efforts.	

2011 Security Maintenance Priorities

<u>SECURITY PRIORITY</u>	<u>STRATEGY</u>	<u>ACTION</u>	<u>NOVEMBER PLAN</u>
<b>Overall objective: Work effectively with all downtown partners to reduce crime and improve public safety.</b>			
<b>5. Advocate for and participate in the development of improved systems to more effectively address the needs of former offenders returning to the community.</b>	Advocate for and support measures that improve the effectiveness of adjudication and sentencing processes and alternatives.	Work with Travis County Criminal Justice Planning, the DA's office and courts on effective jail management planning and assessment of alternative sentencing options such as Project Recovery	
		Support the work of the Downtown Community Court Advisory Council and Council Member Riley's initiative to assess and improve the Court's effectiveness	
		Advocate for increased resources that will improve Community Court's effectiveness.	

2011 Security Maintenance Priorities

<u>SECURITY PRIORITY</u>	<u>STRATEGY</u>	<u>ACTION</u>	<u>NOVEMBER PLAN</u>
<b>Overall objective: Work effectively with all downtown partners to reduce crime and improve public safety.</b>			
		Support the work of the County courts that deal with Class B Enhanced Public Intoxication offenders and efforts to create or maintain alternative sentencing/ treatment programs.	
	Support efforts that improve the reintegration and rehabilitation of offenders.	Actively participate on the Reentry Roundtable planning council.	
		Leverage the RRT's housing study to increase housing availability for former offenders.	



2011 Security Maintenance Priorities

<u>MAINTENANCE PRIORITY</u>	<u>STRATEGY</u>	<u>ACTION</u>	<u>NOVEMBER PLAN</u>
<b>Overall Objective: Work effectively with all partners to assure that downtown Austin is free of litter and graffiti and that sidewalks and sidewalk amenities are well maintained.</b>			
<b>1. Improve the effectiveness, coordination and delivery of services</b>	Interface with Public Works director, other city departments and property owners to ensure that appropriate maintenance services are fulfilled on a timely basis and meet desired standards.	Establish mutually agreed upon priorities and standards for litter removal, sidewalk washing and tree/planter maintenance.	Follow up with Public Works on maintenance plans for improved sidewalk maintenance and tree/planter maintenance
		Implement the most effective coordination of city and DAA maintenance services.	
		Monitor DAA and city services ongoing to assure that schedules and quality standards are met.	
<b>2. Advocate for increased/improved services</b>	Work with Public Works to inform City management of maintenance needs and potential measures to increased and improve maintenance services.	Keep City Manager and key ACM's informed through monthly DAA/City Manager meetings.	Follow bid process for DT refuse district contract renewal and implementation of increased recycling and implementation of a grease collection

2011 Security Maintenance Priorities

<u>MAINTENANCE PRIORITY</u>	<u>STRATEGY</u>	<u>ACTION</u>	<u>NOVEMBER PLAN</u>
<b>Overall Objective: Work effectively with all partners to assure that downtown Austin is free of litter and graffiti and that sidewalks and sidewalk amenities are well maintained.</b>			
			Follow up w Public Works on request to repair/replace Congress Avenue tree grates according to schedule submitted by DAA in October.
			Continue to work w Public Works toward solutions to the 300 block Congress west side tree beds - proposed removal of shrubs and resolve pedestrian hazards.
<b>3. Effectively manage and consider expansion of vendor maintenance</b>	Manage bird control contract, assess service and define the partnership with the city for 2010-2011.	Maintain ongoing contact with the vendor to manage the DAA's existing contract.	Continue to monitor bird control contract to assure that objectives are met.
<b>4. Improve DAA Direct Services</b>	Coordinate DAA maintenance services to supplement city services and achieve desired quality standards.	Evaluate current service levels to determine efficiencies, gaps and needs for increased services.	Implement repainting of Congress planters - to complete prior to December 1.

