

EXHIBIT A

South Congress Preservation and Improvement District 2015 Service Plan

INTRODUCTION

In 2014, property owners on South Congress Avenue petitioned the City Council to establish the South Congress Preservation and Improvement District (PID). The property owners incorporated as a nonprofit 501(c)(6) organization as the South Congress Improvement Association to contract with the City to manage the PID. Over 50 percent of property owners representing over 50 percent of the property valuation have signed petitions to establish the PID.

During Fiscal Year 2015, South Congress Improvement Association 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

The FY 2015 PID budget is \$75,825, based on City of Austin estimate of PID assessment collections of \$77,825 minus \$2,000 required by the City for reserve.

FY 2015 Preliminary Budget Revenues

PID Assessments at 90% Collection	\$75,825
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For the PID's inaugural year the mission is executed in four program areas:

FY 2015 Preliminary Budget Expenditures (by Program Area)

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| • Public Safety | \$15,165 (20%) |
| • Infrastructure / Physical Environment (Maintenance & Improvements) | \$15,165 (20%) |
| • Marketing/Fundraising/Economic Development | \$15,165 (20%) |
| • Administration (including \$5,000 requirement for City staff expenses) | \$30,330 (40%) |

Total	\$75,825 (100%)
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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.

- Collaborate with property owners to create an informational website
- 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

Administration, including Communications/Membership

- Contract oversight
- Communications/Membership
 - Create and maintain communication for effective interaction with members, the City, and the community at large, including the following methods:
 - Monthly e-mails
 - Quarterly newsletters
 - Quarterly forums (informational and educational meetings)
 - Regular committee meetings
 - Special-topic meetings
 - Annual membership meeting
 - Direct outreach to owners & operators
 - Website updates, highlighting important issues, current events, businesses, and other items of interest
 - Media relations that educate
 - 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.