



DOWNTOWN AUSTIN ALLIANCE

Annual Report



2016

2017



**DOWN
AUSTINTOWN
ALLIANCE**

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LETTER FROM
THE BOARD CHAIR

“The Downtown Austin Alliance’s annual report is a summary of the actions we take all day, every day, to make downtown Austin an exceptional place — today and tomorrow.”

regularly work with the people who use downtown Austin’s commercial spaces, and can testify to the premium they place on being able to enjoy downtown’s special live, work, and play environment. For many employers, a downtown office is a major recruitment tool. From my personal vantage point, downtown Austin is an exciting place to be today, and the possibilities for future enhancements are virtually limitless.

The Downtown Austin Alliance’s annual report is a summary of the actions we take all day, every day, to make downtown Austin an exceptional place — today and tomorrow. Our work to build downtown’s future involves thoughtful leadership, enthusiastic advocacy, key collaborative partnerships, and in-depth public engagement.

For a visible example of our leadership, scan the streets for friendly faces in bright red uniforms adorned with the recently redesigned Downtown Alliance logo — these are our Downtown Ambassadors. Under a program we launched in 2016, the Ambassadors spend their days cleaning our streets, addressing safety issues, and guiding visitors. Creating a clean, safe and welcoming downtown is critical to encouraging investment in the area. And I’m proud to say that downtown has never looked better.

We initiated a groundbreaking downtown parking study this year, which involved extensive surveying not only of downtown’s 70,000+ parking spaces but also the public’s parking-related issues and ideas. To further improve mobility, Movability Austin, downtown’s transportation management agency, contracted with the Downtown Alliance to manage its organization. While Movability remains a separate nonprofit, bringing the day-to-day operations in house at the Downtown Alliance has enabled us to help even more downtown employers and employees find commuting solutions.

Much of our 2016 advocacy work centered around CodeNEXT, the City of Austin’s multiyear initiative to revise the land development code. It is essential that the new code supports the downtown community’s collective vision for

the future. After a year of extensive research into the code updates needed downtown, along with focus groups with downtown developers and professionals, we submitted a recommendations report to the City.

At the Downtown Alliance, we welcome the challenges we face, which are common to the most high-growth, diverse and successful city centers across the world. To help Austin’s downtown keep its enviable position among its peer cities, we have marshaled the unique skillsets and deep expertise of our board of directors, staff and outside consultants. Our board is a carefully cultivated, diverse mix of downtown property owners, key community leaders, public sector officials, and corporate executives who office or work downtown. All share our bold, passionate vision for downtown’s future. In 2016, we welcomed onto the board representatives from Google, Silicon Labs, RetailMeNot, UT McCombs School of Business, IBC Bank, ATX Brands, Austin Community College, Central Health, and the law firms Allensworth & Porter, Husch Blackwell, and Waller Law.

As my term as Board Chair draws to a close, I want to thank the Downtown Alliance board and staff for your diligence and hard work this year. From picking up litter at dawn to presenting at late-night meetings, your service to downtown is truly appreciated. It has been my honor and privilege to serve in this special leadership role for the last two-and-a-half years, and I believe the legacy of the Downtown Alliance’s myriad efforts will be impactful and enduring.

Sincerely,

Jerry Frey
2016/2017 Board Chair
DOWNTOWN AUSTIN ALLIANCE

LETTER FROM THE
PRESIDENT AND CEO

“Building a downtown that is universally vibrant and welcoming takes careful long-term planning, with a special focus on activating public spaces...improving mobility, and addressing affordability.”

Austin is a fixture of national “best of” lists. Earning the #1 spot on U.S. News & World Report’s 2017 Best Places to Live ranking is one of our latest accolades. The Downtown Austin Alliance is working to ensure our urban core is the “best of the best” — the best place to invest and invent, the best place to live and work, and the best place to play, indoors and out. And that means the best for all of us, not just for some.

Building a downtown that is universally vibrant and welcoming takes careful long-term planning, with a special focus on activating public spaces (50 percent of downtown is public space), improving mobility, and addressing affordability.

The Downtown Alliance is actively involved in planning every corner of downtown, as you can see on our planning map on page 25 of this report. Not only are we working with our partners on design plans for specific areas like Congress Avenue, but we are also ensuring these plans are an evolution of urban space that will turn our vision for downtown into reality.

The emerging innovation hub on downtown’s east side is a prime example of this interconnected district planning. The Downtown Alliance is facilitating the effort to physically, emotionally and economically unite areas including the new Dell Medical School and teaching hospital, former Brackenridge Hospital campus, and Waller Creek. This past year, we organized a benchmarking visit to Atlanta in collaboration with Texas State Senator Kirk Watson and other city, institution and community leaders. From the leaders of Midtown Alliance and Georgia Tech, we learned how, in less than 20 years, they turned a boarded-up area of Midtown into Tech Square — an innovation district that’s home to 200 startups, incubators and venture funds. We will use their best practices to inform our ongoing collaboration with our partners.

You can see the culmination of our partnerships and planning at Republic Square, where construction crews are working to build based upon the design we developed with

the Austin Parks and Recreation Department (PARC), Austin Parks Foundation (APF), and the public. Beautiful landscaping, a food vendor, outdoor dining areas and a full event calendar will soon turn this underutilized space into downtown’s heart and soul. Through an innovative public-private partnership with PARC and APF, the Downtown Alliance will oversee all of Republic Square’s operations, maintenance and programming. To prepare, this year we have grown our staff to expand our expertise and meet the demands of operating a park.

As a coalition, we are working with the City of Austin on CodeNEXT to ensure our new downtown land development code is updated in a way that encourages density and maintains affordability. To tackle mobility, we’re developing a long-term parking strategy and participating in the coordinated development of the Austin Strategic Mobility Plan and Project Connect Transit Analysis.

We’re proud to share the foundation the Downtown Alliance board, staff, members and partners laid this year for the downtown we’ll enjoy 25 years from now. Thank you for reading, and for your passion and vision for downtown.

Sincerely,

Dewitt Peart
President and CEO
DOWNTOWN AUSTIN ALLIANCE

About the DOWNTOWN AUSTIN ALLIANCE



Our Membership

WHO WE ARE

The Downtown Austin Alliance is a nonprofit organization that works with property owners, residents, business owners, community organizations and government entities to advance our collective vision for the future of downtown Austin.

As a leader and full-time advocate for downtown, the Downtown Alliance takes an active role in planning decisions that will increase the area's economic prosperity. We also partner with key stakeholders in the public and private sectors on dozens of projects to enhance downtown's appeal to businesses, residents and visitors. Additionally, we provide direct services that make downtown a cleaner, safer and more welcoming place.

The Downtown Alliance's volunteer board, advisory board and committees join our organization's

full-time staff in its daily work to preserve and enhance the value and vitality of downtown Austin.

FUNDING AND MEMBERSHIP

In 1993, downtown property owners petitioned the City of Austin to create a Public Improvement District (PID) to address the unique needs of downtown Austin. The PID is currently authorized through 2023. The Downtown Alliance's primary source of funding comes from a special assessment on large, privately owned properties within the PID at 10 cents per \$100 after the first \$500,000 in value.

Owners of downtown property valued over \$500,000 automatically become assessed members of the Downtown Alliance, and any other Austin organizations or individuals are welcome to join our organization as associate or voluntary members.

Downtown Austin Alliance Membership

Stats

609

ASSESSED MEMBERS
(Property owners)

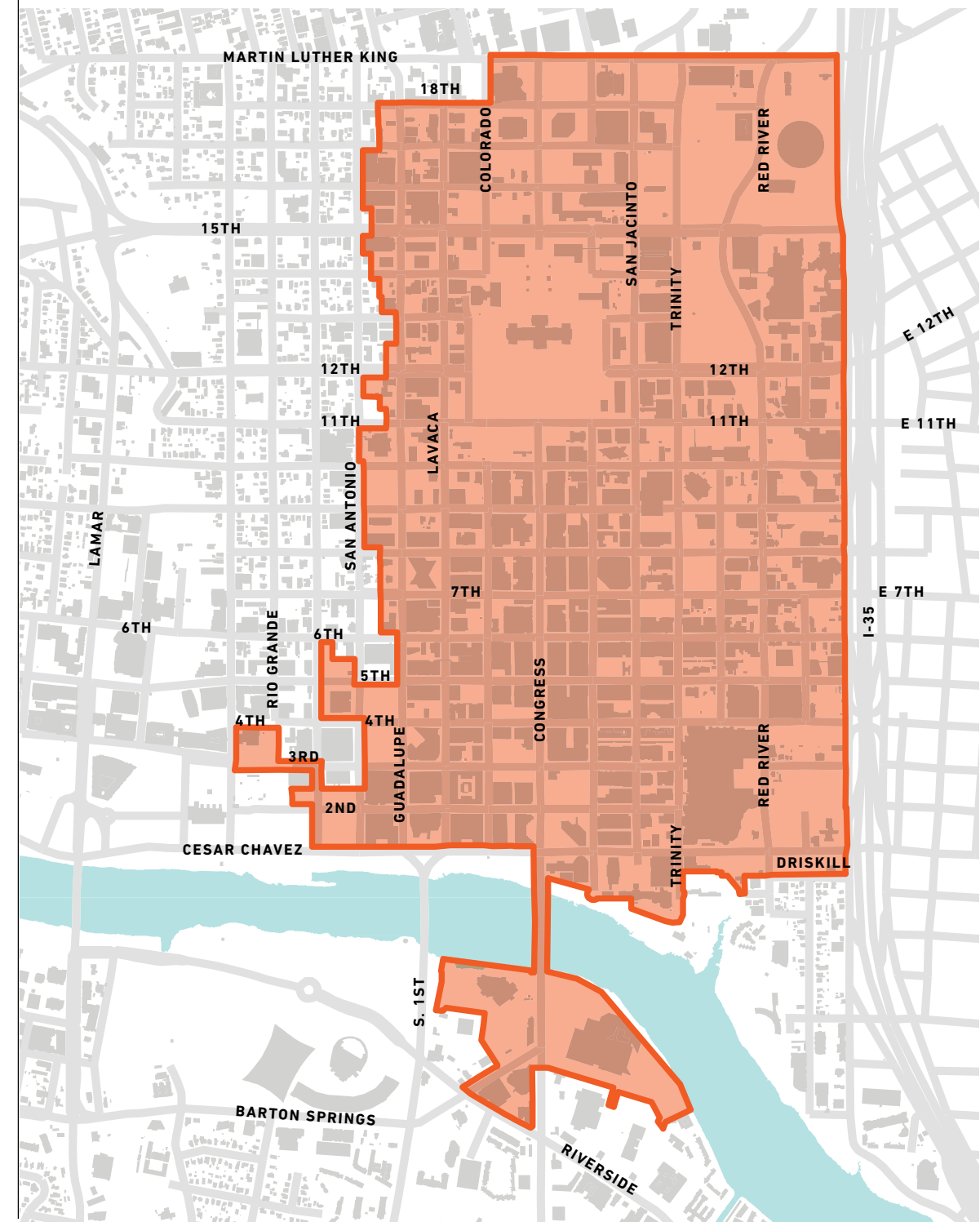
59

ASSOCIATE & VOLUNTARY MEMBERS
(Dues-paying)

668

Total MEMBERS

AUSTIN DOWNTOWN Public Improvement District



Strategic Plan

The Downtown Austin Alliance’s mission and vision guide our work as we think about the downtown we want to create for future generations. Our strategic priorities reflect the areas where we can effect the most change and best serve our membership.

OUR MISSION

To preserve and enhance the value and vitality of downtown Austin.

OUR VISION

Downtown is the heart and soul of Texas. It’s:

- a welcoming community where our unique past, present and future meet and mingle on every street and corner
- a thriving business, government, education and residential center
- an accessible gathering place, easy to reach and enticing to explore for locals and tourists alike

- the community’s cultural hub, where art and music dance and play
- a place where nature’s beauty beckons – to calm, surprise and delight
- a prosperous place, environmentally and economically healthy and sustainable
- a vibrant neighborhood of suits and boots, strollers and sneakers, bats and Birkenstocks

OUR IMPERATIVES:

Two imperatives guide all the work we do at the Downtown Alliance to advance our strategic priorities. First, we are committed to the economic prosperity of downtown Austin. Second, we provide leadership to the downtown community as we work together to shape the area’s future.

Left: Lunchtime crowds at pocket patio at 800 Congress Avenue
Right: View from the JW Marriott



1

DOWNTOWN *Draws* People

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* People

Ensure that downtown Austin is a more enticing place – clean, safe and beautiful. Cleanliness and safety are prerequisites, but to grow its competitive advantage among Austin neighborhoods and downtowns around the country the area must also become more beautiful, active and welcoming.

3

CONGRESS AVENUE *Wows* People

Transform what is now a street into a truly exceptional place – the greatest street in Austin and one of the great streets 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.

4

HISTORIC SQUARES *Gather* People

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 urban areas’ appeal, livability and economic vitality, but downtown open spaces are underperforming.