2011 Security Maintenance Priorities

<u>MAINTENANCE PRIORITY</u>	<u>STRATEGY</u>	<u>ACTION</u>	<u>NOVEMBER PLAN</u>
<b>Overall Objective: Work effectively with all partners to assure that downtown Austin is free of litter and graffiti and that sidewalks and sidewalk amenities are well maintained.</b>			
	Maintain litter/graffiti-free streets and sidewalks within prioritized areas of the downtown PID.	Continue daily litter-removal services focused on Congress Avenue, E/W 6th Street, Convention Center District, 2nd Street and Warehouse Districts.	
	Maintain sidewalks free of spills, bird droppings and general dirt.	Develop prioritized plan with Public Works for use of its new sidewalk cleaning equipment and its availability for DAA staff use.	
			Continue to monitor and tweak gum removal processes to assure quality & environmental controls are being maintained. Coordinate to follow city cleaning service. Complete as much of Congress Avenue blocks as possible
	Continue to fulfill 24 hour graffiti removal objective.	Keep staff trained, focused and equipped for proper, quality removal/restoration.	

2011 Security Maintenance Priorities

<u>MAINTENANCE PRIORITY</u>	<u>STRATEGY</u>	<u>ACTION</u>	<u>NOVEMBER PLAN</u>
<b>Overall Objective: Work effectively with all partners to assure that downtown Austin is free of litter and graffiti and that sidewalks and sidewalk amenities are well maintained.</b>			
	Assess potential value of implementing a maintenance reporting system		See Charlie and Molly regarding SGI Snapshot system and proposal. Assess value as a recording/reporting tool.

6th STreet Makeover  
2011 Priorities

<u>E. 6TH PRIORITY</u>	<u>STRATEGY</u>	<u>ACTION</u>
<b>OVERALL OBJECTIVE: Work in partnership with 6ixth Street Austin, property owners, stakeholders to initiate long-term strategies leading to increased value and vitality of</b>		
<b>1. Improve public order/safety</b>	(See 2010 Security Priorities for interface and additional details.)	
	Renew discussions around the potential benefits and possibilities of creating a sobriety center.	Involve Reentry Roundtable, Travis County staff, City staff & elected officials in the discussion of how this fits into the mix of housing, emergency shelter, community court and other services.
	Increase the effectiveness of Community Court in addressing the chronic offender population.	Continue to facilitate and participate in quarterly stakeholder meetings with Council Member Riley, and in monthly DACC Advisory Council meetings.
		Bring this information and data into the broader discussions pertaining to development of an improved model of housing and services.

6th Street Makeover  
2011 Priorities

<u>E. 6TH PRIORITY</u>	<u>STRATEGY</u>	<u>ACTION</u>
<b>OVERALL OBJECTIVE: Work in partnership with 6ixth Street Austin, property owners, stakeholders to initiate long-term strategies leading to increased value and vitality of</b>		
<b>2. Provide advocacy and support for redesign of the streetscape.</b>	Work with ROMA design group to develop design options for redesign of the roadway and sidewalks and for inclusion of the redesign plans and RHI recommendations in the final Downtown Plan.	Follow-up on January ROMA/ 6ixth Street Austin Board meeting on redesign renderings and inclusion of RHI recommendations in final downtown plan.
	Work in step with 6ixth Street Austin to narrow options down to the three most viable and appropriate alternatives for the streetscape.	Involve DAA constituency in support of redesign efforts.
	Assist 6ixth Street Austin in gaining consensus among property owners in support of a singular vision for redesign.	
	Advocate among city management and elected officials for redesign funding and redesign funding inclusion in the upcoming bond election recommendations.	
	Assure that redesign is embraced in the Waller Creek redevelopment planning.	Participate in Waller Creek redevelopment planning processes to advocate for and make recommendations for integration, connectivity and continuity with E. 6th.

6th Street Makeover  
2011 Priorities

<b><u>E. 6TH PRIORITY</u></b>	<b><u>STRATEGY</u></b>	<b><u>ACTION</u></b>
<b>OVERALL OBJECTIVE: Work in partnership with Sixth Street Austin, property owners, stakeholders to initiate long-term strategies leading to increased value and vitality of</b>		
<b>3. Improve the mix or balance of uses.</b>	Consider possible implementation of conditional use permit zoning or other mechanisms that lead to more diverse business mix.	Complete information gathering process and present a to DAA Executive Committee for recommendation.
		Continue focus on retail recruitment and efforts to marry potential tenants with landlords.
<b>4. Improve the utilization and effectiveness of code compliance and historic preservation influences on property development and use.</b>	Work with the city Code Compliance and Historic Landmark divisions to assure that property and business owners are following established protocols that lead to preservation of the historic properties and national registered historic district.	Advocate for increased enforcement resources and resources that would allow municipal court to effectively hear and potentially prosecute cases involving historic landmark properties.
	Review and recommend improved signage regulations for the entire historic district.	
<b>5. Private facade improvements</b>	Work with the ACVB and city to modify the existing facade grant program to make this funding potentially available to all properties in the district.	Gain City Council support for partnership to potentially co-seed fund a program.

