



**Five Year Service Plan
for the
East Sixth Street Public Improvement District (PID)
October 1, 2014 – September 30, 2019**

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 2014, about 60 percent of property owners representing 90 percent of the property valuation signed petitions to reauthorize the PID.

During the five-year plan (October 2014 – September 2019), 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;
- Marketing/Fundraising/Economic Development.

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

REVENUE PROJECTIONS

The revenue projection is based upon \$0.19 per \$100 valuation, raising approximately \$84,000. 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 \$0.15 per \$100 valuation to \$0.19 per \$100 valuation. 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 contribution is assumed to remain the same \$35,000. Sixth will continue to fundraise and depend on partnerships for in-kind support. This brings the total budget to approximately \$140,000 each year.

EXPENDITURE 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 2009 Responsible Hospitality Institute's Report and Action Plan (Plan) developed with the community's participation in the Hospitality Zone Assessment, as well as direct communication with the property owners, but it is recognized that the recommendations in the Plan must be updated during the five year period from 2014-2019 to incorporate current trends to allow Sixth to 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.

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. Sixth 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, which will also be reevaluated in the Plan update. 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
 - Continue to work with city to develop understanding building codes
- 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 street-scape that respects the historic nature of the district, including vehicle lanes and flow; sidewalk width and material; and street parking in keeping with historic characteristics of the district.
 - To keep historic characteristics in the implementation phase of the Downtown Austin Plan

- Integrate the Sixth Street District vision into the Waller Creek District Designs
- Coordinate with City on 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. The focus will include efforts to:

- Expand safety partnerships in the public and private sectors
- Continue addressing homeless services and related safety issues and effect of 6th St. Historic District
- 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-mail newsletters
- Increased communications between Board members throughout the month via email
- 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, Old Pecan Street Association, Texas Bar Association 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
 - 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.

The Association is currently professionally managed by:

*Certified Management of Austin
9600 Great Hills Trail, Ste. 100
Austin TX 78759
512-339-6962 office
512-339-1317 fax
Lori Hollis – 6th Street Manager*



East Sixth Street Public Improvement District (PID) Five-Year Service Plan *October 1, 2014 – September 30, 2019*

Table A

FIVE YEAR REVENUE PROJECTIONS

	YR 1 10/2014-9/2015	YR 2 10/2015-9/2016	YR 3 10/2016-9/2017	YR 4 10/2017-9/2018	YR 5 10/2018-9/2019
Total Valuation	\$241,523,761	\$248,769,474	\$256,232,558	\$263,919,535	\$271,837,121
Assessment Base	\$49,220,474	\$49,811,120	\$50,408,853	\$51,013,759	\$51,625,924
Assessment Rate	.019/100	.019/100	.019/100	.019/100	.019/100
Total Assessments	\$93,519	\$94,641	\$95,777	\$96,926	\$98,089
Collection Rate	90%	90%	90%	90%	90%
Assessment Revenue	\$84,167	\$85,177	\$86,199	\$87,234	\$88,280

**Note: Assessment rat of \$0.19 for ongoing operations and programs, with \$0.10 authorization left for future specific projects*

CONTRIBUTION REVENUES

	YR 1 10/2014-9/2015	YR 2 10/2015-9/2016	YR 3 10/2016-9/2017	YR 4 10/2017-9/2018	YR 5 10/2018-9/2019
City of Austin	\$35,000	\$35,000	\$35,000	\$35,000	\$35,000
PID Prior Year Rev & Reserve, Interest, Late Pmt	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000
Total	\$37,000	\$37,000	\$37,000	\$37,000	\$37,000

OTHER REVENUES

	YR 1 10/2014-9/2015	YR 2 10/2015-9/2016	YR 3 10/2016-9/2017	YR 4 10/2017-9/2018	YR 5 10/2018-9/2019
Sponsorships/Events	20000	20000	20000	20000	20000
Total	20000	20000	20000	20000	20000

TOTAL ANNUAL REVENUES

	YR 1 10/2014-9/2015	YR 2 10/2015-9/2016	YR 3 10/2016-9/2017	YR 4 10/2017-9/2018	YR 5 10/2018-9/2019
Assessment Revenues	\$84,167	\$85,177	\$86,199	\$87,234	\$88,280
Contribution Revenues	\$37,000	\$37,000	\$37,000	\$37,000	\$37,000
Less: Reserve for Revenue Collection	-\$4,000	-\$4,000	-\$4,000	-\$4,000	-\$4,000
Other Revenues	20000	20000	20000	20000	20000
Total	\$137,167	\$138,177	\$139,199	\$140,234	\$141,280

Table B

FIVE YEAR EXPENDITURE PROJECTIONS

	YR 1 10/2014-9/2015	YR 2 10/2015-9/2016	YR 3 10/2016-9/2017	YR 4 10/2017-9/2018	YR 5 10/2018-9/2019
Infrastructure/Physical Environment	\$41,150	\$41,453	\$41,760	\$42,070	\$42,384
Public Safety	\$27,433	\$27,635	\$27,840	\$28,047	\$28,256
Communication/Membership	\$27,433	\$27,635	\$27,840	\$28,047	\$28,256
Marketing/Fundraising/Econ Develop	\$27,433	\$27,635	\$27,840	\$28,047	\$28,256
Administration	\$13,717	\$13,818	\$13,920	\$14,023	\$14,128
Total	\$137,167	\$138,177	\$139,199	\$140,234	\$141,280