The State of DOWNTOWN

Emerging Projects

The Downtown Austin Alliance is proud to report that 12 major developments are under construction within the Downtown Public Improvement District (PID) as of January 2017. The new Central Library is located outside the PID but will serve the downtown community.

DEVELOPMENTS RECENTLY COMPLETED

5TH AND COLORADO
Fifth and Colorado Streets

- 189,000-square-foot Office

HOLIDAY INN EXPRESS

Ninth and Red River Streets

- 167-Room Hotel

HOTEL INDIGO

Ninth and Red River Streets

- 133-Room Hotel

NORTHSHORE

Cesar Chavez and San Antonio Streets

- First project in the redevelopment of former Thomas C. Green Water Treatment Plant site
- 439-Unit Residential Apartments, with Retail + Office

DELL SETON MEDICAL CENTER AT THE UNIVERSITY OF TEXAS

15th and Red River Streets

- 220-Bed Hospital

DEVELOPMENTS UNDER CONSTRUCTION

ALOFT AND ELEMENT HOTELS
Congress Avenue and Seventh Street

- 422 Hotel Rooms + Restaurant

AUSTIN PROPER HOTEL & RESIDENCES

Second and Nueces Streets

- 243 Hotel Rooms + 100 Condos

DELL MEDICAL SCHOOL

15th and Red River Streets

- The University of Texas at Austin

FAIRMONT AUSTIN

Red River and East Cesar Chavez Streets

- 1,048-Room Hotel

500 W. 2ND STREET

Second and San Antonio Streets

- 500,000-square-foot Office + Retail

GABLES REPUBLIC SQUARE AND HOTEL ZAZA

West Fourth and Guadalupe Streets

- 221-Unit Residential Apartments + 159-Room Hotel

HYATT HOUSE

Ninth and Neches Streets

- 192-Room Extended-Stay Hotel

THE INDEPENDENT

West Third Street

- 370-Unit Residential Condos + Retail + Restaurant

NEW CENTRAL LIBRARY

West Cesar Chavez Street

- 198,000-square-foot Library

THE RILEY

Fourth and Lavaca Streets

- Office + Residential Unit + Roof Terrace, Renovation and Addition

TRAVIS COUNTY RONNIE EARLE BUILDING

Eleventh and San Antonio Streets

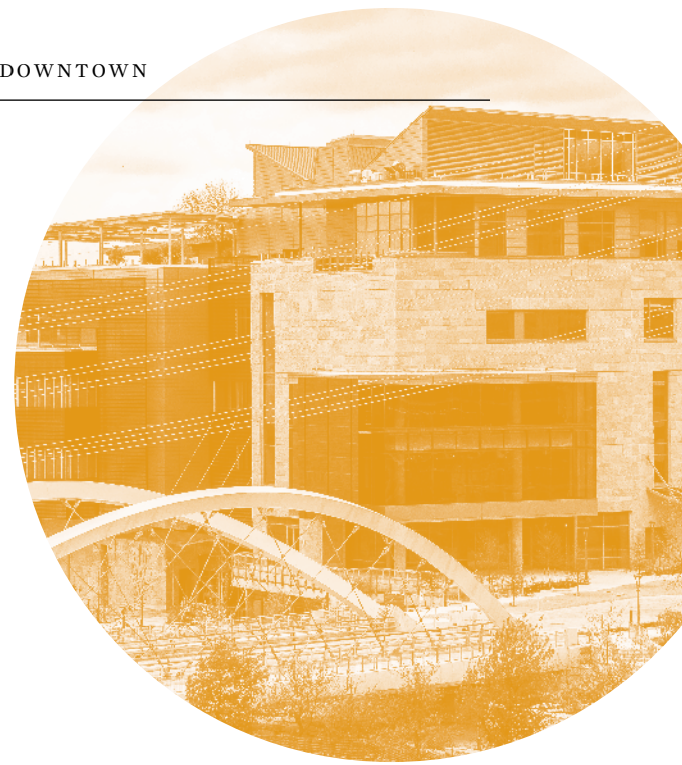
- 133,000-square-foot Office, with Courtrooms + Retail

UT SYSTEM ADMINISTRATION BUILDING

West Sixth and Lavaca Streets

- 300,000-square-foot Office

Visit our Emerging Projects page to view the most up-to-date project status: downtownaustin.com/business/emergingprojects



New Aloft and
Element Hotels on
Congress Avenue

Stats

Totals Under
Construction
Within PID

Office

2M

SQUARE FEET

Residential

1,580

UNITS

Hotel

1,988

ROOMS



Left: Canoes and kayaks on Lady Bird Lake
Right: Construction of Fairmont Hotel

Current and Future Land Use

To better plan for downtown's future, the Downtown Austin Alliance did a complete downtown development capacity analysis in 2016. We analyzed downtown land use to discover how much new development would likely occur, given existing development regulations and property ownership. We then looked at how much more land could be developed if "opportunity sites" were developed to the maximum level allowed under the Downtown Density Bonus Program.

We categorized development into these time-frames: under construction, mid-term (planned projects and areas with adopted master plans), and opportunity sites (sites of at least one-quarter block under one owner that may be developed in the long term). If we only complete projects currently under construction and those proposed for mid-term redevelopment, downtown may grow by 50 percent. If we also capture the full development capacity of opportunity sites, current estimates and projections show that the built environment in downtown Austin has the potential to double in size. The Downtown Alliance, in partnership with the city and other stakeholders, must keep this potential growth front and center as we help plan for the future of Austin's downtown transportation, technology, energy and other infrastructure components.



Potential Build-Out

Stats

Under Construction

6.3 M
SQUARE FEET

Mid-Term Redevelopment Opportunity (2020-2030)

24.7 M
SQUARE FEET

Long-Term Redevelopment Opportunity (2030 and Beyond)

without Density Bonus:

21.3 M
SQUARE FEET

with Density Bonus:

37.8 M
SQUARE FEET

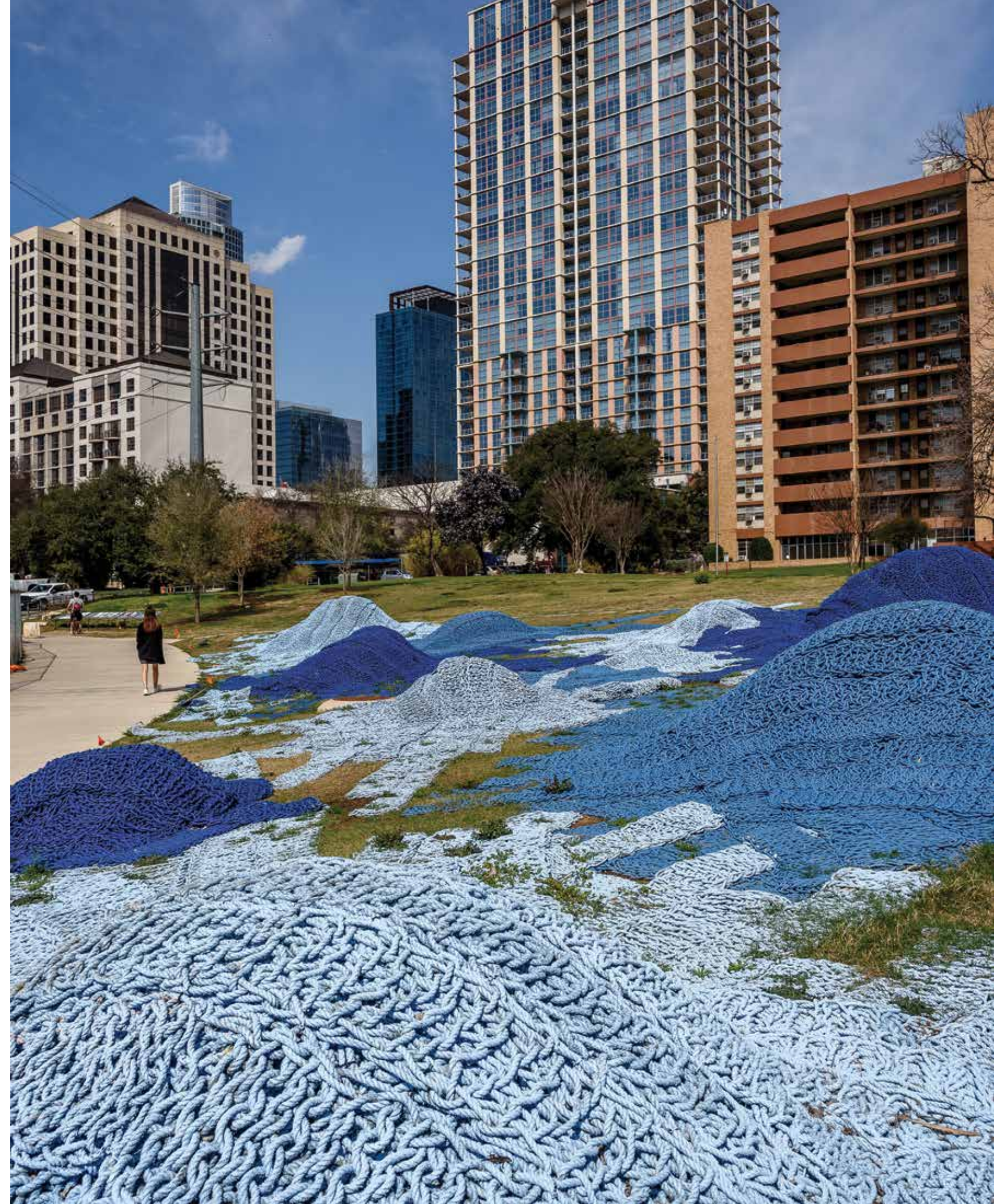
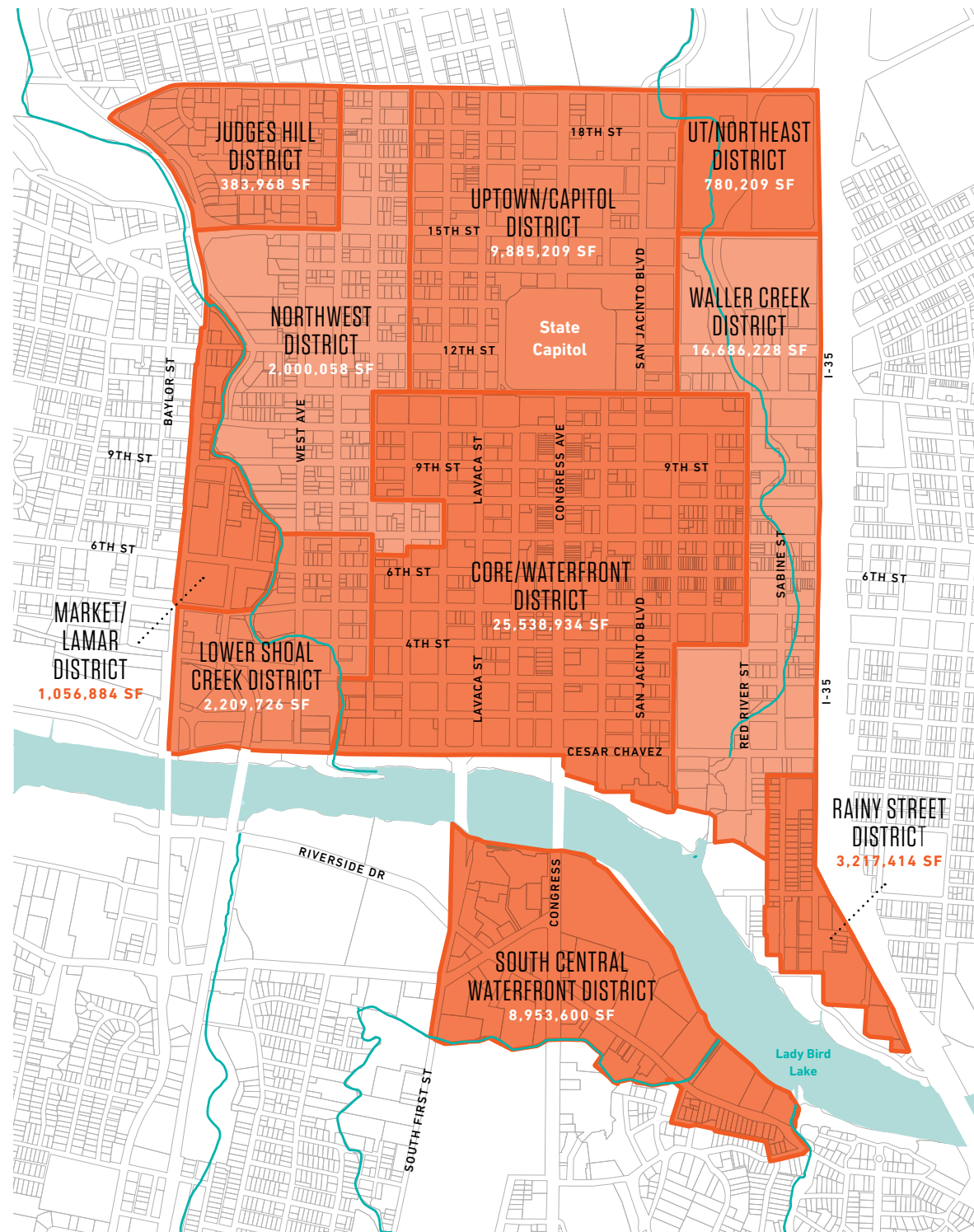
Total Redevelopment Opportunity

with Density Bonus:

