



SQUARE **REPUBLIC** **REPUBLIC** **SQUARE**

MANAGEMENT PLAN 2017

CONTENT OUTLINE

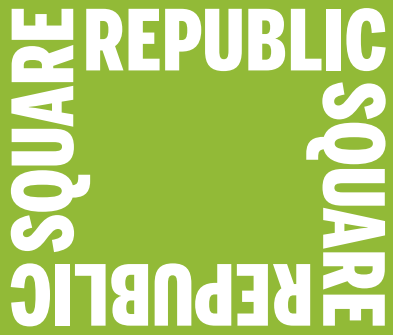
Republic Square's History

Partnership & Management

Our Vision

- Programming & Events
- Park Café & Sculpture
- Enhanced Operations & Services

Financials



REPUBLIC SQUARE'S HISTORY

AUSTIN'S BIRTHPLACE

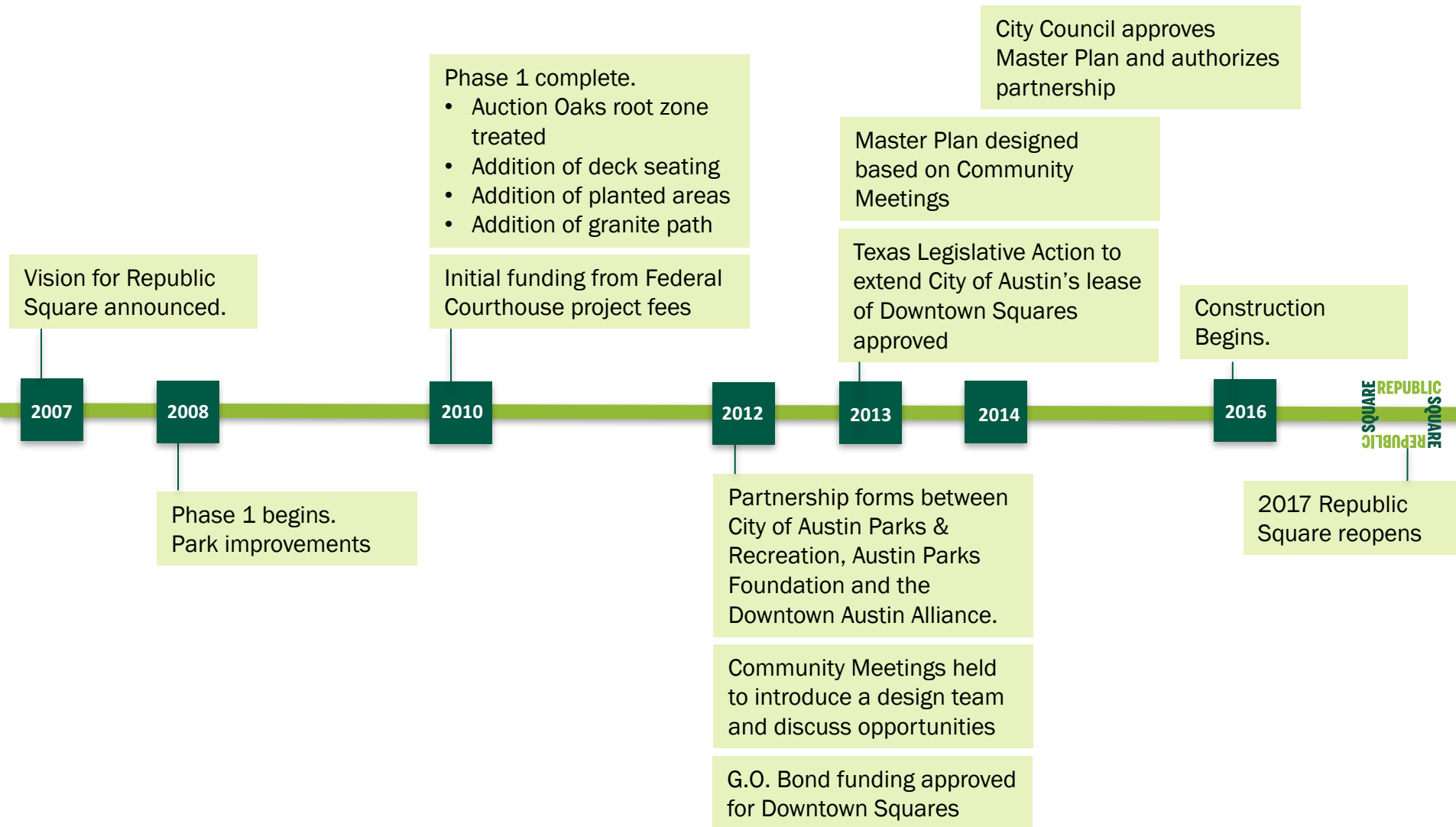
Edwin Waller's original design of Austin consisted of a grid with a central square (Capitol Square) and four smaller, secondary "public squares." In 1888, the squares were named Brush, Hamilton (now Republic), Bell (now Wooldridge), and Hemphill (no longer a public square).