6th STreet Makeover  
2011 Priorities

<b><u>E. 6TH PRIORITY</u></b>		
<b><u>STRATEGY</u></b>		
<b><u>ACTION</u></b>		
<b>OVERALL OBJECTIVE: Work in partnership with 6ixth Street Austin, property owners, stakeholders to initiate long-term strategies leading to increased value and vitality of</b>		
	Explore the possibility of creating a DAA-funded façade grant program managed by a private financial insitution.	Work with private financial institution to set-up the fund and processes for allocation and repayment of façade improvement loans.
		Launch program



## DAA Strategic Priorities Relating to Policy Development and Economic Development

<b>Developing Downtown Leadership Capacity - Develop the capacity of people and organizations, including but not limited to the DAA,</b>	
<b>Strategy</b>	<b>Tactic</b>
Advocacy and Policy Oversight & Development – monitoring and advocating for policy that enhances downtown’s economic prosperity and competitive advantage	Develop structure for development of policy recommendations for issues with long lead times (through typical public process) and emergencies Develop structure to communicate and advocate policy positions to key internal/external stakeholders, each at the appropriate time.
Research & Information – Identifying, collecting, maintaining and distributing key data that helps to describe, analyze, and assess the progress of downtown Austin	DAA has all relevant data and key metrics DAA has appropriate methods to display data and metrics DAA has appropriate methods to distribute data and metrics
Education – Providing educational events and communications to Downtown Property Owners and Stakeholders and the community in general	DAA anticipates key issues and develops educational programs and communications for key audiences
Actively participating in critical planning activities	Position DAA as universally recognized key DT stakeholder whenever planning activities are initiated
Developing Strong Partnerships – by identifying and developing effective relationships with key stakeholders; creating and sustaining liaisons and partnerships that align with and support the DAA’s mission and current and future strategic priorities	Expand/deepen relationships with property owners Expand/deepen relationships with key CoA staff and aides Expand/deepen relationships with key community organizations
Engaging Leaders – developing and engaging downtown leadership for 2010 and beyond	Further develop deep and diverse pool of passionate leaders, on and off the board Communicate DAA strategic plan progress to internal/external stakeholders Create opportunities for non-board members to inform DAA positions Recruit property owner representatives to committees
Advocate for policies that protect and enhance the existing development and impending redevelopment of downtown Austin.	See above
Maintain and enhance downtown Austin’s competitive advantage for residential, office, and hotel use.	Determine metrics that will serve as key indicators, as stated above