68.8 M
SQUARE FEET

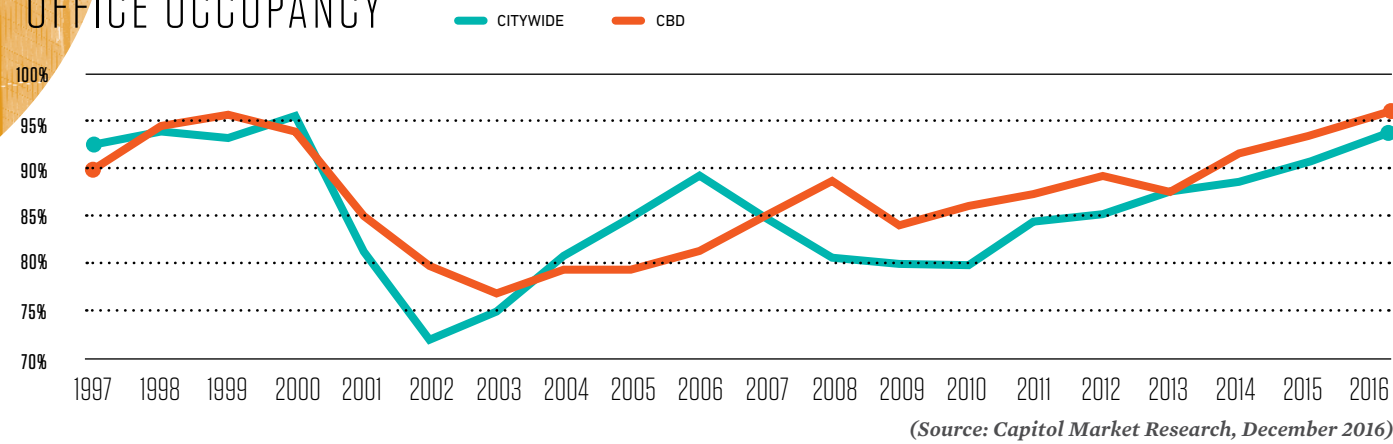
The Downtown Alliance did a downtown development capacity analysis in 2016

DOWNTOWN DEVELOPMENT Potential by District

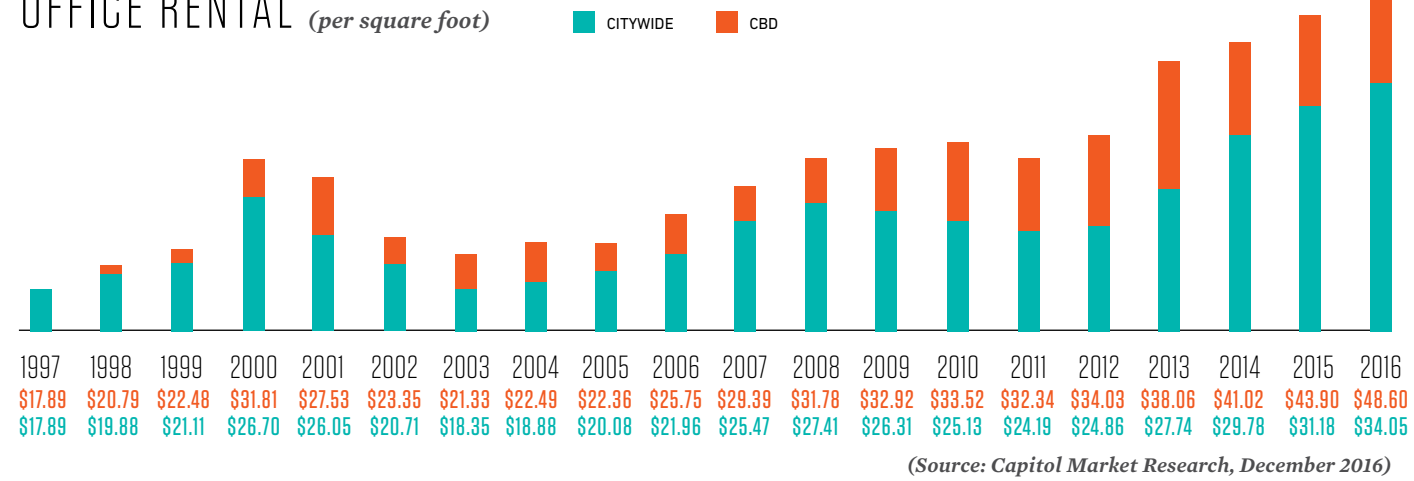


Office Market

OFFICE OCCUPANCY



OFFICE RENTAL (per square foot)



86,226

DOWNTOWN EMPLOYEES
(Source: U.S. Census Bureau, 2014)

24.1 M

AUSTIN ANNUAL VISITORS
(Source: ACVB, August 2016)

Downtown Office Stats

86,226

EMPLOYEES

(Source: U.S. Census Bureau, 2014)

Multi-Tenant Office Space:

9 M

SQUARE FEET

(Source: Capitol Market Research, December 2016)

1,601,500

SQUARE FEET UNDER CONSTRUCTION

(Source: City of Austin and Downtown Austin Alliance)

Rental Rate

\$48.60

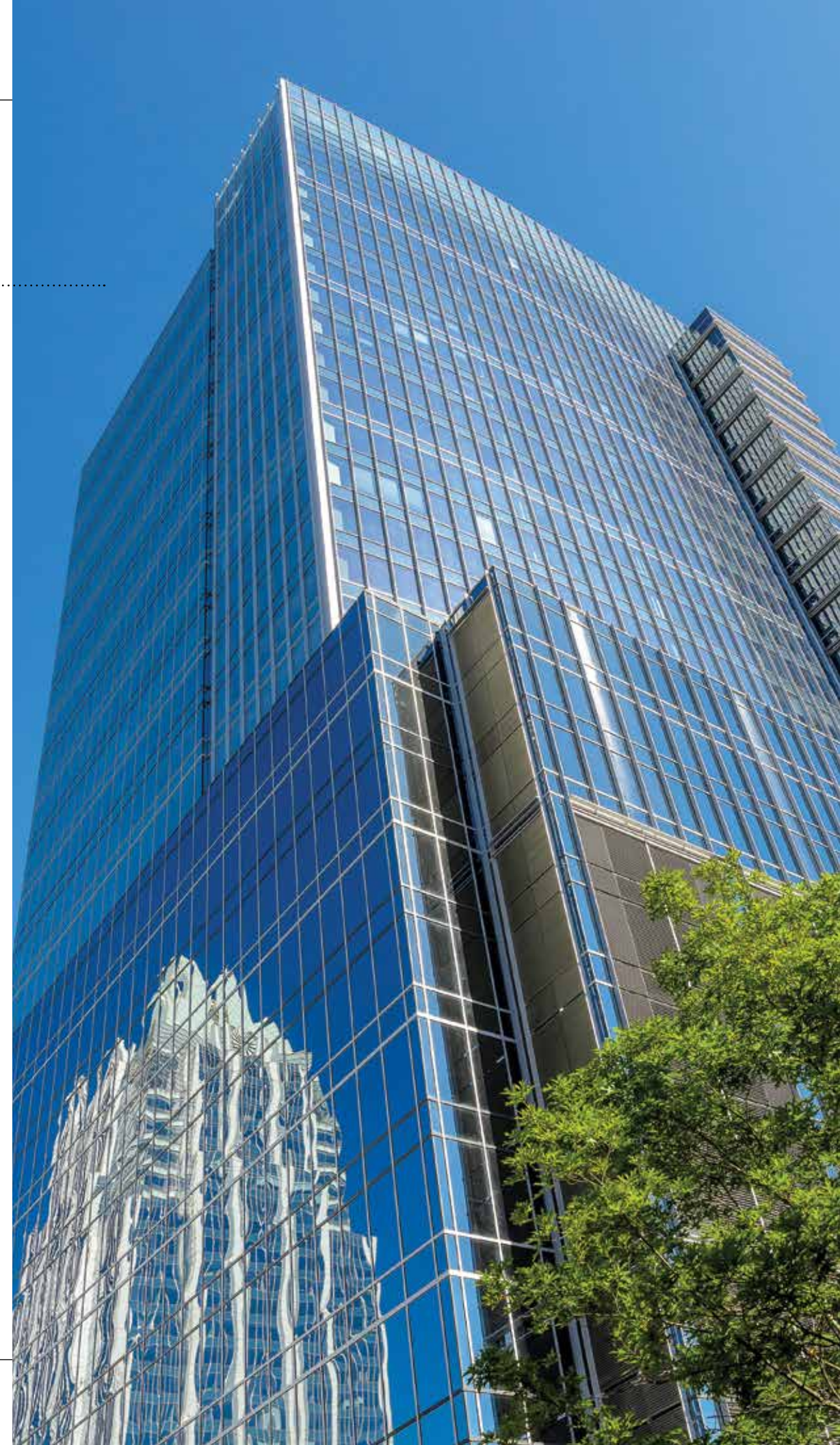
PER SQUARE FOOT

Occupancy Rate

95.8%

PER SQUARE FOOT

(Source: Capitol Market Research, December 2016)





Downtown Residential Stats

3,297
CONDO UNITS
built downtown since 2000

5,398
APARTMENT UNITS
built downtown since 2000

946
CONDO UNITS
under construction

634
APARTMENT UNITS
under construction

(Source: Downtown Austin Alliance and City of Austin, 2017)

Residential Market

Downtown Residential Stats Continued

15
Thousand
RESIDENTS
within one mile of 6th & Congress

(Source: U.S. Census Bureau, 2016 ESRI estimates)

APARTMENT

Average
Apartment Rents
\$2.48
PER SQUARE FOOT

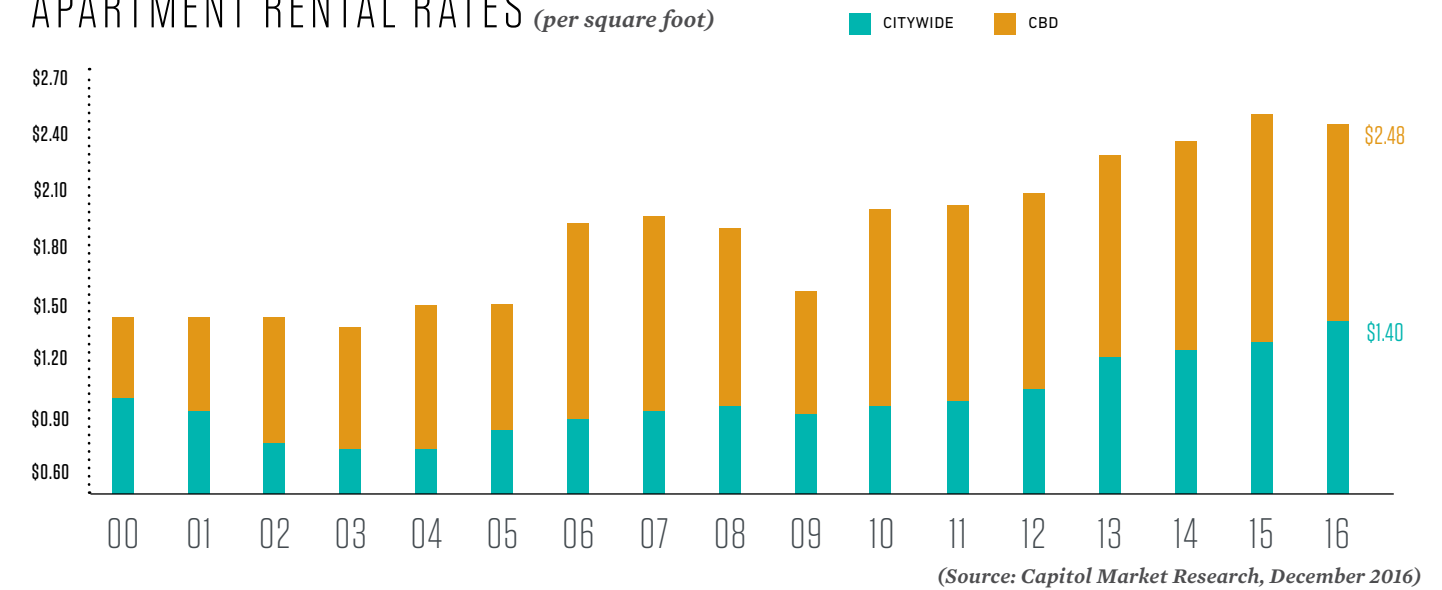
(Source: Capitol Market Research, December 2016)

