

A G E N D A



Recommendation for Council Action

Austin City Council	Item ID	7528	Agenda Number	16.
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Meeting Date:	7/28/2011	Department:	Economic Growth and Redevelopment
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Subject

Authorize negotiation and execution of an agreement with Austin DMO, Inc., doing business as the Downtown Austin Alliance, to provide and manage retail consultant services for retail recruitment in the downtown area, for a one-year term beginning on August 1, 2011, in an amount not to exceed \$45,000, for a total amount not to exceed \$135,000.

Amount and Source of Funding

Funding in the amount of \$45,000 is in the FY 2010-2011 EGRSO budget. Funding for subsequent years is contingent upon fund availability.

Fiscal Note

Purchasing Language:	
Prior Council Action:	October 18, 2007- Council approved the Austin Downtown PID Five-year Service Plan and Budget.
For More Information:	Michael Knox, EGRSO, 974-6415; Kevin Johns, EGRSO Director, 974-7802.
Boards and Commission Action:	
MBE / WBE:	
Related Items:	

Additional Backup Information

In 2003, the City of Austin partnered with the Downtown Austin Alliance (DAA) for a consultant-lead study that produced the 2005 Downtown Austin Retail Market Study. The City again partnered with the DAA, hiring consulting firm DowntownWorks to produce, in late 2005, the Congress Avenue – Retail Strategy. A third report, 6th Street – Urban Entertainment and Retail Strategy, again co-sponsored by the City and the DAA, was completed in spring 2007.

To implement the recommendations of the three studies, the DAA has hired a retail recruiter and dedicated significant senior management time to work with property owners, property managers, and potential retail tenants. The DAA has also contracted, on a year-to-year basis, with two national retail consultants to assist in the retail recruitment efforts.

The direct result of this partnership between the City and the DAA is:

- 16 new retail businesses on/near Congress Avenue, including Authenticity, Keepers, The Dress Shop,

Patagonia, Jos. Banks, Austin Details, and Evie Evan

- 14 new retail businesses on/near E. 6th Street, including The Alamo Drafthouse, Parkside Restaurant, El Sol Y La Luna, Sole Fresco, Beale Street, The Stage, and Easy Tiger
- 5 businesses recruited by the DAA to 2nd Street, including St. Bernard Sports, Bang & Olufsen, and Delish

The Austin Downtown PID's Five-Year Service Plan includes an element to "continue retail recruitment program for Congress Avenue and East and West 6th Street." Continued City participation will assist in this effort.