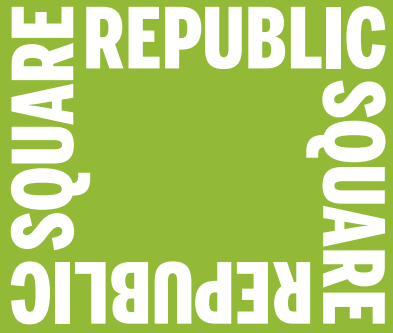


1869: Earliest known photograph of Republic Square.

By 1905, the neighborhood to the west and south of Republic Square largely identified with Austin's Mexican population. Three "Mexican" churches were established near the square, including Our Lady of Guadalupe Catholic Church leading it to be known as "Guadalupe Square."

PROJECT TIMELINE





PARTNERSHIP & MANAGEMENT

A GREAT PARTNERSHIP

Great parks and public spaces increase the appeal, livability, and economic value of urban areas.

Sharing a common vision, a collaboration of three entities came together to establish a public-private partnership to revitalize Republic Square in 2015.

CITY OF AUSTIN

Led the Master Plan for the Park and committed to maintain basic service to the park in the future.

AUSTIN PARKS FOUNDATION

Led the capital campaign raising \$5.8M, and the design construction of the park.

DOWNTOWN AUSTIN ALLIANCE

Leads the development of the operations, programming and management of the park.



MANAGEMENT COMMITTEE

The partners entered into a fifteen (15) year Partnership Agreement and formed a Management Committee to approve and monitor the management plan. The details of that partnership include:

- A management committee established, including (2) representatives from the Downtown Austin Alliance, (1) representative from Austin Parks & Recreation Department, and (1) representative from Austin Parks Foundation
- The Downtown Austin Alliance would have the ability to collect revenues to offset the operations and maintenance costs of the park.
- The management committee would have final approval of the management plan as well as input into programming, events, sponsorships and naming.

Austin Parks & Recreation Department

Liana Kallivoka, PARD
Assistant Director

Terry Jungman, PARD
Business Process Consultant
(*alternate*)

