



MEMORANDUM

To: City Council, City of Austin
From: Dewitt Peart, Downtown Austin Alliance
Date: August 10, 2018
Subject: Republic Square Annual Programming Report

The Downtown Austin Alliance is excited to present the first year's programming update for Republic Square. As required in the Management Agreement for Republic Square, this management and programming plan includes:

- Operations and management budget outlining expenses and revenues
- Maintenance services and specification standards
- Annual programming plan outlining the programmed activities, proposed events, rental rates, staffing and vendor information
- Annual programming report including the past years closures, revenues, and success metrics

Phase I of Republic Square opened October 4, 2017, including the main lawn, auction oaks deck and market promenade. Programming and events in the park were limited in the first phase due to construction and lack of public restrooms, though the park was open to visitors and widely used. Active programming began in May 2018, during which more than 1,100 people from 41 ZIP codes participated in free fitness classes open to the public.

The vision for Republic Square is to create an inclusive and welcoming space for a diversity of users. The Downtown Alliance is proud to be managing Republic Square in a manner consistent with that vision. The accompanying Programming Report describes the events and programming that have taken place in Republic Square since October 2017, as well as events and programming anticipated in 2019. In addition, the Sustainable Food Center continues to call the park home for their Downtown Farmers' Market each Saturday.

Management

Downtown Austin Parks, LLC (a non-profit 501(c)(3) subsidiary of the Downtown Austin Alliance formed to manage the park) took possession of Republic Square as the managing partner of the Park in the fall of 2017. While the park landscaping was complete, the kiosk building with public restrooms was not substantially completed until June 2018. The restrooms opened to the public in June and provide much needed public access to restroom facilities in this part of downtown and serve as an additional amenity

to the park. We met and negotiated with several food and beverage concepts and are currently working to find the right tenant for the 340 square foot kiosk building.

Programming Plan & Report (full report included—Exhibit B & Exhibit C)

Since opening the park, Republic Square programming highlights include:

- **40 free public events** produced by the Downtown Austin Alliance and/or our partners, resulting in total attendance of over 18,000
- **8 free public events** produced by a third party, resulting in rental revenue for the park and a total attendance of 6,000
- **2 private/ticketed events** produced by a third party, resulting in rental revenue for the park
- **\$42,260 generated** for the park through rental revenue and reservation fees

A full programming recap for October 2017–September 2018 is included as Exhibit B in the following pages. A projected programming plan for October 2018–September 2019 is included as Exhibit C in the following pages.

We are requesting a maximum of 20 days per year that the park could be closed to the public for private/ticketed events. This request is the same as previously granted.

Operations & Maintenance

Downtown Austin Parks, LLC contracts with Block by Block and CleanScapes for operations and maintenance of Republic Square.

- Block by Block employs Republic Square Ambassadors, who manage the daily cleaning, minor maintenance, and hospitality. Their team is on-site from 6:00am- 10:00pm every day. Patrons of the park are complimentary of the team, and having daily on-site presence is a huge asset to the area.
- CleanScapes was the construction team for the park, so it was natural to continue working with their operations team to maintain the landscape. Their team is on-site every Wednesday morning to cut the grass, maintain the plants and planters, and check the irrigation system. Republic Square is maintained beyond a Level One Park Maintenance Standard per the Parks and Recreation Departments requirements.
- Results of a recent seasonal soil analysis on the lawn show that irrigation, routine cutting and fertilization are providing optimal results. Trees on-site were last pruned in early spring to improve the structure and remove mistletoe.