## Retail Destination - Providing leadership in the implementation of the Downtown Retail Redevelopment Strategy

Strategies	Tactics
Create a comprehensive plan for retail lead generation	<ol style="list-style-type: none"> <li>1. Circle back yearly to those in the database ranking 4 or 5</li> <li>2. Generate 20 new leads monthly.</li> <li>3. Work Texas markets - Austin (monthly), Dallas, Houston, San Antonio, Central Texas (quarterly) - define on-going opportunities for engagement</li> <li>4. Out-of-State (Nashville, New Orleans &amp; Los Angeles) - define on-going opportunities for engagement</li> <li>5. Work with Retail Consultant to identify and target leads and prospect national tenants- 2011 &amp; 2012</li> <li>6. Define opportunities to create pop-up retail locations in vacant storefronts</li> </ol>
Develop strategic partnerships with other organizations in the community to strengthen retail leads, generation and success	<ol style="list-style-type: none"> <li>1. Work with ACVB to define conventions, meetings that might provide potential retail clients</li> <li>2. Work with and regularly attend AIBA meetings/seminars and networking opportunities.</li> <li>3. Develop relationships with the City's EGSRO Dept. &amp; Small Business Development Center and participate in their workshops/seminars; work with Cultural Affairs&amp; the Music Dept to identify key opps.</li> <li>4. Develop relationships with other key organizations/groups for networking and lead generation</li> </ol>
Strategically manage & implement the recruitment process (hand holding, hand off to owner/ broker, development process to store opening	<ol style="list-style-type: none"> <li>1. Meet with Josh &amp; 6ixth St. Austin monthly to coordinate efforts.</li> <li>2. Continue relationships with the Small Business Development Center of the City of Austin and define how to better serve our clients with their services.</li> <li>3. Continue to build relationships with retail brokers. Choose 1-2 brokers to meet with/have lunch or coffee with every month to ensure on-going communication with their efforts and ours.</li> </ol>
Educate & community with City leadership, property owners, developers, retailers and prospective retailers the retail	<ol style="list-style-type: none"> <li>1. Create opportunities for property owners to get to know one another and learn about what is happening.</li> <li>2. Develop in partnership with other organizations educational programs to strengthen existing downtown retailers</li> </ol>
Maintain and build upon a robust proprietary database of property information including lease expiration, square footage, photos, etc.	<ol style="list-style-type: none"> <li>1. Conduct semi-annual property owner and lease information updates for Congress &amp; 6th Street.</li> <li>2. Work with Michael Knox on quarterly tenant map updates for Congress &amp; E. 6th Street.</li> <li>3. Maintain comprehensive GIS database of downtown retail calculating NAIC codes, sq ft etc to monitor retail progress downtown &amp; on-going demand analysis (6 mo updates)</li> <li>4. Maintain and update Salesforce as robust prospecting tool.</li> </ol>
Define DAA's evolving role in the creation of a dynamic retail destination and its success	<ol style="list-style-type: none"> <li>1. Update demand modeling from 2003</li> <li>2. Conduct Retail Comp Study for Congress &amp; E. 6th Street to understand economic performance of retail</li> <li>3. Update research, testimonials, facts &amp; figures , one-page to support retail efforts</li> </ol>
Market & support the on-going retail efforts of the DAA	<ol style="list-style-type: none"> <li>1. Website -Maintain accurate retail information</li> <li>2. Build relationships with marketing/trade publications to pitch stories to about downtown retail (quarterly)</li> </ol>
Support the efforts of Congress Avenue WOW and 6th Street Efforts of Board	<ol style="list-style-type: none"> <li>1. Develop ways to activate "dead" storefronts with partners</li> <li>2. Develop ways to activate the street (more sidewalk cafes)</li> <li>3. Serve on 6th Streets RHI Business Development Task Group and provide support - On-hold, allowing 6ixth Street Austin to do.</li> <li>4. Gather and update Retail Metrics as defined by organization</li> </ol>



Congress WOW - Manifesting the "Downtown Austin Expericen on Congress Avenue"	
Strategies	Tactics
I. Lead the creation of a Vision for Congress Avenue	1. Vision - help promote and sell the vision 2. Continue to get buy-in/replay the charrette
II. Create/Develop/ Support Policy that supports the vision for Congress Avenue	1. Downtown Austin Plan - Proactively support the DAP and the inclusion of the Congress charrette and findings/policy recommendations in the plan 2. Define policies -work with City staff to help enable policy that supports the vision
III. Enhancing the Experience	1. Create more sidewalk cafes/outdoor dining experiences 2. Retail uses - more variety, daytime uses, continous engaging storefronts, better merchandising 3. Art, Culture & Theater experieces along the Avenue - more public art, live music/busking 4. Improve transportation - move buses, advocate for urban rail alignment, define priorities for the Avenue 5. Vacant Space Improvements - utilize art/performaces for vacant spaces, fix up boarded-up buildings, utilize food vendors, kioks, utilize plazas 6. Clean & Safe - High standard of maintenance, address bird droppings, panhandling & safety
IV. Placemaking (Enliving the public right-of-way)	1. Create a Toolbox of "How To" - get a permit; put on a performance, put up banners, activate vacant spaces, etc 2. Define Partners to accomplish vision of active/vital space
V. Public + Private Finance Model	1. Identify possible funding strategies to implement the vision 2. Identify financial upside of achieving the vision
VI. Street Standards & Consisitent Design	1. Create a street standards for the Avenue
VII. Marketing - Promoting the Vision	1. Develop a comprehensive marketing plan for the WOW Vision 2. Define and engage, and empower stakeholders