Downtown
Apartment Occupancy
87.8
PERCENT



Left: The Austonian offers high-rise living on Congress Avenue

APARTMENT RENTAL RATES *(per square foot)*



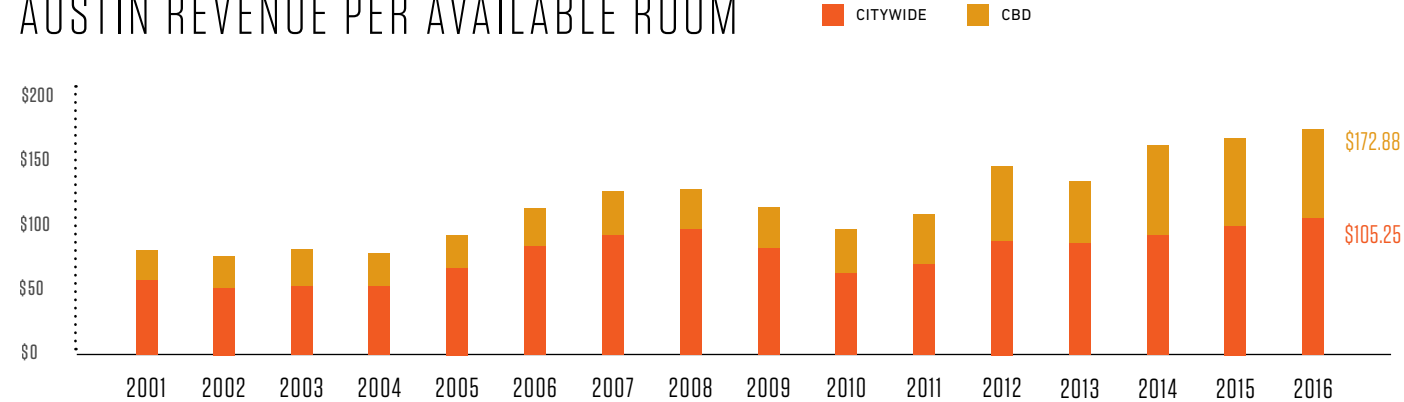


Hotel Market

DOWNTOWN HOTEL OCCUPANCY **79%** | **\$219.61** AVERAGE DAILY RATE

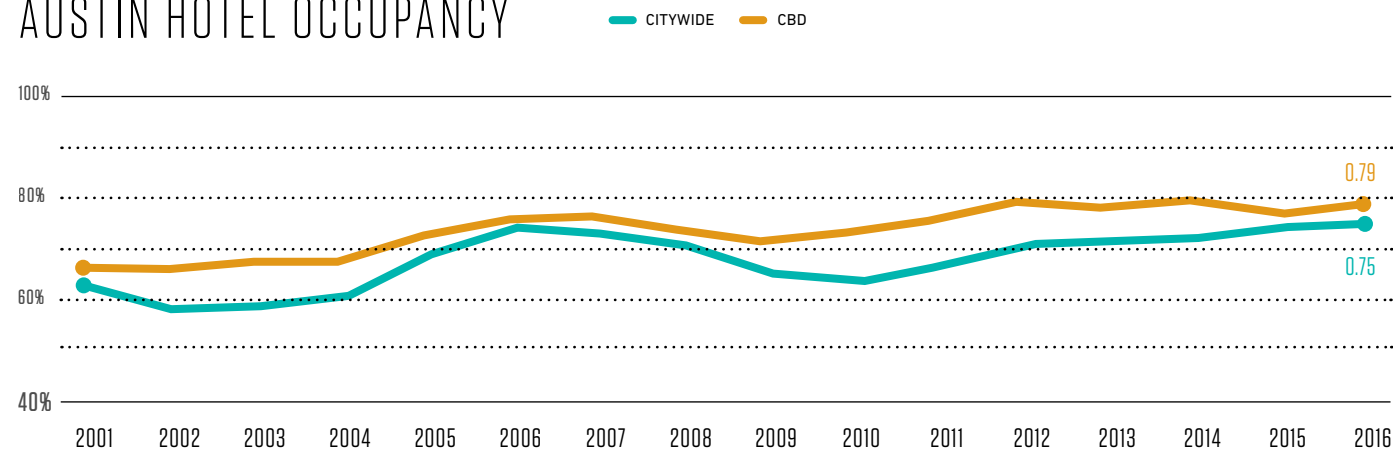
(Source: Austin Convention & Visitors Bureau and Smith Travel Research, July 2016)

AUSTIN REVENUE PER AVAILABLE ROOM



(Source: Austin Convention & Visitors Bureau)

AUSTIN HOTEL OCCUPANCY



(Source: Austin Convention & Visitors Bureau)

Downtown Hotel

Stats

8,062

NUMBER OF Hotel Rooms Available now

1,988

NUMBER OF Hotel Rooms Under Construction

(Source: Downtown Austin Alliance, April 2017)



Planning the FUTURE

Planning Downtown's Future

DISTRICTS

1 SOUTH CENTRAL WATERFRONT VISION FRAMEWORK PLAN
In June 2016, the Austin City Council adopted this plan, which provides a vision for the redevelopment of the prime, 118-acre South Central Waterfront area. The plan will take decades to implement and require sustained leadership from the public and private sectors.

2 AUSTIN CONVENTION CENTER LONG-RANGE MASTER PLAN
In early 2015, the Austin Convention Center Department completed its long-range master plan, which recommends expanding the Convention Center facilities. The preferred Convention Center design, a westward, non-contiguous expansion, is currently being considered by City of Austin leadership.

3 2016 TEXAS CAPITOL COMPLEX MASTER PLAN
This multi-phased plan depicts a long-term vision for the state-owned property in the vicinity of the Capitol. The plan makes provisions for quality public realm, historic preservation, urban design, mobility, and connectivity with other districts.

4 CENTRAL HEALTH BRACKENRIDGE CAMPUS MASTER PLAN
Adopted in early 2016, this plan depicts a new, mixed-use community where people “live, work, eat, play and access health care service.” The plan provides a flexible framework for phasing in development over time.

5 INNOVATION DISTRICT
See Spotlight on page 26.

6 RED RIVER CULTURAL DISTRICT
The Red River Cultural District Merchants Association, which formed in February 2016, is working with the City of Austin Economic Development Department’s Soul-y Austin Business District Incubator to implement a district plan.

CORRIDORS

7 WALLER CREEK
The Waller Creek Conservancy, in partnership with the City of Austin, is actively designing and redeveloping a 37-acre park district along the 1.5-mile stretch of Waller Creek in downtown Austin. The project will eventually create a series of connected urban park spaces. The first phase, involving the redevelopment of Waterloo Park to include a world-class amphitheater, is anticipated to break ground in late 2017.

8 SHOAL CREEK
The Shoal Creek Conservancy, in partnership with the City of Austin, is leading the effort to plan for and improve the Shoal Creek Corridor. Current efforts include a Shoal Creek Watershed Plan, a Vision to Action Trail Plan for the entire trail corridor, and a focus on improving Shoal Creek at Third Street, including the bridge crossing and historic rail trestle.

9 MOBILITY35: DOWNTOWN SEGMENT OF I-35
As part of a set of major improvements to the I-35 corridor, the Texas Department of Transportation (TxDOT) is evaluating design options for the downtown segment of I-35, including one that would lower I-35 from Cesar Chavez to Eighth Street. The Downtown Alliance and partners will continue to advocate for the lowered option, which would significantly improve traffic flow and quality of life in the community.

10 CONGRESS AVENUE URBAN DESIGN INITIATIVE
In early 2017, the City of Austin selected Sasaki Associates to lead the creation of a vision and urban design concept for Congress Avenue. The Downtown Alliance and community stakeholder groups are partnering

with City of Austin to guide the planning and public engagement processes.

PLACES

11 WOOLDRIDGE SQUARE PRELIMINARY PLAN

In 2016, Austin Parks and Recreation Department (PARD), in partnership with the Downtown Alliance, Travis County, Friends of Wooldridge Square, and the Austin Parks Foundation, selected landscape architecture firm .dwg to develop a preliminary plan for Wooldridge Square. The plan continues the momentum to improve and sustain the square, while respecting its neighborhood context and historical status.

12 DOWNTOWN METRORAIL STATION IMPROVEMENTS
As part of a larger, TxDOT-funded upgrade to the MetroRail system, Capital Metro is developing improvements to the Downtown Station at Fourth and Neches. Improvements will enhance safety and station capacity, ultimately improving the Red Line’s service frequency and capacity.

13 REPUBLIC SQUARE
This 1.7-acre, historic city square is serving as a model public-private partnership for Austin’s urban parks. Through a partnership between the Downtown Alliance, Austin Parks Foundation and PARD, Republic Square will be transformed to reflect the community vision outlined in the Republic Square Master Plan. The Downtown Alliance will be responsible for the ongoing maintenance and programming of the park when it re-opens in July 2017.

DOWNTOWN-WIDE EFFORTS

AUSTIN 2030 DISTRICT

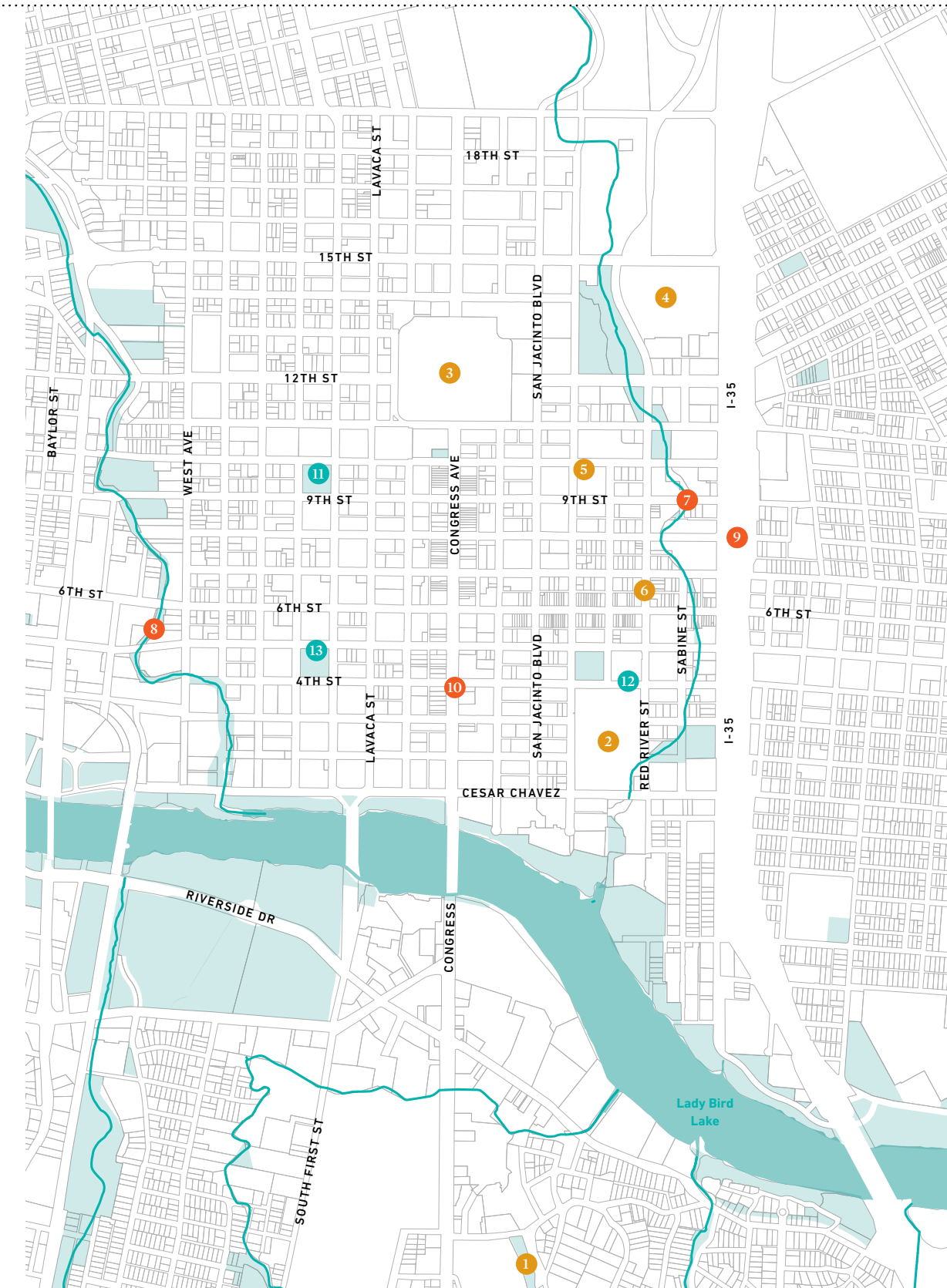
This District is a growing collaborative of property owners and managers, professional service providers, and community organizations that have committed to reduce the downtown business district’s energy use, water use, and carbon emissions — all while stimulating economic growth. The Downtown Alliance was a founding member of the Austin 2030 District and instrumental in its launch. Downtown property owners and managers have already committed 13.8 million square feet to the district.

DOWNTOWN AUSTIN PARKING STRATEGY

Led by the Downtown Alliance, the Downtown Austin Parking Strategy is a forward-thinking effort to improve parking in the downtown area. The initiative includes a full inventory of existing parking and an assessment of future parking needs. The project will result in a comprehensive strategy to improve downtown parking, which will be available in spring 2017.