Downtown Austin Alliance

Dewitt Peart, President &
CEO

Bill Brice, Vice President of
Operations

Austin Parks Foundation

Colin Wallis, CEO

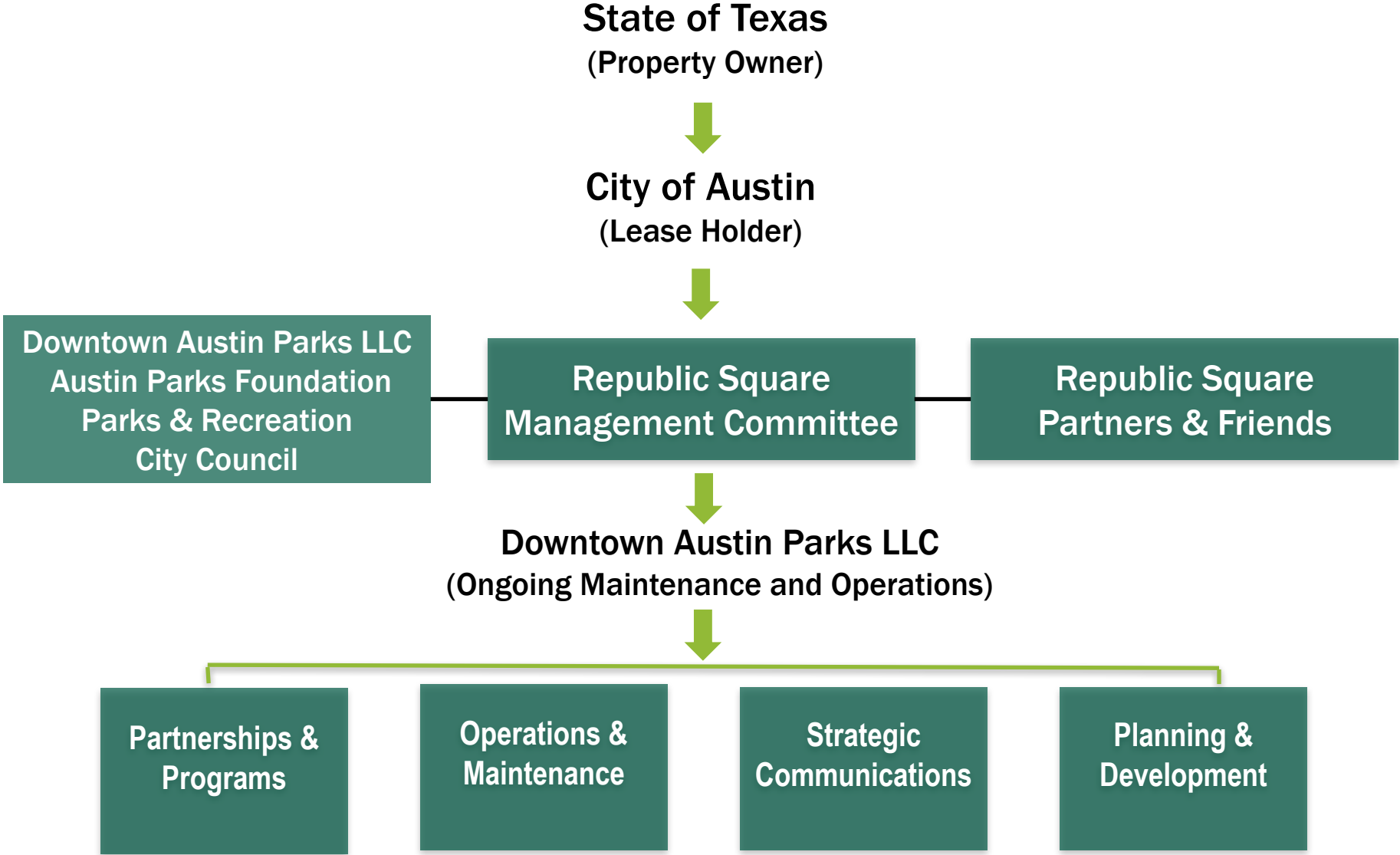
Ladye Anne Wofford, Program
Director (*alternate*)

GUIDING PRINCIPLES & GOALS

The guiding principles and goals established by the Management Committee:

- Provide a **safe, well-maintained, comfortable, urban green space**
- Create an **inclusive** and **welcoming** space for **diverse audiences** and park users
- Curate programming that is **multicultural, collaborative, interactive, social, positive, accessible, and spontaneous**
- Position the park as a **neighborhood, civic space**– part of a **network of downtown public spaces**
- Balance revenue from vendors and events with **limited park closures**
- Activate the park, cultivate **self-directed activities, balance** new events with stability and predictability, encourage the **natural flow of people, captivate the imagination** of park users, provide a **non-competitive and flexible venue** for events

ORGANIZATIONAL STRUCTURE



DOWNTOWN AUSTIN PARKS, LLC

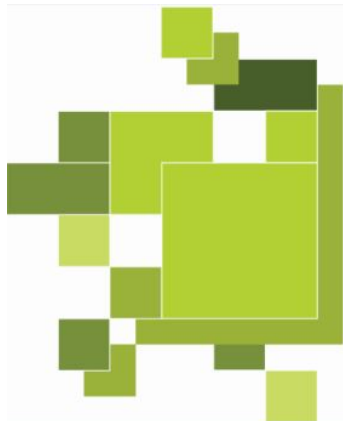
Downtown Austin Parks, LLC is a 501(c)(3) nonprofit corporation formed by the Downtown Austin Alliance to operate and manage Republic Square.