## DA TV WEBSITE

Strategies	Tactics
Grow exposure of DOWNTOWN through DTTV Website	1. Utilize TV segments in weekly newsletter
	2. Utilize with media when appropriate/necessary
	3. Utilize video/widget on Wiki sites
	4. Identify other Austin-centric websites to host the video/widget
	5. Identify travel websites to connect widget/information to/with
	6. Work with developers/real estate professionals to use as a way to promote downtown development
	7. Identify groups to promote site and content
	10. Monitor website statistics to identify success of site, referral sites and how long consumers stay on site
	11. Incorporate content into new DAA website and other websites

## PARKS 2011 Work Plan

**Improving Basics / Public Realm** - Ensure that the basics (the natural environment, the built infrastructure, and the cleanliness and safety of the area) continue to improve.

**The Natural Environment** – protecting and enhancing the natural environment through a Downtown Parks and Open Space Master Plan, Waller Creek district planning and implementation, increased usage and ownership of parks, and maintenance.

Strategy	Tactic
Work with partners to develop and implement Downtown Parks & Open Space Plan that addresses the following: •A new business model for building and operating parks •Parameters for future park designs •Creative fundraising tools	Continued participation and support of plan
	Develop a new Cooperative Agreement between DAA, APF, and PARD
	Provide education & outreach for plan implementation; champion creative solutions
Develop and implement Waller Creek Master Plan to improve and serve as a catalyst for redevelopment of Waller Creek	Participate in the Waller Creek master plan and implementation
Increase the use and ownership of downtown Parks	Support the creation of a plan for each downtown park with priorities & timelines
	Support phased amenities/ beautification plans
	Develop park programming with Austin Parks Foundation and other partners
Improved maintenance for downtown parks	Work with PARD to determine solutions for improved maintenance
Parks Partnerships	Establish connections with park officials and groups
Other	Advocate for great parks in other planning efforts
Support Public-Private partnerships and opportunities to enhance parks/amenities	Old Bakery- Explore public-private partnership for park; support Waller Creek Conservancy

## Arts Entertainment - 2011 Work Plan

Strategic Priority: Music, Culture and Events	
<b>OBJECTIVE:</b> Ensure that Downtown Austin offers a supportive environment for music, culture and events for the region	
<b>Strategy</b>	<b>Tactic</b>
Community Plans: Monitor cultural and community plans and recommendations to ensure that plans contribute to a supportive environment for music, culture and events downtown	Support creative culture integration for comp. plan (Create Austin)
	Follow Downtown Austin Plan to understand role of arts in final recommendations
	Follow the Waller Creek Plan to understand role of the arts in final recommendations
DAA Engagement: Heighten awareness and value of arts among DAA members	Share information relevant to values and benefits of Arts with DAA members
Financial support for marketing of downtown events and organizations	Enhance DAA marketing sponsorship program, providing funds to organizations to market events and initiatives occurring downtown
Art Programs: Create and support ongoing art programs in partnership with property owners, City of Austin, organizations and artists	Complete bike rack sculpture project (phase I); Celebrate the installations once complete; Work with AIPP to establish a system for planning, funding, approving and installing sculptures; Determine criteria, process, timeline to launch the next phase of bike racks
Use holidays as an opportunity to highlight Austin's rich cultural arts scene	Décor: Maintain current Congress Ave. holiday lights and add additional phases of decorations each year, as applicable; Improve appearance of holiday tree
	Holiday Stroll: Work with organizations to plan and manage Holiday Stroll event that highlights downtown cultural organizations and community interaction and involvement with the arts
Cultivation of Arts and opportunities for performance and visual artists	Arts & Parks: Work with Parks committee, APF and PARD to create sustainable programs that activate downtown squares by using them as performance/exhibit space for arts organizations
	Support/participate in Art Week Austin (April 21-25)

## Mobility and Streetscapes

### Work Plan: 2011

Great Streets	
Strategy	Tactic
Advocate for streetscapes improvements in line with the Great Streets Master Plan.	Identify Public and Private projects and partnership opportunities
	Prioritize Projects in pipeline and proposed for pipeline
	Find opportunities for tree replacement
Support efforts to reduce "visual clutter" in streetscape.	Encourage progress on newsrack improvement project.
	Monitor number of signs on street.
	Work w/ Sixth Street Austin to develop sidewalk activity plan .
Encourage vibrant and sustainable use of sidewalks.	Educate business owners on potential uses.
	Work with Capital Metro and parks stakeholders to plan for Cap Met operations on Guadalupe Street.
Build leadership on downtown issues.	Form relationships with members of appropriate commissions and other bodies; educate on streetscapes issues.

