

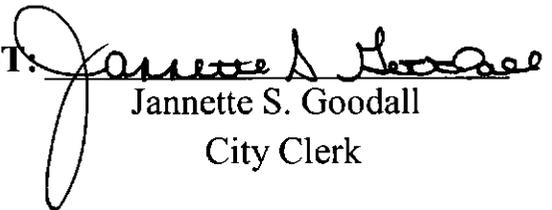
**RESOLUTION NO. 20170810-003**

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

The South Congress Preservation and Improvement District Service and Assessment Plan and Budget update for 2018, attached as Exhibit A, are approved.

**ADOPTED:** August 10, 2017

**ATTEST:**



Jannette S. Goodall  
City Clerk

# **SOUTH CONGRESS IMPROVEMENT ASSOCIATION**

## **EXHIBIT A**

### **South Congress Preservation and Improvement District 2018 Service Plan**

#### **INTRODUCTION**

During Fiscal Year 2018, South Congress Improvement Association (SCIA) will initiate and implement its mission to:

- Protect and strengthen the business, culture, arts, and entertainment environment of South Congress;
- Preserve South Congress as a vibrant mixed use district so that locals and visitors will utilize its diverse offerings;
- Communicate the concerns of the South Congress community to local and state entities;
- Support initiatives on issues of public policy that affect the community;
- Continue to grow South Congress in its stature as an important economic and cultural asset to the community for today and future generations.

#### **SERVICE PLAN**

For the PID's third year the mission is executed in four program areas:

#### **FY 2017 Preliminary Budget Expenditures (by Program Area)**

Public Safety	\$45,916 (25%)
Infrastructure / Physical Environment (Maintenance & Improvements)	\$45,916 (25%)
Marketing / Fundraising/Economic Development	\$45,916 (25%)
Administration	\$45,916 (25%)
<b>Total</b>	<b>\$183,664 (100%)</b>

## SERVICE AREAS

### Public Safety

Work with the City to identify, communicate, and address issues of concern to the District. The focus will include programs to:

- Enhance vehicular and pedestrian safety through the exploration of sidewalk and crosswalk enhancements within or entering into the district
- Create safety partnerships in the public and private sectors to include the hiring of off-duty officers to walk the district during special events like first Thursdays.
- Continue to partner with the Merchants Association to host quarterly forums with the APD district rep to discuss best practices of improving security and reducing shoplifting
- Raise the bar on standards to reduce risks and encourage responsible operations within the district

### Infrastructure and Physical Environment (Focus on Maintenance and Near-Term and Longer-Term Improvements)

Coordinate strategies, plans, and partnerships for physical improvements in the district such as signage, sidewalks, gateways, etc. The focus will include programs to:

- Clean the structures and surface infrastructure (public and private space)
  - Continue to provide litter removal services, periodic sidewalk washing and prompt, efficient graffiti removal throughout the district
  - Implement phase one of an alley activation project to clean up and enhance the district's alley way (this would include vegetation and trash removal, wall muraling and dumpster locations)
- Create systems of order to unify the district
  - Public area lighting (tree lighting and other opportunities)
  - Signage and Banners (this would include working with city departments on parking and wayfinding signage)
  - Transportation systems (taxis, valets and TNC drop off/pick up zones and pedicab operational zones)
  - Public Restrooms (identify a location for a public restroom and explore best practices for public restrooms through the downtown restroom pilot program)
- Advocate for longer-term improvements
  - Develop a specific consensus plan and identify funding for South Congress streetscape that respects the unique nature of the district, including vehicle lanes and flow; sidewalk width and material; and street parking
  - Enhance landscaping, scenic areas, and parks
  - Maintain coordination with the City on physical infrastructure upgrades, such as utility lines and alleys
  - Collaborate with other organizations to create programs that encourage public or alternative transportation methods to the district

### Marketing/Fundraising/Economic Development

Promote the economic health of the district and the association through strategic partnerships, marketing and public relations, and events and other fundraising opportunities.