CODENEXT

CodeNEXT is the City of Austin’s initiative to revise the land development code, which determines how land can be used throughout the city — including what can be built, where it can be built, and how much can (and cannot) be built. The draft code was released in early 2017, and is anticipated to be finalized and adopted in spring 2018.





ECONOMIC DEVELOPMENT SPOTLIGHT: Innovation Zone

Cities all over the U.S. are seeing the rise of innovation districts, which are dense enclaves that merge the innovation and employment potential of research institutions, high-growth firms, and tech and creative start-ups within well-designed, appealing neighborhoods. This proximity encourages people from different sectors to socialize and collaborate on new ideas.

Downtown Austin's east side has all the ingredients for creating an innovation district: the new Dell Medical School and teaching hospital, the planned redevelopment of the Brackenridge Hospital campus, the ongoing transformation of Waller Creek, the potential for lowering I-35 through downtown, the planned Austin Convention Center expansion, the new Texas Capitol Complex master plan, the new South Central Waterfront master plan, planned upgrades to Capital Metro's MetroRail service, and the upcoming redevelopment of Plaza Saltillo.

Connecting these places physically, emotionally, and economically into an official Innovation Zone will take vision, passion and partnerships — and that's where the Downtown Austin Alliance comes in.



BRIAN FITZSIMMONS, COURTESY OF WALLER CREEK CONSERVANCY

We've partnered with Texas State Senator Kirk Watson to help lead the effort toward achieving #8 of his 10 Goals in 10 years: creating a sense of place.

In January 2017, the Downtown Alliance organized a trip to Atlanta for our team, Senator Watson, and 10 other community leaders* to learn from the visionaries behind Technology Square, one of the country's most successful innovation districts. During this immersive experience, Midtown Alliance President and CEO Kevin Green helped us understand how Technology Square transformed Midtown Atlanta from blocks of boarded-up buildings into a dense, vibrant neighborhood with over 200 firms, including dozens of accelerators and venture capital funds.

Tech Square and its unique sense of place would not have happened without deliberative, collaborative planning by the City of Atlanta, Midtown Alliance and Georgia Tech. The project began in 1998, when 68 percent of the land in Midtown was underdeveloped, and a major interstate (I-75/85) divided it from the university. The organizations created Blueprint Midtown, a comprehensive master plan for a walkable, mixed-use, transit-oriented district. They also established a synergistic relationship and processes to support new real estate development.

Georgia Tech's decision to expand its campus — and move its Advanced Technology Development Center (ATDC) and Venture Lab business incubator — across the highway and into Midtown provided

Tech Square with its anchor. Another catalyst for growth came when I-75/85 was capped, enabling the building of a new bridge with green space, bike lanes and sidewalks providing a gateway to Tech Square. Startups started to office near the ATDC for access and collaboration, investors moved in, restaurants and retail opened to serve the population, parks and public spaces were revitalized, residential developments popped up as the area's appeal increased, and community events connected the neighborhood.

As we walked the streets of Tech Square, watching the mix of industries and ideas, we noted parallels between the area and downtown Austin, such as a world-renowned university, a strong healthcare presence (Emory University Hospital in Atlanta is comparable to Dell Medical School and Dell Seton Medical Center in Austin), an interstate ripe for a makeover, and a booming tech and entrepreneurial community. We envisioned a similar experience for future Austinites — block after block of interconnected opportunities, from The University of Texas at Austin to Lady Bird Lake. We arrived home more ready than ever to roll up our sleeves and make it happen.

* Attendees included CEOs and executives from Mayor Steve Adler's Office, the City of Austin, Dell Medical School, Ascension Texas/Seton Healthcare, Central Health, Texas Retirement System, Waller Creek Conservancy, Austin Chamber of Commerce and M. Crane & Associates, Inc.

Left, Top to Bottom: Dell Medical School; Atlanta's Tech Square; Dell Seton Medical Center

“I was very impressed with how much the Tech Square partners have accomplished through collaboration and strategic partnerships. The Downtown Austin Alliance can play an important role in facilitating collaboration among the stakeholders to realize economic growth and a sense of community in the Innovation Zone.”

— CAROL POLUMBO, MCCALL, PARKHURST & HORTON, L.L.P., DOWNTOWN AUSTIN ALLIANCE VICE CHAIR

“This is a transformative opportunity for downtown Austin, the living room and heart of the city. To create a downtown Innovation Zone that is second-to-none, we need synergies, teamwork and a vision that is greater than its parts. We need to create new and different constituencies that understand each other's needs. We will fail if we merely build a list of projects with no vision or purpose. A unifying vision is the blueprint for a place that will benefit the whole community.”

— SENATOR KIRK WATSON, TEXAS STATE SENATOR, DISTRICT 14

“This experience has elevated my vision of what the Brackenridge campus can be. I see new opportunities to connect with our downtown partners. I look forward to exploring how the Innovation Zone can benefit the community beyond downtown.”

— LARRY WALLACE, EXECUTIVE VICE PRESIDENT AND CHIEF OPERATING OFFICER, CENTRAL HEALTH



Improving Mobility and Infrastructure

OUR GOAL

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.

OUR PROGRESS

MOVABILITY AUSTIN

The Downtown Austin Alliance took over the administration of Movability Austin, a transportation management association (TMA) that helps downtown employers and employees find the best options for traveling to, from and around downtown. It is the first and only TMA in Central Texas. We've supported and funded Movability Austin's work since its founding in 2011, and bringing the organization in house at the Downtown Alliance helps us better serve our members. It also enables Movability to leverage the Downtown Alliance's advocacy expertise and extensive network of community partner organizations.

In 2016, Movability Austin provided strategic mobility consulting services to more than 51,000 employees, representing 20 downtown companies. The City of Austin, Travis County and Capital Metro also support the organization.

DOWNTOWN SHUTTLE SERVICE

Shuttle van startup Chariot chose Austin as its first expansion city outside of its hometown of San Francisco. Movability Austin worked with the City of Austin, Capital Metro and Rocky Mountain Institute to help Chariot roll out its initial service offering in October 2016. Its first routes serve hundreds of employees at Whole Foods Market and GSD&M, with vans running downtown circulator routes between company offices, the Metro-Rail Downtown Station and Republic Square transit hub. Chariot also launched a commuter service allowing individuals to design and crowdsource routes throughout Austin, resulting in two public routes: the Lamar Bullet and the Riverside Rover. The Downtown Alliance and Movability Austin continue to work with Chariot, Capital Metro, and others in exploring further development and implementation of needed circulator services.

CONNECTIONS 2025

The Downtown Alliance supported Capital Metro in its Connections 2025 service study, a year-long, in-depth review of Austin's transit system. We encouraged our members and stakeholders to communicate their needs to Capital Metro through online surveys and open house events. Capital Metro incorporated



this public feedback and in late 2016 released its Connections 2025 Draft Transit Plan, which would establish a more frequent, more reliable and more connected transit system.

PROJECT CONNECT AND AUSTIN STRATEGIC MOBILITY PLAN

As a member of the City of Austin's Multimodal Community Advisory Committee (MCAC), the Downtown Alliance participates in analyzing and identifying transportation solutions that will help improve travel to, from and around Central Austin. In 2016, the MCAC was formed to coordinate input to Capital Metro's Project Connect as well as the City's planning process for the Austin Strategic Mobility Plan, a new city-wide transportation plan that will build upon the vision of the Imagine Austin Comprehensive Plan. We also continued to support Project Connect's in-depth study of the best transportation modes for serving the city's Central Corridor.

I-35 PUBLIC ENGAGEMENT

The Texas Department of Transportation (TxDOT) is planning a dramatic overhaul of the I-35 corridor and will decide between two design options for downtown Austin. One would raise the main lanes of I-35 north of Cesar Chavez Street and the other would lower the main lanes below the east-west cross streets from Cesar Chavez to Eighth Street.

The Downtown Alliance strongly supports the lowered option because it would not only improve mobility but would also dramatically improve our entire community's quality of life. Similar efforts in Dallas and Boston have improved at-grade connectivity between traditionally disconnected neighborhoods and allowed for new urban links, public



amenities and environmental enhancements above the lowered portions of the freeway. We encouraged community members to submit a letter to TxDOT in support of the lowered option, and this public engagement campaign generated more than 2,440 letters. The Downtown Alliance also hosted State Senator Kirk Watson at a luncheon for business and community leaders, where he laid out the road map for transforming I-35.

TxDOT is conducting an environmental study of both design options, and the Downtown Alliance will continue to strategically evaluate the process and keep our members and stakeholders informed of progress.

DOWNTOWN MULTIMODAL STATION

The Downtown Alliance supported Capital Metro’s design process for the MetroRail’s new Downtown Station at Fourth and Neches Streets, and in January 2017 we encouraged our members and stakeholders to give their feedback on four design options. The Downtown Alliance formed a Downtown Metro-Rail Station task group in 2015 to inform the station design and ensure it improves traffic circulation and appropriately activates the surrounding spaces.

STREET CLOSURES

The Downtown Alliance continued to inform the community of all upcoming downtown street closures. We also worked with special-event organizers to help them minimize any closure’s impact on mobility.

ONGOING PROJECTS

The Downtown Alliance continued to monitor ongoing projects that affect downtown mobility, supporting our partners in any way possible.

- **MoPac Improvements:** We closely monitored the construction of managed lanes on MoPac as well as the plans to improve traffic flow and support transit and direct connections to park-and-rides. We continue to keep Downtown Alliance members informed of ongoing opportunities for public input.
- **Streetscape Improvements:** We supported the City of Austin’s active and planned downtown street improvement projects, which follow the Great Streets Master Plan.
- **Parking:** We supported the City of Austin as it optimized parking options downtown. This year’s parking revenue provided \$728,000 for Great Street Improvements, \$500,000 for power washing and \$300,000 for wayfinding.
- **Regional Commute Solutions:** We joined the Capital Area Council of Governments (CAP-

COG), Capital Metropolitan Planning Organization (CAMPO) and Central Texas Regional Mobility Authority (CTRMA), as well as local and county transportation infrastructure owners and operators, to reboot an expanded Commute Solutions collaboration, which will work closely with Movability Austin to provide strategic mobility consulting to the region.

Right: Ann and Roy Butler Hike and Bike Trail

Austin Transportation Statistics



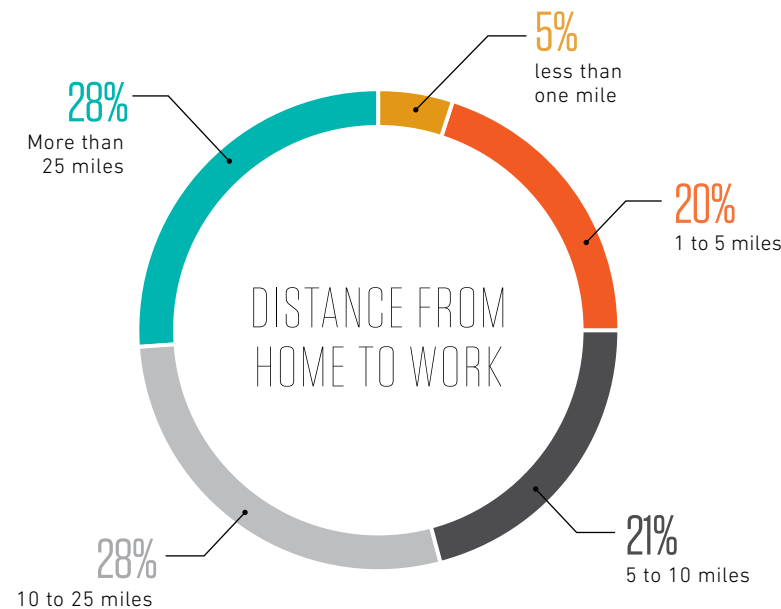
25

B-CYCLE Stations

DAILY VEHICLE COUNT
On I-35 through downtown Austin

206K

Downtown Employees (excluding downtown residents)

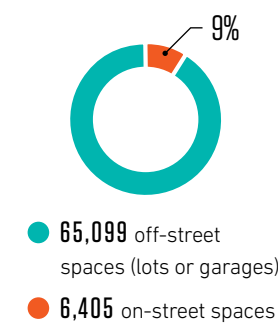




Downtown Parking Study

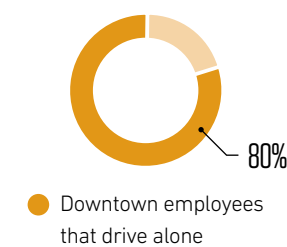
71,500+
PARKING SPACES

within the downtown study area:



ON-STREET RATES:
\$1.20 or **\$1.00/HOUR**
(Depending on time)

74%
of downtown employees get free or discounted parking from their employers



1 in 5
downtown residents walks to work

MOBILITY SPOTLIGHT: Downtown Austin Parking Strategy

The majority of residents and visitors who come to downtown Austin do so by automobile. Having convenient and available parking spaces is critical to attracting people to work, dine, play and spend money downtown. It's also critical to improving traffic flow — when drivers slowly circle the block to search for parking and price-check the options, local road congestion increases. In fact, 30 percent of local congestion can be attributed to people circling for parking.

