

EXHIBIT A

South Congress Preservation and Improvement District 2016 Service Plan

INTRODUCTION

During Fiscal Year 2016, 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; and
- 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 inaugural year the mission is executed in four program areas:

FY 2016 Preliminary Budget Expenditures (by Program Area)

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|--|-----------------|
| • Public Safety | \$ 28,023 (25%) |
| • Infrastructure / Physical Environment (Maintenance & Improvements) | \$ 28,023 (25%) |
| • Marketing/Fundraising/Economic Development | \$ 28,023 (25%) |
| • Administration | \$ 28,021 (25%) |

Total	\$112,090 (100%)
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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
- Improve public event security
- Create safety partnerships in the public and private sectors
- 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 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)
 - Provide daily litter removal services, periodic sidewalk washing and prompt, efficient graffiti removal throughout the District
 - Encourage higher standards of private signage and ATM placement
- Create systems of order to unify the district
 - Public area lighting (tree lighting)
 - Signage and Banners
 - Gateways
 - Transportation systems (taxis, valets)
 - Vendors
 - Public Restrooms
- 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.

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- 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
 - 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
- 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 e-mails to subscribers
- Quarterly newsletters
- Quarterly forums (informational and educational meetings)
- Direct outreach to owners & operators

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 nonproperty 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.