MANAGEMENT STRATEGY

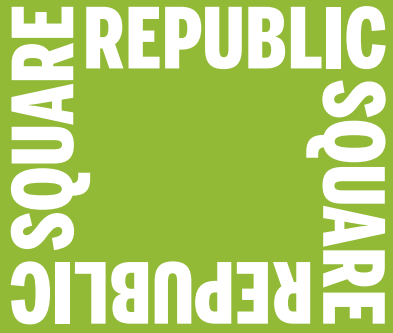
Working directly with Tim Marshall and ETM Associates, LLC, we put together our comprehensive management plan based on company experience, knowledge and guidance.

- Discovery Green (Houston)
- Central Park (New York)
- Klyde Warren Park (Dallas)
- Highline (New York)
- Hemisfair (San Antonio)
- Governor's Island (New York)



ETM ASSOCIATES, L.L.C.

PUBLIC SPACE MANAGEMENT
PROJECT MANAGEMENT
PUBLIC SPACE DESIGN



OUR VISION



THE VISION

Republic Square is an active, urban green space grounded in rich history that traces back to the birth of our city. The newly renovated square will be a place unlike any other in Austin with daily programming, native landscaping, modern amenities and a full service café.

INTERPRETIVE PLANNING

Our Austin Story is collecting meaningful stories grounded in civic squares which allow people and places to connect.



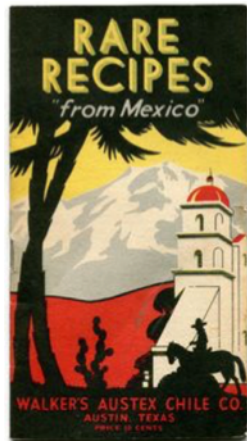
**Austin's Birthplace
(The Auction Oaks)**

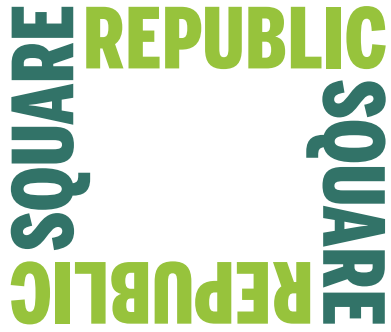


**Guadalupe Park &
TexMex Revolution**



Austin's Mexico





PROGRAMMING & EVENTS

PROGRAM & EVENTS ADVISORY GROUP

Goal: To develop an annual programming plan for Republic Square that fulfills the guiding principles and contains the elements as outlined in the management agreement.

Jim Ritts, Chair

Paramount & State Theatres, Downtown Austin Alliance Board

Joe Cain

Plaza Lofts

Dan Dawson

Capital Metro

Evan Driscoll

Sustainable Food Center

Ted Eubanks

Fermata, Inc.

Benji Homsey

Hotel ZaZa

Chris Jackson

TBG Partners

Kimberly McKnight

Austin Parks & Recreation Department

Shana Ogg

2nd Street District

Sylvia Orozco

Mexic-Arte

Charles Peveto

Downtown Resident, Friends of Wooldridge Square

Meredith Powell

Downtown Austin Neighborhood Association

Gail Romney

Ballet Austin

Steve Rutledge

United States General Services Administration

Andrew W. Smiley

Sustainable Food Center

Ladye Anne Wofford

Austin Parks Foundation

PROGRAMMING: GUIDING PRINCIPLES

1. Republic Square – “The People’s Park” is first and foremost a **neighborhood park**. The improvements and operations are intended to support and encourage **regular, daily use** and to provide a **true outdoor asset** for those who live, work or visit downtown Austin.
2. Programs and amenities will support a **diversity of users**, including nearby residents and employees, families with children, seniors, transit users, tourists and many others.
3. The number of events requiring **full closure of the square will be limited** in number and carefully planned to minimize impacts to landscape and its users.
4. Republic Square area will continue to be an essential **staging area for shuttle transport to and from the Austin City Limits Music Festival**.
5. The **Sustainable Food Center’s “Farmers’ Market Downtown”**, held at Republic Square every Saturday since 2004, will continue as part of the park’s community offerings.