Recognizing the importance of parking to our economy and the need to unlock the development potential for small sites, the Downtown Austin Alliance spearheaded the creation of a comprehensive downtown parking strategy.

In 2016, we initiated the first-ever comprehensive inventory and strategy for enhancing downtown parking. We hired Nelson\Nygaard, an internationally recognized transportation planning firm, to develop the strategy. We started the process by gathering the public's opinion of downtown parking through workshops, focus groups, and an online survey. We also analyzed all existing conditions, plans, reports and codes pertaining to downtown parking. Nelson\Nygaard inventoried every downtown parking space and observed the occupancy of a representative sample of spaces at different times of the day and week. In addition, they used cameras to observe how street parking was being used.

The Downtown Alliance presented the key findings of the inventory phase at a public meeting in November 2016. We found there is high demand for on-street spaces, which only make up 9 percent of downtown inventory. This is, in part, because these spaces are underpriced at \$1.00-\$1.20 an hour, and many people violate the posted time limits. Most off-street parking is not only more expensive, but also confusing to navigate

because lots and garages have such a wide array of managing entities, prices and rules.

There are many situations in which parking is very difficult to find. However, even in areas with high demand, and even during peak periods, there are typically underutilized parking spaces within a relatively short distance. The key is balancing supply and demand.

The Downtown Alliance and Nelson\Nygaard turned to other cities for best practices — and preliminary recommendations for Austin. One option is for the City of Austin to implement a performance-based parking management system. The system would adjust on-street parking prices based on availability, lowering fees when the block is too empty and raising them when it is too full. Another option is to create a sharing

“The best transportation plan is a good land use plan.”

— JEFFREY TURLIN, DIRECTOR OF STRATEGY, NELSON\NYGAARD

program for currently restricted parking, wherein the City would operate and lease private lots for public use. Other recommendations include creating park-and-ride programs, with downtown circulators taking people from more distant parking spots to central destinations; standardizing parking technology and regulations across various entities; and using digital signage to display each garage's current space inventory.

Given the complexity of the parking challenge, many approaches and initiatives are needed to strategically improve this critical component of downtown mobility. The Downtown Alliance will use this information in 2017 and beyond, as we work with our partners in implementing effective solutions.



Left, Top to Bottom: Looking west on East Third Street; inventorying downtown parking

Creating a Safe and WELCOMING ENVIRONMENT



OUR GOAL

Ensure that downtown Austin is a more enticing place — clean, safe and beautiful. Cleanliness and safety are prerequisites, but to grow its competitive advantage among Austin neighborhoods and downtowns around the country the area must also become more beautiful, active and welcoming.

OUR PROGRESS

DOWNTOWN AMBASSADORS

In January 2016, the Downtown Austin Alliance launched the Downtown Ambassador program to enrich the downtown experience for residents, employees and visitors. Each day, our team of 29 Downtown Ambassadors — easily recognized in their bright red shirts labeled with the Downtown Austin Alliance logo — move through downtown on foot, bicycles, Segways and mechanized cleaning equipment. Downtown Ambassadors serve the downtown community through provision of the following services:

- cleaning streets and sidewalks,
- litter and graffiti removal,
- weed removal,
- beautification of planters and tree beds,
- greeting visitors and providing tourism information and directions,
- escorting visitors to parking garages at night,
- requesting voluntary compliance with city ordinances,
- reporting public disturbances to the Austin Police Department, and

- connecting people with social services when needed.

By bringing these functions together under one program and providing Ambassadors with state-of-the-art training, equipment, technology and practices, we've significantly improved our delivery of services. This has enabled us to provide enhanced, targeted services during major conventions and events — positively showcasing downtown to those who invest in our economy.

For example, our Ambassadors stationed their mobile information kiosks outside the Austin Convention Center to assist attendees of the 2016 Tableau Conference and the 2017 Professional Convention Management Association (PCMA) Convening Leaders conference. They also completed pre-event beautification projects and provided additional cleaning and safety patrols in the area. The PCMA conference is the definitive annual event for the nation's business event planners, so it was critical to position Austin as an ideal host city for such gatherings.

The Downtown Alliance convened a joint task force, with representatives from the Austin Convention and Visitors Bureau, Austin Convention Center, City of Austin and Austin Police Department (APD), to plan and coordinate our efforts before major events downtown.

DOWNTOWN OVERTIME POLICE INITIATIVE

The Downtown Alliance funded and implemented an APD overtime patrol initiative starting in July 2016.

Downtown Ambassadors 2016 By the Numbers

55,435

INTERACTIONS
providing hospitality

1.7 M

SQUARE FEET
power washed

88

TONS OF TRASH
removed

5,091

GRAFFITI TAGS
and

16,688

HANDBILLS
removed

19,280

REQUESTS
FOR ORDINANCE
COMPLIANCE
*(89% of people
voluntarily complied)*



Right: A Downtown Ambassador cleans Congress Avenue



Left: Sidewalk patio at Caffè Aragona on Congress Avenue
Right: A Downtown Ambassador picks up litter



The initiative put four additional police officers downtown, working 10-hour shifts, five days per week to ensure the area was safe and welcoming. The officers patrolled the streets on foot and bike, concentrating on areas of peak need such as major convention and event sites. Because these officers were supplementing the regularly assigned downtown police patrols, they were able to stay on the beat at all times rather than leaving to transport arrestees or respond to 911 calls outside the Downtown Public Improvement District (PID).

BRUSH SQUARE SECURITY AND PUBLIC RESTROOMS PILOT

Through a collaborative with the Austin Parks and Recreation Department, the Downtown Alliance is funding a new overnight security detail at the historic Susanna Dickinson and O. Henry Museums at Brush Square.

We are also implementing a public restrooms pilot project, in partnership with City of Austin Public Works, Health and Human Services, Austin Resource Recovery and Watershed Protection, to test the effectiveness of placing public facilities in well-lit downtown areas with high pedestrian traffic. This pilot, scheduled for summer 2017, will inform our decisions around the future installation of permanent public restrooms.

The Downtown Alliance's work on both of these initiatives was made possible by the City of Austin's increase of its FY17 fee-in-lieu contribution to the Downtown PID.

REFUSE AND RECYCLING

The Downtown Alliance continued to support Austin Resource Recovery (ARR) in its management of the Downtown Recycling and Refuse Contract District. In 2016, 19 percent of all waste generated in the district was diverted from landfills. The district includes alleys in the downtown core, which generate high volumes of food and beverage waste. Through a City-managed, single-hauler contract, ARR provides single stream recycling, and empties dumpsters and meticulously cleans alleys daily to address spills and illegal dumping issues.

BIRD CONTROL

We continued our commitment to mitigate bird waste throughout the Downtown PID through a contract with Texas Bird Services (TBS). The TBS team patrols the PID nightly to dissuade birds from roosting, using methods that do not cause harm to the birds. Since implementing this program in 2008, we have seen a 95 percent reduction in roosting bird populations and bird droppings, which has kept sidewalks clean and welcoming for downtown pedestrians.

Transforming CONGRESS AVENUE

OUR GOAL

Transform what is now a street into a truly exceptional place — the greatest street in Austin and one of the great streets 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.

OUR PROGRESS

CONGRESS AVENUE URBAN DESIGN INITIATIVE

The Downtown Austin Alliance, in partnership with the City of Austin and other stakeholder groups, continued to guide the development of a long-term vision for Congress Avenue. In 2015, we hosted events soliciting public input for the project. In 2016, we supported the City's process to select a design team and collaborated to plan another extensive community engagement campaign starting in early 2017. The DAA successfully advocated for bond funding for this initiative in 2012.

DOWNTOWN STREET MARKET

The Downtown Alliance created a task force to activate the north end of Congress Avenue. Together we created the Downtown Street Market, a lunchtime event that brought food, shopping and entertainment to the Avenue every Friday for 18 weeks in spring and fall 2016.

CONGRESS AVENUE BANNERS

The Downtown Alliance partnered with the City of Austin to create and hang a series of winter holiday-themed

banners along Congress Avenue. We worked with Pentagram, the same design firm we collaborated with on the banners that line the Avenue year-round.

LANDSCAPES AND LIGHTING

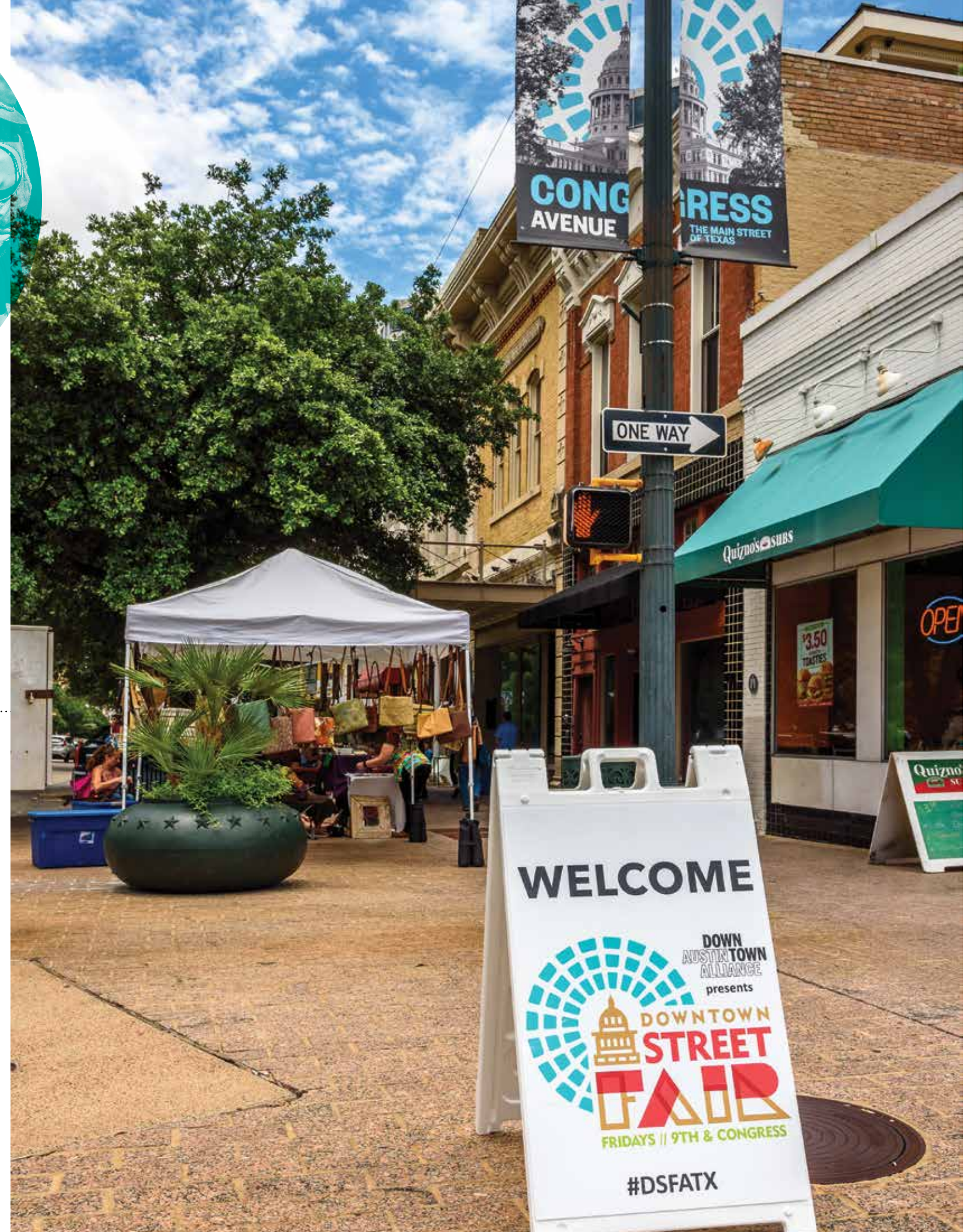
Bartlett Tree Experts assessed the health of trees lining Congress Avenue between Riverside Drive and the Texas Capitol, and we will use the findings to develop recommendations for their care. The Downtown Alliance hired Bartlett and partnered with the City Arborist and Public Works on this initiative, which is critical because many trees are nearing the end of their urban lifespan.

“Transform what is now a street into a truly exceptional place..”

We partnered with Public Works to trim all 197 trees along Congress Avenue from 11th Street to Riverside Drive. We also continued our commitment to seasonal plantings for the Congress Avenue planters and maintenance of the Congress Avenue tree lights.

SOUTH CENTRAL WATERFRONT

We continued to stay actively engaged in the South Central Waterfront Initiative, the City of Austin's master planning process for the area bordering Lady Bird Lake's southern shore. Downtown Alliance staff sat on the South Central Waterfront Stakeholder Outreach Committee. Working closely with the community and City staff, we supported the adoption of a new master plan in 2016 after co-hosting many public engagement



Right: Shopping at the Downtown Street Market



events with the City in 2015 and 2016. The Austin City Council approved the creation of a new South Central Waterfront Advisory Board, and the Downtown Alliance will have an ex-officio seat on the board.

