



EXHIBIT A

South Congress Preservation and Improvement District 2022 Service Plan

INTRODUCTION

During Fiscal Year 2023, 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 AREAS

Public Safety

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

- Continue and expand safety partnerships in the public and private sectors including the hiring of off-duty officers to walk the district on certain weekends and 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
- Continue contract with Block By Block that currently provides seven days a week of a dedicated South Congress ambassador (at the cost of \$176,569.00 annually)

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:

- Continue to participate in all levels of the South Congress Parking Study approved by the City Council on 6/14/2018
- Clean the structures and surface infrastructure (public and private space)
 - o Continue to provide litter removal services, monthly sidewalk power washing, and prompt and efficient graffiti removal throughout the district with seven days week of dedicated cleaning services (at the cost of \$174,569.00 annually)
 - o Continue art alley activation project to clean up and enhance the district's alleyway (this would include vegetation and trash removal, wall murals, and dumpster locations)

- Create systems of order to unify the district
 - Public area lighting (tree lighting and other opportunities)
 - Renew contract for district street banners
 - Transportation systems (taxis, valets, and TNC drop off/pick up zones and pedicab operational zones)
- Create and install more district way-finding signs
- 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
 - Maintain coordination with the City on physical infrastructure upgrades, such as utility lines and alleys
 - Continue to collaborate with other organizations, such as CapMetro, to create programs that encourage public or alternative transportation methods to the district

Marketing/Public Relations/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
 - Continue work with Social Media Manager to promote businesses in the Public Improvement District (PID)
- 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
 - Continue weekly digital newsletters for members and merchants throughout the district
- Pursue financial sustainability to increase resources and effectiveness
 - Produce new events and help to current events within the district
 - 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:
 - Continue to maintain and enhance the district's informational website - www.visitsoco.com
 - Continue to collaborate with adjacent Neighborhood Associations
 - Monthly meetings with Merchants Association
 - Continue to enhance special events like First Thursdays
 - Enter into our fourth year of district-wide holiday activations (purchased holiday lighting in 2019 for the entire district)
- Continue the partnership with Merchants Association and Souly Austin on a comprehensive district plan

Administration

- Contract oversight for Service Areas

- The city of Austin and Travis County administrative fees
 - Contract compliance for SCIA contract, including bookkeeping and reporting SCIA
- Membership/PID Residents
- o Weekly communication through the SCIA newsletter
 - o Annual membership meeting
 - o Continue to update the database of property owners, both members and nonmembers
 - o Membership program expansion for non-property owners with 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.

South Congress Public Improvement District	
Exhibit A	
May 1, 2023 - April 30, 2024	
PID Service Plan Budget	
Revenues:	2023-2024
City Revenue:	
PID Assessments	\$227,315
Interest and Late Payment Penalties	\$214
Prior Year Revenue Collections & Reserve	\$32,861
City Fee In Lieu of Assessment	\$2,679
Less Administrative Fees for 2020-2021	(\$2,925)
Reserve release	\$0
Total Revenues:	\$260,144
Expenses:	2023-2043
Programs:	
Public Safety	\$65,036 (25%)
Infrastructure / Physical Environment (Maintenance & Improvements)	\$65,036 (25%)
Marketing / Fundraising/Economic Development	\$65,036 (25%)
Administration	\$65,036 (25%)
Total Expenses:	\$260,144