

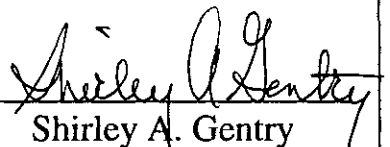
RESOLUTION NO. 20111208-014

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF AUSTIN:

The East Sixth Street Public Improvement District Service Plan and Budget for 2012-2013, attached as Exhibit "A", are hereby approved.

ADOPTED: December 8, 2011

ATTEST:


Shirley A. Gentry
City Clerk

FY 2012 Service Plan

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, the Pecan Street Owners Association, and contracted with the City of Austin to manage the PID. In January 2008, the association began doing business as the 6ixth Street Austin Association (6ixth). In 2009, more than 60 percent of property owners representing 90 percent of the property valuation signed petitions to reauthorize the PID.

During the Fiscal Year 2012, 6ixth 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.

SERVICE PLAN

The FY 2012 PID budget will total \$135,880 based on City of Austin estimates of PID assessment collections and 6ixth estimates of fundraising.

FY 2012 Preliminary Budget Revenues

PID Assessments at 90% Collection	\$66,794
City of Austin Contribution	\$43,500
Collected Assessment for 2011 less appropriated amount	\$(5,255)
Earned Interest and Late Payments	\$841
Funds Raised by 6ixth (memberships, donations, events)	\$30,000
Total Revenue	\$135,880

The mission is executed through four major program areas.

FY 2012 Preliminary Budget Expenditures (by Program Area)

Infrastructure / Physical Environment (Clean, Historic, Systems)	\$40,764	30%
Public Safety	\$27,176	20%
Communication/Membership	\$27,176	20%
Marketing / Fundraising / Econ Develop	\$27,176	20%
Administration	\$13,588	10%
Total	\$135,880	100%

Communications/Membership – 20%

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

- Monthly e-mail newsletters
- Forums (informational and educational meetings)
- Regular committee meetings
- Special-topic meetings
- Annual membership meeting
- Ongoing 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 Downtown Austin Alliance, City of Austin 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.