PROGRAMMING VISION

Passive Daily Programming

We want activities available to all guests all the time. Those programming elements might include:

Park Café
Free Wi-Fi
Board Games
Interpretive Signage

Lawn Games
Mobile Reading Library
Ping Pong
Art Sculpture

Active Programming

Our active programming will be concentrated in the Spring and Fall months, when the weather is more predictable and inviting.

Health & Wellness
Group & Networking

Family Friendly
Cultural Celebrations



SEASONAL VISION



Spring

APF's Movies in the Park
Health & Fitness in the Park
Lunchtime Music Series
Imagination Playground
Music in the Park Series
SFC's Downtown Farmers' Market

SXSW Events
Austin Food & Wine Festival Events



Fall

APF's Movies in the Park
Fitness in the Park
Lunchtime Music Series
Imagination Playground
Music in the Park Series
SFC's Downtown Farmers' Market

ACL Shuttle Service
AIDS Walk
Diez y Seis Event



Summer

Fitness in the Park
Lunchtime Music Series
Art in the Park
SFC's Downtown Farmers' Market

Austin's Birthday Party



Winter

Fitness in the Park
Lunchtime Music Series
Holiday Market/ Tamale Market
SFC's Downtown Farmers' Market

Trail of Lights Shuttle Service
Tamale Festival

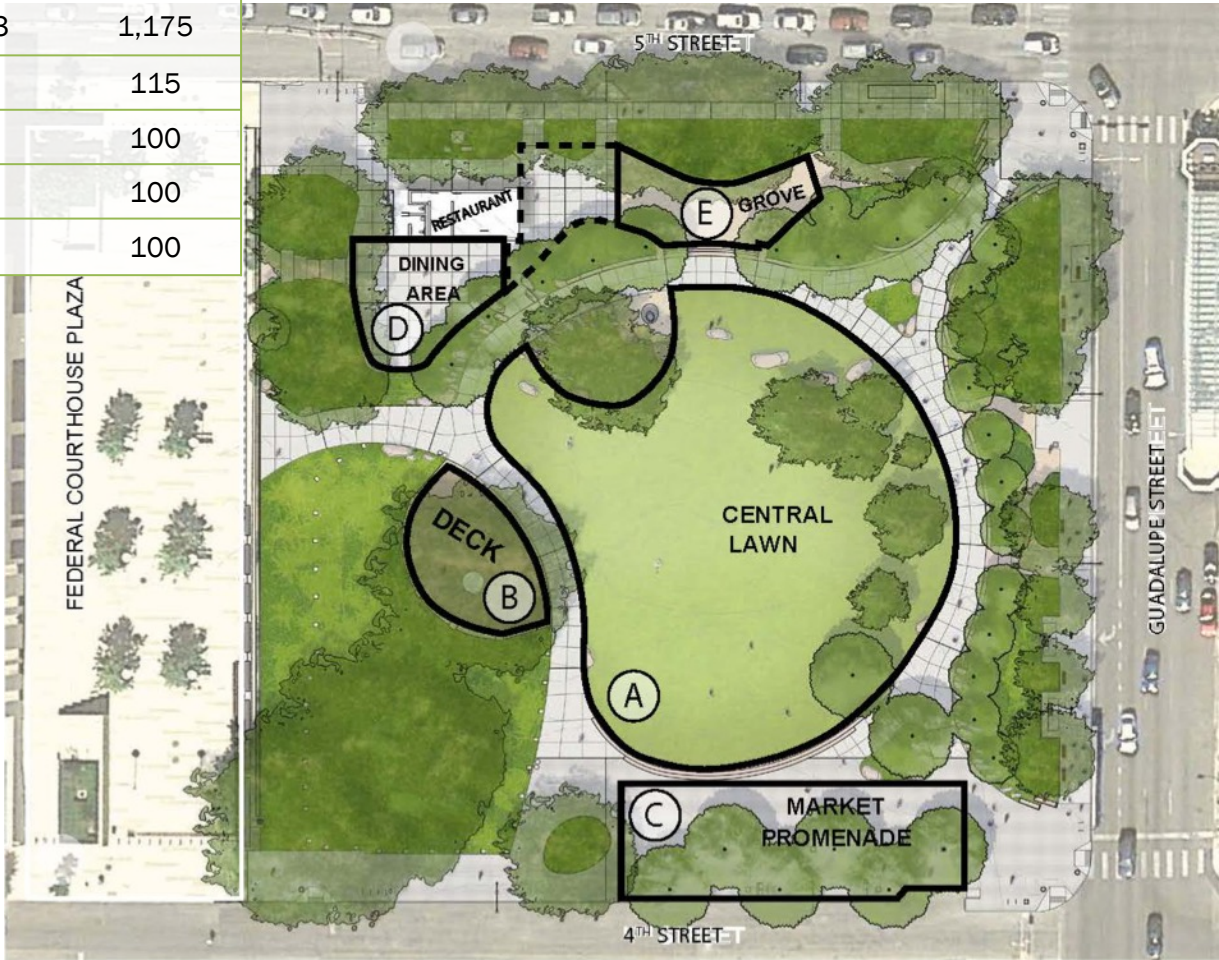
POTENTIAL PROGRAMMING PARTNERS



EVENT ZONES

The design of Republic Square lends itself to the ability to rent out “zones” of the park to avoid park closures for events with small capacities.

	Area	Usable SF	Capacity (10SF/PP)	Capacity (15 SF/PP)
A	Central Lawn	17,625	1,763	1,175
B	Deck	1,725	173	115
C	Market Promenade	1,500	150	100
D	Dining Area	1,500	150	100
E	The Grove	1,500	150	100



EVENT RENTAL FEES

Private Event/ Full Park Closure