**Wayfinding:** Provide leadership and facilitate the creation of a comprehensive wayfinding system for Downtown Austin.

Strategy	Tactic
Develop Council leadership to include wayfinding in DAP/other planning effort	Identify a Council champion for a wayfinding system.
	Define scope of work
Continue DAA and key stakeholder participation in the planning process .	Define ownership and role of DAA in creating system
	Re-establish contact with stakeholder group.

#### **Access and Mobility**

Establish a Downtown Transportation Management Association	Develop list of data to compile prior to TMA formation; coordinate with Steve P. if available.
	Coordinate with and support UrbanTrans consultants.
	Develop leadership on M&S Committee
Build demand for Capital Metro's services and increase usage of other alternatives to single-occupancy vehicles.	Identify opportunities for Cap Met to offer special Saturday service. Help support efforts.
	Develop proposal for building-specific rideshare recruitment.
	Develop presentation on commute options and support services.



	Include alternative commuting information on DAA web site.
	Monitor and provide feedback on City's Bicycle Master Plan.
Improve public's perception of downtown parking	Reactivate wayfinding effort
	Create new GIS-based parking map for distribution, web site.
	Continue to work with properties and businesses as issues related to parking stations arise.
	Support City effort to extend parking hours.
Mitigate effects of street closures on Downtown operations.	Communicate information regarding upcoming closures to DAA membership.
<b>Strategy</b>	<b>Tactic</b>
	Provide feedback to City and event managers regarding street closures.
Support MoPac managed lane efforts.	Ensure CTRMA, City, and Cap Met are coordinating efforts.
	Educate membership on the operation and benefits of managed lanes.
Encourage progress on the design and implementation of a central transfer facility.	Develop formal DAA position on a transfer facility's purpose and function.
	Educate DAA leadership on transfer center function.

	Encourage dialogue between Cap Met and potential partners.
	Meet with Cap Met board members to build support for facility and ensure mutual understanding of desired goals and functions.
Build support for the Urban Rail Connector/Circulator.	Develop formal DAA position on the service's purpose, function and preferred route.
	Help connect City of Austin with stakeholders.
Increase Service on MetroRail Red Line.	After Red Line begins service, ID ways to upgrade.

2011 Work Plan	
Strategic Priorities - Marketing and Communications to Key Stakeholders	
Objective: Communicate what DAA does (and doesn't do) to the right people at the right time)	
Strategies	Tactics
Communications Plan: Utilize strategic communications plan to set tone for organization's messaging, and media, marketing, member communications approach	Use results of DAA strategic plan, in conjunction with the Downtown Austin Plan and other community plans to guide the creation of the DAA communications plan
	Use resources such as Elizabeth Christian and Associates, and other firms, to assist in the execution of the plan
Member Awareness: Heighten members' awareness of and propensity for action on issues affecting downtown and its constituents	Develop understanding of needs/affiliations/areas of interest/best way to communicate with members
	Distribute regular member communication on issues affecting downtown
	board packets and make them available to members (either via website or other means). Briefs should include: Summaries of issue/trend, key statistics/facts, DAA position, proponents'/opponents' positions, players shaping issue/trend, actions/updates, related issues/trends and further reading
	Hold regular events (Issues and Eggs, forums, annual luncheons, etc.) whereby members have the opportunity to learn about issues affecting downtown
	Utilize Biennial Survey results to identify areas needing focus
Policy Maker Awareness: Heighten policy makers'	Utilize Biennial Survey results to identify areas needing focus