AVENUE DESIGN AND PLACEMAKING PROJECTS

Our Congress Avenue committee worked with property owners to shape design choices and placemaking projects that support our collective, long-term vision for the Avenue. Key projects for 2016 included:

- **Pocket Patio:** The Downtown Alliance supported the installation of a new pocket patio on the 800 block of Congress Avenue. We worked with the property owner to ensure they protected the health of the patio site's trees by implementing recommendations from our tree assessment.
- **Sidewalk Dining:** We worked with Café Aragona and Planet Sub to create and permit sidewalk dining in front of their establishments on the 900 block of Congress.
- **Mural:** We partnered with Art Alliance Austin and the owner of the properties at 907, 909 and 911 Congress to create an artist-designed mural on these three boarded-up buildings.

ANNUAL HOLIDAY EVENTS

We continued our annual tradition of hosting the Holiday Sing-Along and Downtown Stroll with KUT 90.5 FM and KUTX 98.9. The event featured the lighting of our 40-foot, musical Christmas tree outside the Capitol, as well as live entertainment, photos with Santa and a holiday edition of the Sustainable Food Center's Farmers' Market.

Left: Live music at the Downtown Street Market
Right: A Market jewelry shop

Enhancing PARKS AND OPEN SPACES

OUR GOAL

Establish a public-private partnership for Republic Square that will serve as a model for implementing and sustaining the vision for Austin's urban squares. Great public spaces increase the appeal, livability and economic vitality of urban spaces. Downtown's parks, squares and public spaces are not yet living up to their full potential.

OUR PROGRESS

OUR AUSTIN STORY

The Downtown Austin Alliance, in partnership with the Austin Parks and Recreation Department (PAR), is developing a comprehensive interpretive plan for downtown's three remaining historic squares: Brush, Republic and Wooldridge. Our goal is to discover meaningful stories about the squares and their history and share them with visitors in compelling ways, whether through on-site signage, tours, events or communications campaigns.

In 2016, we hired as project consultant Ted Lee Eubanks, founder and president of Fermata Inc. and a certified interpretive planner with over 25 years

of international experience in heritage tourism and community development. We launched our planning process in March 2017 with an extensive public engagement campaign to help inform, shape and prioritize the stories. We aim to have interpretive signs in time for the re-opening of Republic Square.

REPUBLIC SQUARE

Through a public-private partnership established in 2015 between the PAR, Austin Parks Foundation and Downtown Austin Alliance, Republic Square is undergoing a \$5 million renovation to revitalize this historic public space. The Downtown Alliance made a \$500,000 contribution to the capital campaign. Following the Republic Square Master Plan, park reconstruction began July 2016 and is scheduled for completion in July 2017. The final product will include a Great Lawn, Market Promenade, food and beverage vendor facility, improved gardens, and landscape features.

When the park reopens, Downtown Austin Alliance will assume full operations, management and programming responsibilities to ensure that Republic Square is a vibrant, well maintained community asset. In 2016, we began developing the park's programming and events plan and put out a request for a food vendor.

OTHER PUBLIC-PRIVATE PARTNERSHIPS

Additionally, we provided financial support to several public-private partnerships:

- Annual \$25,000 contribution to Austin Parks Foundation to support its work to improve and program the downtown squares
- \$25,000 to The Trail Foundation's capital campaign for an improved trail bridge under Congress Avenue
- \$25,000 toward the Waller Creek Conservancy's annual operating budget
- \$10,000 toward the Shoal Creek Conservancy's annual operating budget
- \$10,000 to the Sustainable Food Center to support its Farmers' Market Downtown

BRUSH SQUARE

The Downtown Alliance provided funding for off-duty security at Brush Square and supported the pilot of a new public restroom.

WOOLDRIDGE SQUARE

We partnered with PAR and Friends of Wooldridge Square to engage in the preliminary planning process for Wooldridge Square.



Aerial view of Republic Square, during renovation





Engaging the DOWNTOWN COMMUNITY



Advocacy

HOMELESSNESS OUTREACH STREET TEAM (HOST)

The Downtown Austin Alliance initiated a partnership with Austin Police Department, Austin-Travis County Integral Care (ATCIC), Austin/Travis County Emergency Medical Services (EMS), Downtown Austin Community Court, and the City of Austin Office of Innovation to create the Homelessness Outreach Street Team (HOST).

HOST's primary objective is to proactively engage people living on the streets and connect them with critical social, physical and behavioral health services — thereby reducing crises and increasing public safety. HOST is an interdisciplinary team composed of two police officers, two behavioral health specialists and two paramedics working downtown five days per week.

We launched HOST as a pilot program June 1, 2016. By Jan. 1, 2017, the team had actively engaged with 515 individuals in need of services.

In addition to introducing the HOST concept to APD and other partners and serving as the facili-

tating entity in developing the pilot, the Downtown Alliance is supporting the program financially and donating office space to house the program. Austin City Council approved funding to continue the pilot through the end of its FY17, with a goal of developing recommendations for scaling in future years. Recognizing this creative and forward-thinking approach, Bloomberg Philanthropies (founded by former New York City Mayor Michael Bloomberg) awarded the City of Austin Office of Innovation a grant of \$500,000 annually, for up to three years, to further develop HOST.

SOBRIETY CENTER

The Downtown Alliance's advocacy and direct involvement led the City Council and Travis County Commissioners Court to create a new Sobriety Center downtown. The center, scheduled to open in early 2018, will provide a safe and appropriate alternative to the emergency room or jail for publicly intoxicated individuals to become sober. This will provide a much quicker turnaround time to get po-

Left: XYZ Atlas:
Congress Avenue
temporary sculpture

lice officers back on the street and reduce the impact on very costly jail and hospital resources. It will also facilitate initiation of long-term recovery when needed. Travis County Commissioners appointed Bill Brice, the Downtown Alliance's vice president of operations, to serve on the board of directors of the Austin/Travis County Sobriety Center Local Government Corporation.

The Downtown Alliance hosted a Sobriety Center Information Forum on Sept. 29, 2016, to educate the downtown community about the new center. Panelists included Houston Recovery Center Executive Director Leonard Kincaid, Austin Mayor Pro Tem Kathie Tovo, Travis County Commissioner Gerald Daugherty, Travis County Judge Nancy Hohengarten and Austin Police Chief Art Acevedo.

AFFORDABLE HOUSING ADVOCACY

The Downtown Alliance is a longtime advocate for “housing first” permanent supportive housing for people experiencing chronic homelessness. We continued to advocate for the City Council’s five-year goal of creating 400 units of permanent supportive housing, 200 of which will be housing first units. As its name implies, the housing first approach provides people who are chronically homeless with permanent housing as a first step toward stability, in addition to robust support services. Downtown Alliance supports housing first as a proven best practice to address homelessness.

Mobile Loaves and Fishes’ Community

First! Village opened for occupancy in April 2016. At full occupancy, Community First will provide housing, communal facilities, services and income-generating opportunities for 225 people. The Downtown Alliance is a \$100,000 contributor to the Community First Village capital campaign.

Austin/Travis County Integral Care’s Housing First Oak Springs development broke ground in Spring 2017. The Downtown Alliance supported the development of this project through a \$150,000 challenge grant in 2015 to help Integral Care acquire additional private funding, which they achieved by January 2017. Oak Springs is Austin’s first housing-first project. It will provide 50 permanent

supportive housing units, combined with an on-site medical clinic and other supportive services.

CODENEXT

The Downtown Alliance continued to participate in CodeNEXT, the City of Austin’s multiyear initiative to revise the land development code — the rules and processes that regulate how land can be used throughout the city. The City’s Imagine Austin Comprehensive Plan identified code revision as a priority to help Austin grow as a compact, connected city.

In 2016, we submitted to the City of Austin CodeNEXT team a white paper that summarizes the findings of our extensive research into the land development code updates needed downtown. To develop this report, the Downtown Austin Alliance CodeNEXT task force evaluated the code strategies identified in the Downtown Austin Plan, met with professionals involved in downtown development, and conducted focus groups with downtown developers and professionals. Our white paper recommends which elements of the Downtown Austin Plan should be kept and which should be evaluated or revised. It also identifies what is and is not working with the current code and processes.

“Downtown Alliance supports housing first as a proven best practice to address homelessness.”

The Downtown Alliance continued to be a partner in Evolve Austin Partners, an organization that champions the Imagine Austin Comprehensive Plan, which Austinites crafted to create a more affordable, mobile, and sustainable city. Through Evolve, the Downtown Alliance works with other organizations to move the city towards the progressive vision established in Imagine Austin. Evolve will be a key partner as our community provides feedback on CodeNEXT.

I-35 PUBLIC ENGAGEMENT

The Downtown Alliance led an extensive public engagement campaign to give a voice to those in support of lowering I-35 through downtown. TxDOT is

planning a dramatic overhaul of the I-35 corridor, and will be deciding to either raise or lower the lanes. We advocated for community members to submit a letter to TxDOT in support of the lowered option. The campaign generated more than 2,440 letters.

MULTIMODAL COMMUNITY ADVISORY COMMITTEE (MCAC)

As a member of the City of Austin’s MCAC, the Downtown Alliance represents the downtown community by analyzing and identifying transportation solutions that will help improve travel to, from and around Central Austin. In 2016, the MCAC was formed to coordinate both the community input for Capital Metro’s Project Connect and the City’s planning process for the Austin Strategic Mobility Plan.

AFTER-HOURS CONCRETE INSTALLATION

In November 2016, Austin City Council adopted new rules for overnight concrete pours downtown. The Downtown Alliance worked with construction industry stakeholders, downtown residents, and city staff for more than two years to find a solution that allows development to continue without disrupting residents’ and visitors’ sleep. The new regulations reflect the Downtown Alliance-brokered compromise position. They allow projects to obtain 72-hour permits for late-night concrete installation, with an 83-decibel limit before midnight, a 73-decibel limit from midnight to 6 a.m., and a different type of permit for special circumstances such as a mat slab, which requires continuous pouring of concrete for structural integrity. Sound is measured 75 feet from the pump or truck.



Right, Top to Bottom:
Construction at Fare-
Ground Austin; View from
Auditorium Shores



Communications

COMMUNICATIONS STRATEGY

The Downtown Austin Alliance worked diligently to stay current on all downtown-related issues and events, and kept the community informed through strategic public relations campaigns, presentations and events, social media, email updates and our website.

We've always served as a key information source for local and national media outlets, but in 2016 we took a more proactive approach to media relations. We expanded our ongoing engagement with Elizabeth Christian Public Relations. We regularly contacted reporters to brief them on downtown issues, and the Downtown Alliance was mentioned in 232 news stories in 2016 — a significant increase from past years.

We continued to coordinate with partner organizations, such as the City of Austin, Austin Police Department, Austin Parks Foundation and Capital Metro, to coordinate our communications efforts on joint issues.

SPEAKERS BUREAU

The Downtown Alliance's leaders regularly spoke to community organizations about downtown issues, projects and the area's overall economic impact. Our leaders were also invited to speak about downtown's economy and the Downtown Alliance's success stories at many national industry events. Dewitt Peart and Molly Alexander's speaking engagements included:

- Ft. Lauderdale Downtown Symposium — Sept. 2016
- International Downtown Association Conference — Sept. 2016
- RealShare Austin Conference — Sept. 2016
- UT LAMP (Learning Activities for Mature People) — Oct. 2016
- International Council of Shopping Centers Research Conference — Oct. 2016
- Texas Downtown Association — Nov. 2016
- Bisnow Future of Downtown Austin — Dec. 2016
- Downtown Spokane Partnership — Feb. 2017
- RealInsight Central Texas Multifamily Summit — March 2017

EDUCATION EVENTS

The Downtown Alliance regularly organized and hosted educational events to allow our members and other interested parties to hear city and community leaders discuss the hottest issues facing downtown.