3,500 capacity

\$6,000 rental fee + \$2,000 damage deposit

Rental Fee includes maintenance fee and utilities fee. Other fees may apply.

Public Event

1,000- 1,999 capacity

\$4,000 rental fee + \$1,000 damage deposit

Rental Fee includes maintenance fee and utilities fee. Other fees may apply.

2,000- 2,999 capacity

\$5,000 rental fee + \$1,500 damage deposit

Rental Fee includes maintenance fee and utilities fee. Other fees may apply.

Rental by Area

Auction Oaks Deck

\$1,500 rental fee + \$500 damage deposit (Other fees may apply)

Market Promenade or The Grove

\$950 rental fee + \$300 damage deposit (Other fees may apply)

Rental fees are subject to a premium during peak seasons.

PARK USE BY DEFINITION

Adopting the Austin Parks & Recreation Department definitions, which were developed by the Park Events Task Force, we define park closures as follows:

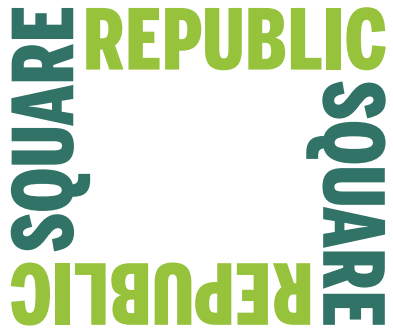
- Open:** Full accessibility. A normal day in the park without event uses.
- In Use:** No fences, barriers, or significant portion reserved or impacted by an event.
- Partially Open:** Greater than 50% of the park is open without a ticket and unfenced
- Minimally Open:** More than 50% of the park is closed, only available to ticketed patrons.
- Closed:** No accessibility to the park. Ticketed participation only.



PARK CLOSURES

**We are requesting 20 days per year (maximum)
that the park would be closed to the public for private/ticketed events.**





PARK CAFÉ & SCULPTURE

AN AUSTIN ORIGINAL

An Austin based restaurant group will oversee the project from conception to completion and would manage day-to-day operations and marketing of the offering once it's open.

