

**DOWNTOWN AUSTIN ALLIANCE**  
**MAY 1, 2016 - APRIL 30, 2017**  
**Preliminary Budget**

<b>PROGRAMS:</b>		<b>Prelim Budget FY 5/16-4/17</b>	<b>Percentage Allocation</b>
	Downtown Captivates		
	Safety and Hospitality	826,996	15.96%
	Clean and Beautiful	1,169,419	22.56%
	Retail Development	287,085	5.54%
	Mobility and Streetscapes	447,802	8.64%
	Homelessness Support	220,466	4.25%
	Downtown Plan Implementation	207,316	4.00%
	Historic Squares, Parks, & Open Space	415,668	8.02%
	Congress Avenue	296,461	5.72%
	Communications	531,246	10.25%
	Music, Culture, & Events	187,969	3.63%
	Education	166,946	3.22%
	Administration	425,515	8.21%
	<b>TOTAL EXPENDITURE</b>	<b>\$ 5,182,888</b>	<b>100%</b>

<b>REVENUES:</b>			<b>2016-2017</b>
	City Revenue		
	PID Assessments	5,047,680	
	City of Austin Contribution in Lieu of Assessment	150,000	
	Prior year revenue & interest	(14,792)	
	<b>TOTAL REVENUE</b>	<b>5,182,888</b>	

**Downtown Austin Alliance  
Preliminary Service Plan and Budget  
May 1, 2016 – April 30, 2017**



**INTRODUCTION**

In 1993, the downtown property owners petitioned the City of Austin to create a Public Improvement District (PID) to address the unique needs of downtown Austin. The primary funding for the Downtown Austin Alliance (DAA) comes from this special assessment on large downtown properties assessed over \$500,000 (homestead properties exempt) and is reinvested within the PID's geographic boundary. In 2012, the PID was renewed for a 10-year term. The DAA collected petitions from the property owners representing 85% of the aggregate assessed value and 71% of the land area, well in excess of the statutory requirement to reauthorize the PID.

The Downtown Austin Alliance's mission is to preserve and enhance the value and vitality of downtown Austin. As the DAA continues to lead downtown Austin, the proven economic heart of our region, we work in close collaboration with many other partners to advance our collective vision for the future of downtown. No collaboration is more important than the one with the City of Austin. Key stakeholders include:

- property owners
- residents
- business owners
- workforce
- community organizations
- government officials and staff
- educational institutions
- visitors

The DAA is engaged in dozens of projects and issues that increase the appeal of downtown Austin to residents, employees, and visitors. We advance downtown's vision through education, advocacy, and planning, as well as the provision of direct services supporting improved safety, cleanliness, and hospitality.

**DAA'S VISION FOR DOWNTOWN**

Downtown Austin is a welcoming community and a vibrant neighborhood for all. Downtown is the region's cultural hub and a thriving business, government, education, entertainment, and residential center. The area is easy to reach and enticing to explore—a place where nature's beauty beckons. It is a prosperous place that is both economically and environmentally sustainable.

## **DAA STRATEGIC PLAN**

The Downtown Austin Alliance Board adopted a new five-year strategic plan in 2014 to guide the organization's work. The plan hones our priorities to focus our time and resources on the areas where we can effect the most change and best serve our stakeholders. Each year the DAA sets goals in the context of the strategic plan and reports annually on its progress and accomplishments.

**Fundamental to the implementation of the strategic plan are its strategic priorities:**

### **I. Safe, Beautiful, and Connected**

Downtown is everyone's neighborhood. The expansion of downtown Austin's value and vitality depends on making it an even better place for people to work, play, and live. To support increased density, new projects and developments are necessary, but they are not sufficient. It will also be essential to approach downtown improvements by putting the appeal of the end user experience at the forefront. Downtown is unique; its authentic history and character can't be replicated by any other area. And it belongs to all Austinites and visitors.

To ensure downtown's competitive advantage, the longstanding commitment to a downtown that is clean and safe will be broadened to encompass the vision of a downtown that is also beautiful and activated by retail shops and interesting public spaces throughout, with a character that is local and authentic. Also essential are access to and mobility within downtown. At this juncture, these two strategic priorities take precedence:

- 1. Mobility and Streetscapes:** Make downtown Austin readily accessible by a variety of effective, efficient, and pleasant transportation options. The existing system is inadequate, limiting access and, therefore, downtown's economic potential.
- 2. Downtown Captivates:** Ensure that downtown Austin is a more enticing place—clean, safe, and beautiful. Cleanliness and safety are prerequisites, but to enhance the end user experience, the area must also become more beautiful, active, and welcoming.