TRAVIS COUNTY PACE PROGRAM EVENT: Jan. 28, 2016

PANEL DISCUSSION:

Travis County Commissioner Gerald Daugherty
Jonathon Blackburn, Texas PACE Authority
Mansoor Ghori, Petros Partners
Steve Minick, Texas Association of Business

Communication Channels: 2016 Reach

Website

downtownaustin.com

294,385
UNIQUE VISITS

508,993
PAGEVIEWS

Weekly E-newsletter

This Week in Downtown

6,821
SUBSCRIBERS

Social Media

Downtown Austin

@DowntownAustin
13,580 FOLLOWERS
21% INCREASE OVER 2015

@DowntownATXInfo
6,410 FOLLOWERS

@Downtownaustin
2,007 FOLLOWERS

(All numbers as of Feb. 28, 2017)



DOWNTOWN PUBLIC ORDER FORUM: April 27, 2016

PANEL DISCUSSION:

Mayor Pro Tem Kathie Tovo, City of Austin
Kerry O'Connor, City of Austin Innovation Office
Mitchell Gibbs, Front Steps/ARCH
Ann Howard, Ending Chronic Homelessness Association
Commander Pat Cochran, Austin Police Department
Bill Brice, Downtown Austin Alliance

DOWNTOWN AUSTIN PARKING STRATEGY PUBLIC ENGAGEMENT EVENTS

Community Workshop #1: May 11, 2016
 Business Breakfast: May 12, 2016
 Community Workshop #2: Nov. 9, 2016

SPECIAL UPDATE ON MOBILITY35 FROM SENATOR KIRK WATSON: May 26, 2016

SOBRIETY CENTER INFORMATIONAL FORUM: Sept. 29, 2016

PANEL DISCUSSION:

Travis County Commissioner Gerald Daugherty
Austin Mayor Pro Tem Kathie Tovo
Travis County Court Judge Nancy Hohengarten
Austin Police Chief Art Acevedo
Houston Recovery Center Executive Director
Leonard Kincaid

MAYOR'S MOBILITY BREAKFAST: Oct. 25, 2016

Co-hosted with Movability Austin

A COMMUNITY APPROACH TO TACKLING HOMELESSNESS INTERACTIVE COMMUNITY FORUM: Nov. 15, 2016

Co-hosted with Ending Community Homelessness Coalition, City of Austin Innovation Office, Upstream Thinking

SXSW INFORMATIONAL FORUM: Feb. 23, 2017

Co-hosted with Austin Police Department, SXSW, and ACE

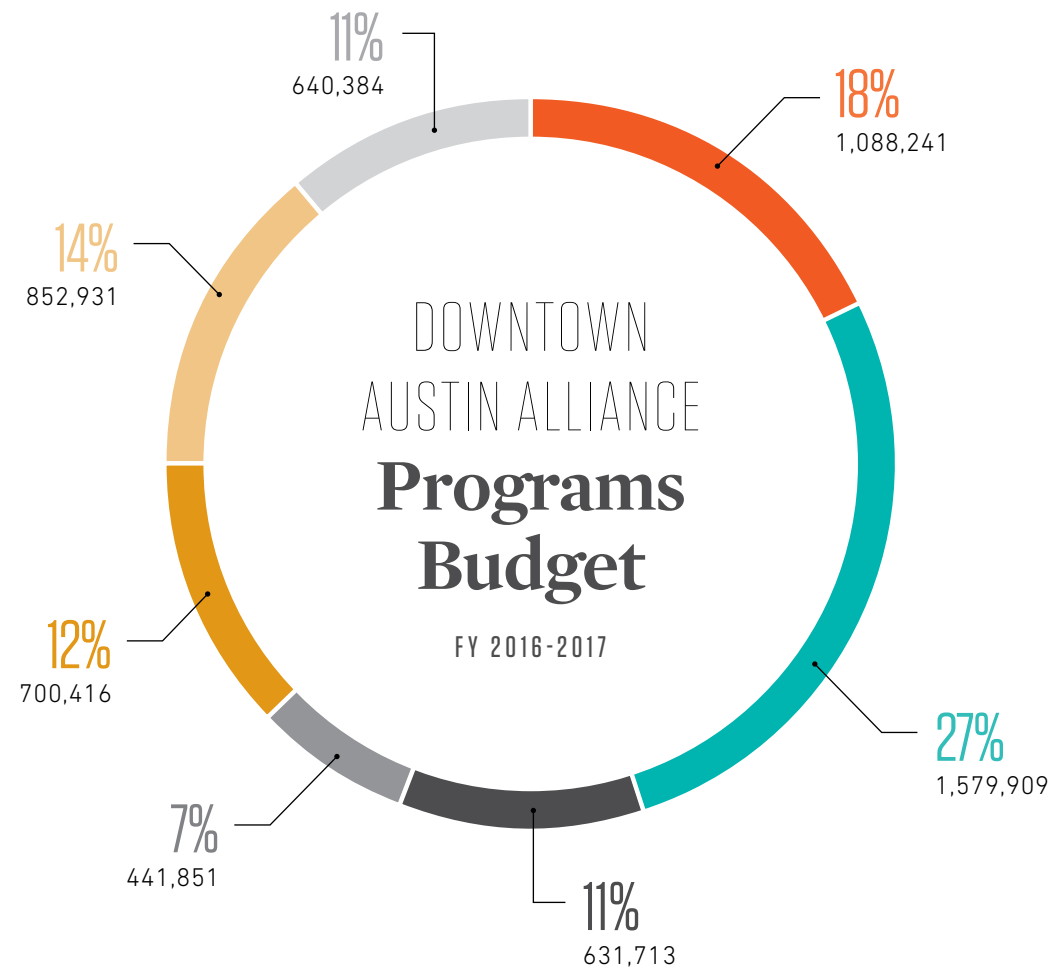
OUR AUSTIN STORY COMMUNITY WORKSHOPS:

March 25, 2017 and March 28, 2017

Downtown Austin Alliance FINANCIAL REPORTS

Right: Flowers on the Fly, mobile plant shop on Congress Avenue

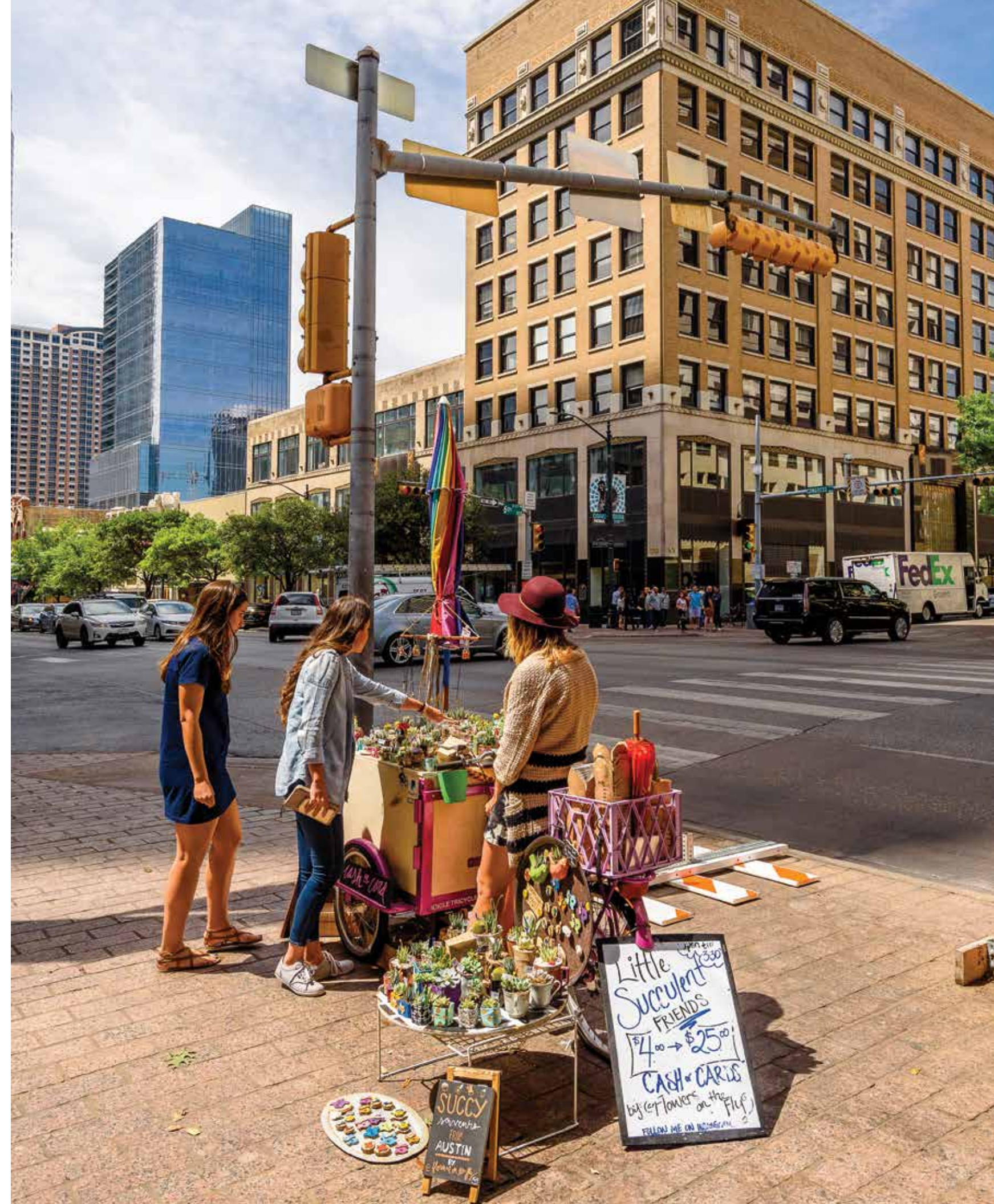
- CLEAN
 - SAFE
 - MOBILITY
 - PARKS
 - ADMINISTRATIVE
 - CONGRESS AVENUE
 - PLANNING & DEVELOPMENT
- TOTAL
100%
≈\$5,935,445

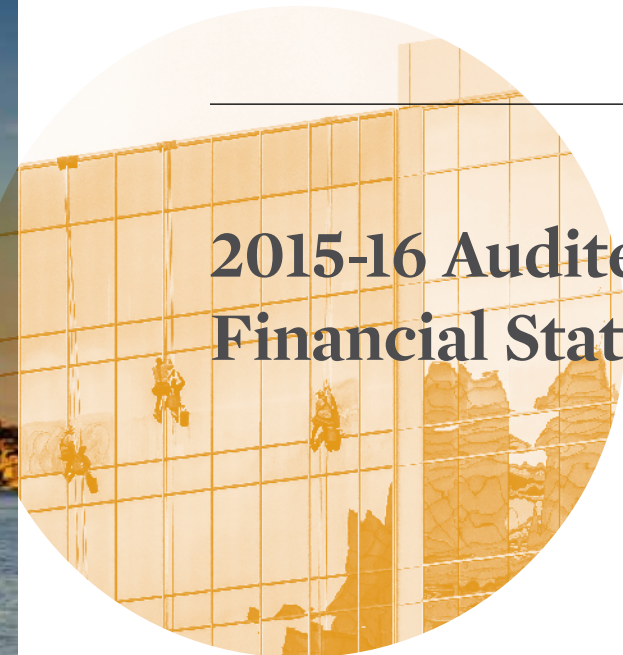


2017-18 Service Plan and Budget

http://www.downtownaustin.com/sites/default/files/FY17-18_PID_ServicePlan_Budget_Final.pdf

(Approved by the Austin City Council November 3, 2016.)





2015-16 Audited Financial Statement

Left: Urban fishing southwest of downtown

Combined Statement of FINANCIAL POSITION FOR FISCAL YEAR ENDED APRIL 30, 2016

Assets	
CURRENT ASSETS	
Cash and Cash Equivalents	\$ 1,626,921
Investments	1,585,372
Accounts Receivable	1,908
Prepaid	19,236
TOTAL CURRENT ASSETS	3,233,437
Property & Equipment, net of depreciation of \$577,486	226,058
TOTAL ASSETS	3,459,495
Liabilities and Net Assets	
CURRENT LIABILITIES	
Accounts Payable	119,092
Accrued Expenses	623,499
Deferred Revenue	1,906
TOTAL CURRENT LIABILITIES	744,497
NET ASSETS	
Unrestricted Net Assets	
Designated by the Board for:	
Unrestricted Net Assets	2,714,998
Temporarily Restricted Net Assets	—
TOTAL NET ASSETS	2,714,998
TOTAL LIABILITIES AND NET ASSETS	\$3,495,495

Combined Statement of ACTIVITIES

FOR FISCAL YEAR ENDED APRIL 30, 2016

CHANGES IN UNRESTRICTED NET ASSETS

Revenue & Other Supports	
Public Improvement Revenue	\$4,136,678
Contributions from Travis County	25,000
Membership Dues	5,827
Interest Income	8,086
Contributions	15,625
Other Supports	25,763
TOTAL REVENUE AND OTHER SUPPORTS	4,216,979
Net Assets Released from Restrictions	—
TOTAL UNRESTRICTED REVENUE AND OTHER SUPPORT	4,216,979
Expenses	
PROGRAM SERVICES	
Congress WOW	394,637
Mobility	555,321
Historic Squares	270,226
Downtown Draws	132,775
Clean and Safe	1,443,155
Economic Development	145,775
Strategic Capabilities	992,828
TOTAL PROGRAM SERVICES	3,934,717
SUPPORTING SERVICES	
General and Administrative	364,179
TOTAL SUPPORTING SERVICES	364,179
TOTAL EXPENSES	4,298,896
Increase (decrease) in Unrestricted Net Assets	(81,917)
CHANGES IN TEMPORARILY RESTRICTED Net Assets	
Contributions	—
Net Assets Released from Restrictions	—
INCREASE (DECREASE) IN NET ASSETS	(81,917)
NET ASSETS AT BEGINNING OF YEAR	2,796,915
NET ASSETS AT END OF YEAR	\$2,714,998



Downtown Austin Alliance TEAM



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*Denotes Committee Chair

Left: ATX sculpture in front of flagship Whole Foods Market



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Office Manager

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