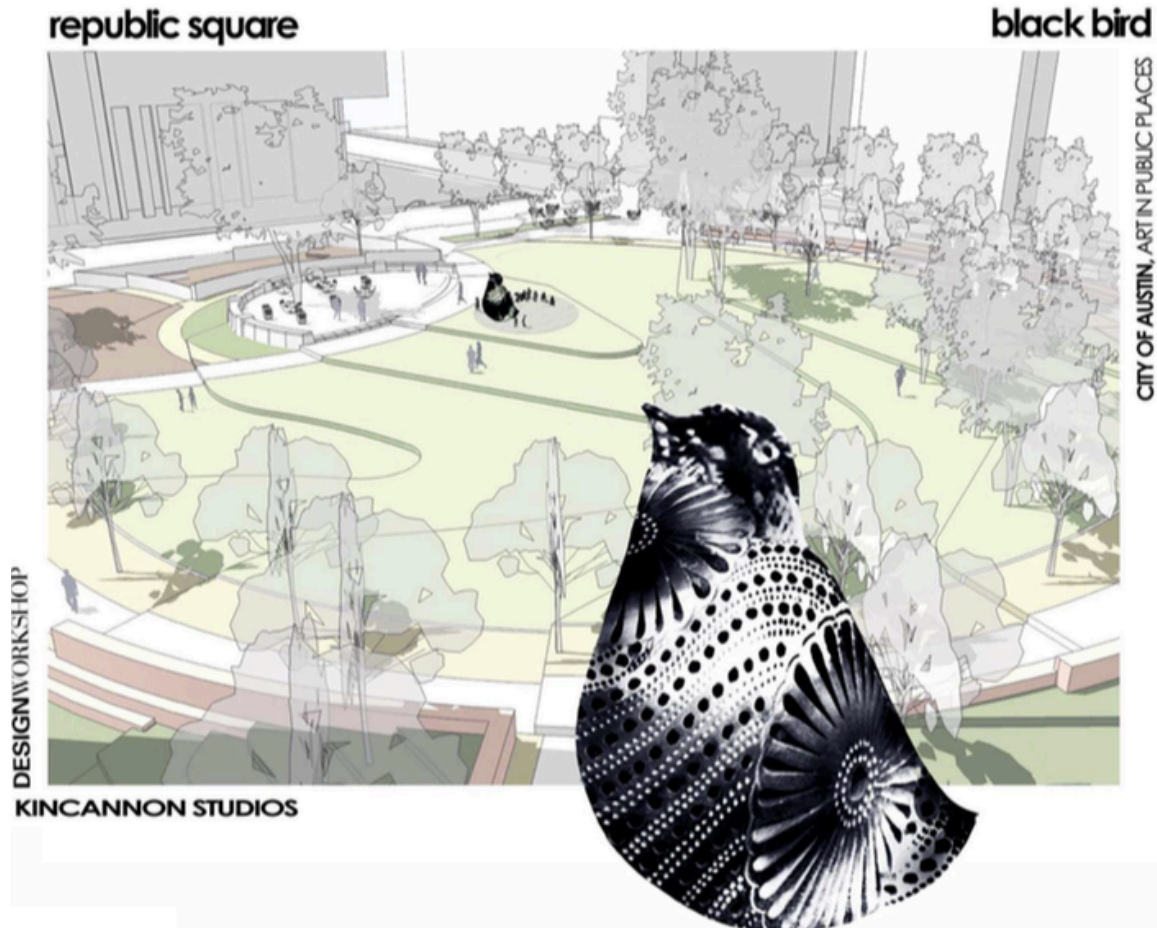
- Casual dining menu offering a variety of options at a low price point
- Operating 7 days a week, serving breakfast, lunch, dinner, beer and wine

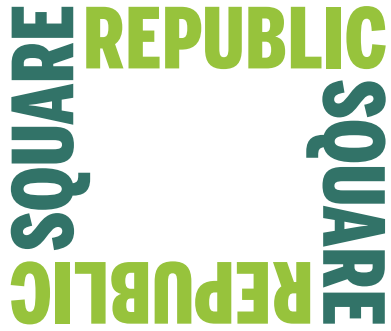


KINCANNON STUDIOS

Blackbird, a new public sculpture by local artist Holly Young-Kincannon, will find its home in Republic Square. The sculpture is an abstract realization of grackles, as well as the culture of music in Austin. The dark color and flamboyant details draw inspiration from pottery and folk art of Oaxaca, Mexico.