2011 Work Plan	
Strategic Priorities - Marketing and Communications to Key Stakeholders	
Objective: Communicate what DAA does (and doesn't do) to the right people at the right time)	
Strategies	Tactics
awareness of and propensity for action on issues affecting downtown and its constituents	Work with Economic Development and Advocacy staff and forum members to identify key issues and create action plans to address issues with key constituents
Media Awareness: Heighten media awareness of and propensity for coverage on issues affecting downtown and its constituents	Hold briefings, editorial board meetings to inform key media on issues and trends affecting downtown
	Maintain editorial calendar of downtown topics of interest to media with 2-3 paragraph mini-features and story ideas for media. Offer additional resources and potential visuals, interviews, etc.
Speakers Bureau: Create Speakers Bureau to enable members to become vocal advocates for downtown and DAA issues and to educate the community on issues important to DAA	Identify priority topics for speeches, potential speaking venues and DAA board members/advocates who can deliver the message. Prepare presentations and offer training for speakers.
	Work with organizations to schedule DAA speakers at key events
DAA Branding: Provide clear, consistent, action-oriented messages to DAA members and constituents	Use DAA logo and brand identity to reflect strategic initiatives
	Use standard format for board and committee meetings to ensure key messages from committees are communicated throughout the organization

2011 Work Plan	
Strategic Priorities - Marketing and Communications to Key Stakeholders	
Objective: Communicate what DAA does (and doesn't do) to the right people at the right time)	
Strategies	Tactics
	Ensure that DAA members and constituents, and their interests and affiliations are clearly identified, and shape messages and requests accordingly.
Website: Use DAA website as a central communications tool for members, community, visitors, and other key constituents	Create site that is more user-friendly for DAA staff and external audiences, provides key information and allows for future additions, technological advances, etc.
	Keep Current DAA website up to date
Integrated Downtown Constituent Communications Plan: Create seamless system for reaching downtown employees with information about downtown, issues/events/opportunities that affect downtown, and info about the DAA	Team with BOMA, APD, EMS, AFD, DANA, etc. to identify potential scenarios, best methods of communication and ongoing plan
	Work with BOMA, key building and office managers to understand their needs, options and limitations for connecting with employees and create a strategy for partnerships
Inter-Committee Communications: Work with all DAA committees to communicate their key initiatives to entire DAA membership and other key stakeholder groups	Create and utilize systems to provide committee updates to key constituents
Event/Organization Promotion: Provide organizations with new and expanded ways to promote their events/initiatives and communicate key messages to DAA members, stakeholders and the community	Use weekly enewsletter as a way to communicate timely event and issues information
	Use DAA website calendar as means to communicate timely event and issues information

**2011 Work Plan****Strategic Priorities - Marketing and Communications to Key Stakeholders****Objective: Communicate what DAA does (and doesn't do) to the right people at the right time)****Strategies****Tactics**

Strategic Partnerships: Foster strategic relationships with partner organizations' marketing/communications teams to ensure downtown messages are kept top of mind

Hold ongoing meetings with PIOs and Communications staff of key organizations like ACVB, City of Austin, BOMA, DANA, arts organizations, etc. to ensure that key downtown messages are shared and communicated through all groups.

Admin Services (2011)		
Strategy	Tactic	
What needs to be done in-house to help us serve as a resource to our membership.	1. Set up process for renewals of dues paying members.	
	2. General software updates/upgrades.	
	3. Educate staff on how to use database.	
	4. Continually manage and update all categories & lists in database.	
	5. Create standards for av speakers needs.	
Leadership Engagement (Education)		
Strategy	Tactic	
Survey membership to determine levels of interests & community participation.	1. Create an "Influence Matrix".	
	2. Survey Membership to begin collecting information needed to populate influence fields in database.	
	3. Issues & Eggs	
	4. October Luncheon/ Next Luncheon	

**Member Services (2011)**

Provide up to date information to allow DAA ability to communicate our vision & mission to downtown property owners, members & stakeholders.

<b>Strategy</b>	<b>Tactic</b>	
Create a database that is a hub of all knowledge for the DAA.	1. Establish monthly & regular updates for DB information.	
	2. Assess who need to be /is not in database.	
	3. Create criteria for entries	
	4. Establish rules/regulations/policies on how we share our information with others.	
Have current accurate information that dictates how we interact with our members.	1. Create standards & regulations about how long information is kept in the database and how to appropriately "tag" records.	
	2. Utilitze new database to create categories identifying why someone is important to our organization.	
Identify DAA Stakehold	2. Use TCAD to identify all assessed members & optimize the use of TCAD information.	

**Holiday Stroll (2011)**

<b>Strategy</b>	<b>Tactic</b>	
Create standards for Street Closure Procedures.	1. Establish guide for working with all entities tied the Capitol Tree Lighting, Sing-Along and stroll.	
Familiarize committee chair with permit process.	1. Create timeline & notebook for procedures.	