### **II. Great Public Places**

Great public places provide remarkable experiences. Places that are distinctive, engaging, and family friendly. The economics of place have changed over time. At this juncture, the DAA believes that places that prosper have many sources of appeal. In the best of circumstances, they are places that tug at your heartstrings. The most impactful and leveraged opportunities that can be foreseen are these:

1. **Congress Avenue:** Transform what is now a street into a truly exceptional place—the greatest place in Austin and one of the great places in the world. In recent years, the Main Street of Texas’ vitality has improved but it is not yet optimized as the economic and cultural backbone of downtown.
2. **Historic Squares:** Establish a public-private partnership for Republic Square that will serve as a model in effectively implementing and sustaining the vision for Austin’s urban squares. Great public spaces increase the appeal, livability, and economic vitality of urban areas, but downtown open spaces are underperforming.

### III. Downtown Plan Implementation

1. **Homelessness Outreach and Funding** – The DAA is a longtime advocate for housing first permanent supportive housing for the chronically homeless. We have partnered with and contributed funding to community organizations to further the goal of housing our community’s most vulnerable citizens. Starting in 2016, the DAA will fund a full-time position dedicated to homelessness outreach, focused on establishing relationships with people experiencing homelessness and directing them to services they may need.
2. **Innovation Zone** – A series of converging plans has created a great opportunity to turn the northeast quadrant of downtown from an underdeveloped area full of untapped potential into an economically vital and historically significant asset to downtown. The Innovation Zone is the future home of the Dell Medical School and teaching hospital, the setting of the Waller Creek revitalization, the location of the Red River Cultural District and historic E. 6<sup>th</sup> Street, and the site of I-35, which is slated for a transformational improvement.
3. **South Central Waterfront** – The City of Austin’s South Central Waterfront Initiative will establish a vision and provide a cohesive set of recommendations to guide public and private development over the next 20-plus years. The primary aim of the resulting comprehensive small-area plan is to provide a framework so that, as the area changes, it will support high-priority objectives to establish a lively, attractive pedestrian environment; expand open space and create great public spaces; include affordable housing; and enhance connections to and along the waterfront. Because the Downtown Public Improvement District includes land in the study area, the DAA is a stakeholder in this planning effort.
4. **CodeNEXT and Imagine Austin** – The Imagine Austin Comprehensive Plan set a vision of a more affordable, mobile, and sustainable city, built around complete, compact, and connected communities that offer better and more inclusive choices for living, working, and getting around. CodeNEXT, the revision of Austin’s Land Development Code, is one tool for implementation of Imagine Austin.

## CONVENING PRINCIPLES

1. **Vision** – The DAA starts any program or project by gathering input to create a vision. Whether the project is a revitalized park, a district like the Innovation Zone, or an issue like addressing homelessness, the establishment of a vision is essential.
2. **Economic Prosperity** – The economic prosperity of downtown Austin that results from increased demand of businesses, residents, and visitors who value downtown's unique characteristics is imperative to the prosperity of the region, as well as DAA's mission, vision, and core values.
3. **Leadership** – An increasingly visible leadership role for the organization in the context of new and growing numbers of downtown stakeholders is key.
4. **Strategic Partnerships** – The DAA cannot do all that needs to be done on its own. The success of the organization is dependent on alliances with stakeholders who share our collective vision of downtown.
5. **Inclusiveness** – The DAA strives to involve and engage all stakeholders and citizens in our efforts.

## METHODOLOGY

To achieve the organization's strategic priorities, the DAA uses the following methods:

### Research & Information

- Identify, collect, maintain, and distribute key data that helps to describe, analyze, and assess the progress of downtown Austin.

### Education

- Provide educational events and communications to downtown property owners, downtown stakeholders, and the community in general.

### Developing Funding Sources

- Explore the potential to fund the DAA's strategic priorities with new sources of revenues as appropriate.

### Planning

- Clearly articulate the need, advocate for, and participate in planning activities for downtown.

**Strong Partnerships**

- Identify and develop relationships with key stakeholders and partners that support the DAA's mission and strategic priorities. We also contribute funding toward the following partner organizations:
  - Art Alliance Austin
  - Austin B-cycle
  - Austin Parks Foundation
  - Austin Travis County Integral Care
  - Caritas of Austin
  - Downtown Assistant District Attorney's Office
  - Ending Community Homelessness Coalition (ECHO)
  - Movability Austin
  - Shoal Creek Conservancy
  - Sustainable Food Center
  - Waller Creek Conservancy

**Engaging Leaders**

- Develop and engage downtown leadership through educational forums, active committees, work groups, and task forces.

**Communications**

- Increase knowledge of and interest in downtown Austin and the DAA.

**Advocacy**

- Monitor and advocate for policies that impact people and places downtown. We act as a liaison between property owners, government officials, community organizations, and individuals to ensure all parties are informed and all voices are heard.