

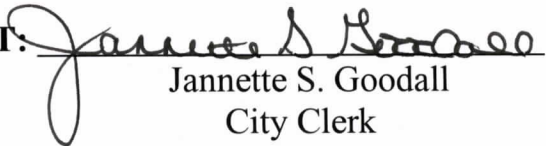
**RESOLUTION NO. 20210729-029**

**BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF AUSTIN:**

The South Congress Preservation and Improvement District Service and Assessment Plan and Budget update for 2022, attached as Exhibit A, are approved.

**ADOPTED:** July 29, 2021

**ATTEST:**

  
Jannette S. Goodall  
City Clerk

# Exhibit A

## City of Austin Austin S Congress Public Improvement District 2022 Proposed Assessment Roll and Rate

		TCAD 2021	COA 2021	2022
PropID	Property Address	Taxable Value	Assessable Value	Assessment
100851	1200 S CONGRESS AVE	\$ 3,082,731.00	\$ 3,082,731.00	\$ 6,165.46
100852	1220 S CONGRESS AVE	\$ 7,182,788.00	\$ 7,182,788.00	\$ 14,365.58
282685	1423 S CONGRESS AVE	\$ 1,729,629.00	\$ 1,729,629.00	\$ 3,459.26
282686	1413 S CONGRESS AVE	\$ 1,174,156.00	\$ 1,174,156.00	\$ 2,348.31
282687	1401 S CONGRESS AVE	\$ 954,742.00	\$ 954,742.00	\$ 1,909.48
282695	1333 S CONGRESS AVE	\$ 8,308,400.00	\$ 8,308,400.00	\$ 16,616.80
282696	1325 S CONGRESS AVE	\$ 1,340,338.00	\$ 1,340,338.00	\$ 2,680.68
282697	1323 S CONGRESS AVE	\$ 578,446.00	\$ 578,446.00	\$ 1,156.89
282698	1321 S CONGRESS AVE	\$ 666,982.00	\$ 666,982.00	\$ 1,333.96
282699	1317 S CONGRESS AVE	\$ 731,327.00	\$ 731,327.00	\$ 1,462.65
282700	1315 S CONGRESS AVE	\$ 749,853.00	\$ 749,853.00	\$ 1,499.71
282701	1313 S CONGRESS AVE	\$ 952,772.00	\$ 952,772.00	\$ 1,905.54
282704	1303 S CONGRESS AVE	\$ 701,667.00	\$ 701,667.00	\$ 1,403.33
282705	1301 S CONGRESS AVE	\$ 476,970.00	\$ 476,970.00	\$ 953.94
283161	1711 S CONGRESS AVE	\$ 3,444,026.00	\$ 3,444,026.00	\$ 6,888.05
283163	1701 S CONGRESS AVE	\$ 1,449,255.00	\$ 1,449,255.00	\$ 2,898.51
283171	1603 S CONGRESS AVE	\$ 28,715,231.00	\$ 28,715,231.00	\$ 57,430.46
302142	105 W JAMES ST	\$ 415,955.00	\$ 415,955.00	\$ 831.91
302143	1300 S CONGRESS AVE	\$ 785,863.00	\$ 785,863.00	\$ 1,571.73
302144	1306 S CONGRESS AVE	\$ 794,190.00	\$ 794,190.00	\$ 1,588.38
302145	1318 S CONGRESS AVE	\$ 6,137,867.00	\$ 6,137,867.00	\$ 12,275.73
302146	1316 S CONGRESS AVE	\$ 11,772,552.00	\$ 11,772,552.00	\$ 23,545.10
302154	1710 S CONGRESS AVE	\$ 1,310,938.00	\$ 1,310,938.00	\$ 2,621.88
302155	1712 S CONGRESS AVE	\$ 509,310.00	\$ 509,310.00	\$ 1,018.62
302157	1722 S CONGRESS AVE	\$ 3,087,738.00	\$ 3,087,738.00	\$ 6,175.48
302159	1704 S CONGRESS AVE	\$ 3,009,214.00	\$ 3,009,214.00	\$ 6,018.43
302165	1600 S CONGRESS AVE	\$ 1,310,017.00	\$ 1,310,017.00	\$ 2,620.03
302166	1604 S CONGRESS AVE	\$ 1,025,531.00	\$ 1,025,531.00	\$ 2,051.06
302167	1608 S CONGRESS AVE	\$ 346,469.00	\$ 346,469.00	\$ 692.94
302168	1608 S CONGRESS AVE 1	\$ 309,080.00	\$ 309,080.00	\$ 618.16
302169	1608 S CONGRESS AVE 2	\$ 2,075,039.00	\$ 2,075,039.00	\$ 4,150.08
302172	1612 S CONGRESS AVE	\$ 2,034,383.00	\$ 2,034,383.00	\$ 4,068.77
302179	1500 S CONGRESS AVE	\$ 1,188,386.00	\$ 1,188,386.00	\$ 2,376.77
302180	1504 S CONGRESS AVE	\$ 1,212,607.00	\$ 1,212,607.00	\$ 2,425.21
302181	1508 S CONGRESS AVE	\$ 1,851,269.00	\$ 1,851,269.00	\$ 3,702.54
302182	1512 S CONGRESS AVE	\$ 2,150,307.00	\$ 2,150,307.00	\$ 4,300.61
302183	1516 S CONGRESS AVE	\$ 1,041,337.00	\$ 1,041,337.00	\$ 2,082.67
302184	1522 S CONGRESS AVE	\$ 1,967,707.00	\$ 1,967,707.00	\$ 3,935.41
302188	1400 S CONGRESS AVE B	\$ 20,364,104.00	\$ 20,364,104.00	\$ 40,728.21
302189	1412 S CONGRESS AVE	\$ 1,889,131.00	\$ 1,889,131.00	\$ 3,778.26
302190	1412 S CONGRESS AVE	\$ 809,570.00	\$ 809,570.00	\$ 1,619.14
		\$ 129,637,877.00	\$ 129,637,877.00	\$ 259,275.73