- Mexican Cultural Heritage
- Pop Art & Traditional Art Blend
- Iconic Imagery
- Nighttime Appeal
- Eccentric Charm & Modern Sympathies
- Playful Sculpture to Actively Engage





ENHANCED OPERATIONS & SERVICES

OPERATIONS & SERVICES

Landscape Services

- Lawn Maintenance
- Ornamental Planting Maintenance
- Irrigation Arborist
- Integrated Pest Management
- Testing Laboratory Services

Auction Oaks

- Assessment
- Arboreal Maintenance

Waste Management

- Compost
- Recycling
- Refuse
- Litter control
- Mutt Mitts

Additional Contract Services

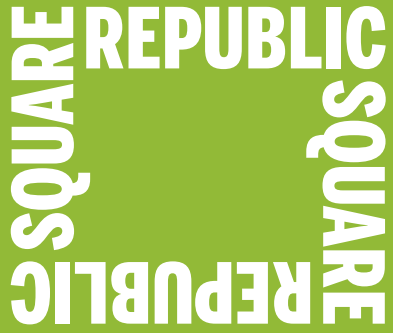
- Concrete
- Mason
- HVAC
- Electrician
- Plumber

STAFFING

Republic Square will be staffed by highly qualified and specially trained ambassadors to provide exceptional maintenance and hospitality services that ensure a positive, welcoming experience for all guests.



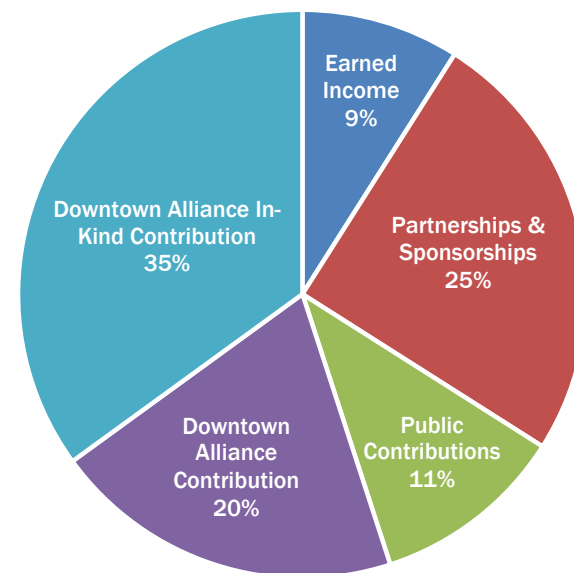
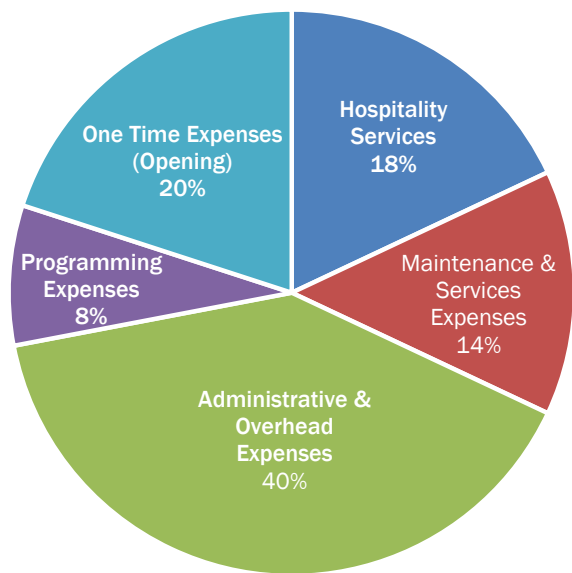
Ambassadors will provide helpful information about Republic Square and downtown Austin, high-quality cleaning services, and a consistent, friendly and professional presence to assist the public. Uniforms will reflect the Republic Square brand and make the Ambassadors easily to identify.



FINANCIALS

ANNUAL BUDGET Y1

Year 1 Operating Budget: \$730,942



Projected Revenues: \$730,942



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OPENING FALL 2017