- Partner with the Merchants Association to promote the district with the South

- Congress (SoCo) brand, and events that bring a diverse market to, and take advantage of, the unique nature of the district
- Share information and tools with property and business owners to help diversify the district mix
- Encourage business-to-business mentorships
  - Promote existing resources and incentives for business success through our partnership with the Merchants Association
  - 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 common area management, such as sidewalk vendors, parking, and valet parking options
- Create and maintain communication for effective interaction with residents, the City, and the community at large, including the following methods:
  - Informational website
  - Website updates, highlighting important issues, current events, businesses, and other items of interest
  - Media relations that educate
  - Monthly meetings with Merchants Association
  - Quarterly forums (informational and educational meetings)
  - Direct outreach to owners & operators
- Continue the partnership with Merchants Association and Soul y Austin on a comprehensive district plan
- Identify other funding sources for unmet needs through grants, sponsorships and crowdfunding

Administration

- Contract oversight for Service Areas
- Contract compliance for SCIA contract, including bookkeeping and reporting SCIA Membership/PID Residents
  - Regular committee meetings
  - Special-topic meetings
  - Annual membership meeting
  - A complete and current database of property owners, both members and nonmembers
  - Membership program expansion for non-property owners with an interest in the district

**SUMMARY**

With the initiatives described in this service plan, South Congress will continue to progress toward realizing the vision of a vibrant, mixed-use district offering shopping, restaurants, and entertainment that is a source of cultural and economic pride for Austinites.

Exhibit A (cont.)  
South Congress Preservation and Improvement District  
2018 Assessment Plan

**Table 1: Revenue Projections**

Source	2015	2016	2017	2018*	2019	Notes
Assessed Value	\$43,236,009	\$47,559,610	\$52,315,571	\$91,768,674	\$100,945,541	10% increase per year assumed in 2019
Assessment Rate	20/100	20/100	20/100	20/100	20/100	
Total Assessments	\$86,472	\$121,382	\$164,073	\$183,537	\$201,891	
Collection Rate	90%	90%	75%	75%	75%	assumes prior year collections in 2019
PID Assessment Revenue	\$77,825	\$109,244	\$123,055	\$137,653	\$151,418	
City contribution	\$ 3,600	\$ 2,751	\$ 4,188	\$ 2,679	\$2,947	10% increase per year assumed in 2019
Collected minus Appropriated		\$2,301	(\$26,413)		\$0	
Earned Interest		\$1,794	\$3,154	\$3,332	\$1,000	
City reserve	(\$2,000.0)	(\$4,000)		\$40,000		City reserve sufficient after 2016
Total PID revenue	\$75,825	\$112,090	\$103,984	\$183,664	\$155,365	
<b>Total Revenue</b>	<b>\$ 75,825</b>	<b>\$ 112,090</b>	<b>\$ 103,984</b>	<b>\$ 183,664</b>	<b>\$ 155,365</b>	

**Table 2: Expenditure Projections**

	2015	2016	2017	2018*	2019	Notes
Public Safety	\$ 15,165	\$ 22,418	\$ 25,996	\$ 45,916	\$ 31,073	
Infrastructure and Physical Environment	\$ 15,165	\$ 22,418	\$ 25,996	\$ 45,916	\$ 31,073	
Marketing, Fundraising and Economic Development	\$ 15,165	\$ 22,418	\$ 25,996	\$ 45,916	\$ 31,073	
Administration, Communications & Membership	\$ 30,330	\$ 44,836	\$ 25,996	\$ 45,916	\$ 62,146	
<b>Total Expenditures</b>	<b>\$ 75,825</b>	<b>\$ 112,090</b>	<b>\$ 103,984</b>	<b>\$ 183,664</b>	<b>\$ 155,365</b>	

\* 2018 Assessments, Service Plan and Budget for Council Adoption based on TCAD certified roll