South Congress PID 2020 assessment rate - \$0.20/\$100 valuation



## EXHIBIT A

### South Congress Preservation and Improvement District 2022 Service Plan

#### INTRODUCTION

During Fiscal Year 2022, 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 that includes the hiring of off-duty officers to walk the district on all 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)
  - Expanded 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)
  - Implement phase one of an 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 street banners, supplying 19 double-sided poles, will also refabricate all banners
  - Transportation systems (taxis, valets, and TNC drop off/pick up zones and pedicab operational zones)
    - Create and install more district way-finding signs
    - Explore more areas for bike parking throughout the district
  - Public Restrooms (identify a location for a public restroom and explore best practices for public restrooms through the downtown restroom pilot program)
    - Explore costs of maintenance
- 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 Director to promote businesses in 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 South Congress
- 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 improve the district's informational website - [www.visitsoco.com](http://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
  - Weekly communication through the SCIA newsletter
  - Annual membership meeting
  - Continue to update the database of property owners, both members and nonmembers
  - 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, 2022 - April 30, 2023****PID Service Plan Budget****Revenues:****2022-2023****City Revenue:**

PID Assessments	\$220,384
Interest and Late Payment Penalties	\$256
Prior Year Revenue Collections & Reserve	\$25,113
City Fee In Lieu of Assessment	\$2,679
Less Administrative Fees for 2020-2021	(\$3,399)
Reserve release	\$61,747
Adjustment for Doubtful Accounts	\$(55,782)
<b>Total Revenues:</b>	<b>\$250,998</b>

**Expenses:****2022-2023****Programs:**

Public Safety	\$62,749.50 (25%)
Infrastructure / Physical Environment (Maintenance & Improvements)	\$62,749.50 (25%)
Marketing / Fundraising/Economic Development	\$62,749.50 (25%)
Administration	\$62,749.50 (25%)
<b>Total Expenses:</b>	<b>\$250,998</b>