



**DOWN  
AUSTIN TOWN  
ALLIANCE**

Downtown Public Improvement  
District Authorization  
**2023-2032**



# THE DOWNTOWN PID

- Created in 1993
- Renews every 10 years

## MAP LEGEND

-  PARCELS ADDED TO PID
-  PROPOSED PID BOUNDARY 2023-2032





# DOWNTOWN AUSTIN ALLIANCE

- 501(c)(4) non-profit management organization
- Funded by PID Assessment

## VISION

The downtown you will always love.

## MISSION

To create, preserve and enhance the value and value and vitality of Downtown Austin.



# DOWNTOWN AUSTIN ALLIANCE FOUNDATION

- 501(c)(3) non-profit

## MISSION

To ignite the potential of downtown—through art and creative spaces that capture the spirit of Austin—by and for everyone.





Maintaining a **clean, safe, and welcoming** downtown to attract and retain world-class employers, a talented workforce and visitors from near and far.



- Expand Downtown Ambassadors: double pressure washing capacity, expand beautification service area, form dedicated hospitality team to serve parks
- Fund APD Overtime Initiative and HALO cameras
- Partner with City of Austin on critical infrastructure and crisis planning

AMBASSADORS  
SERVING  
DOWNTOWN  
**70+**

CLEANING, SAFETY,  
BEAUTIFICATION &  
HOSPITALITY  
**\$4.4M**  
(ANNUALLY)

APD  
OVERTIME  
**140**  
(HOURS/WEEK)



## BY THE NUMBERS: DIRECT SERVICES 2021

### AMBASSADORS



**27,806**

HOSPITALITY  
CONTACTS



**4,934,826**

SQUARE FEET  
POWER WASHED



**601**

SAFETY  
ESCORTS



**262,992**

POUNDS OF TRASH  
REMOVED

### BEAUTIFICATION



**11,969**

GRAFFITI &  
POSTERS REMOVED



**172**

PLANTERS  
MAINTAINED



**58**

BANNERS  
MAINTAINED



**148**

TREES  
MAINTAINED

### OVERTIME POLICE



**\$600K**

SPENT ON APD  
OVERTIME INITIATIVE



**1,479**

HOSPITALITY  
CONTACTS WITH  
PEDESTRIANS



**571**

POLICE CASES  
ASSISTED BY THE  
CAMERA SYSTEM





Convening key partners and advancing short- and long-term strategies to reduce unsheltered **homelessness downtown.**



- Influence policy and system planning at the local and state levels to address the issue of homelessness
- Continue supporting (through funding, partnerships and advocacy) Community First! Village and others providing housing and services

HOUSING  
GOAL  
**3,000**  
(OVER 3 YEARS)

DIRECT FUNDING FOR  
HOUSING & SHELTER  
**\$2.25M**  
(10-YEAR PLEDGE)

INDIVIDUALS  
SHELTERED OR  
HOUSED  
**512**



# UNSHELTERED HOMELESSNESS



## FAMILY REUNIFICATION PROGRAM

**81** individuals reunited with family

## HOMELESSNESS HEALTH & WELLNESS CENTER

**90** people enrolled

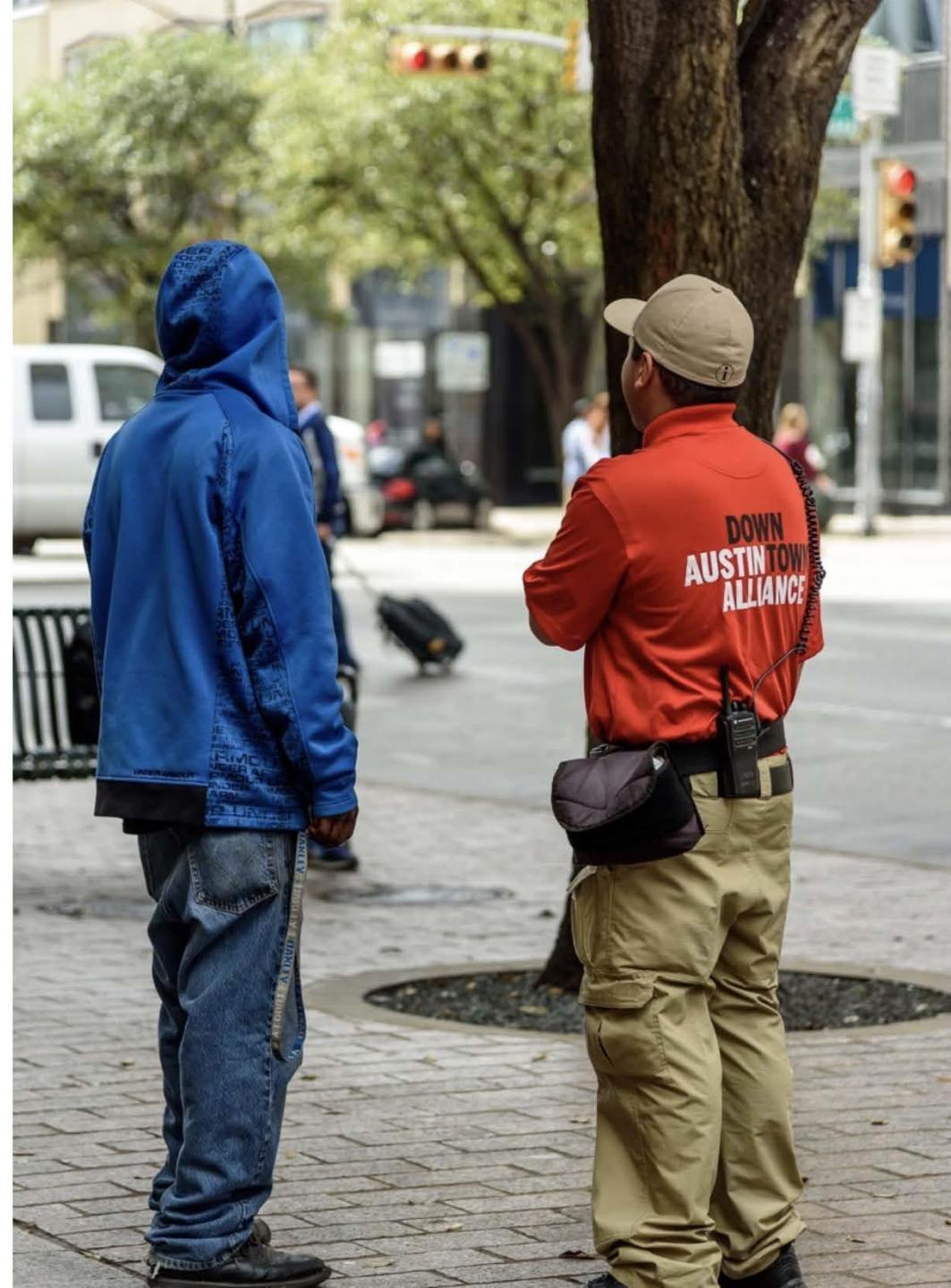
**37** people housed



## COMMUNITY FIRST! VILLAGE

\$1 million mark contribution

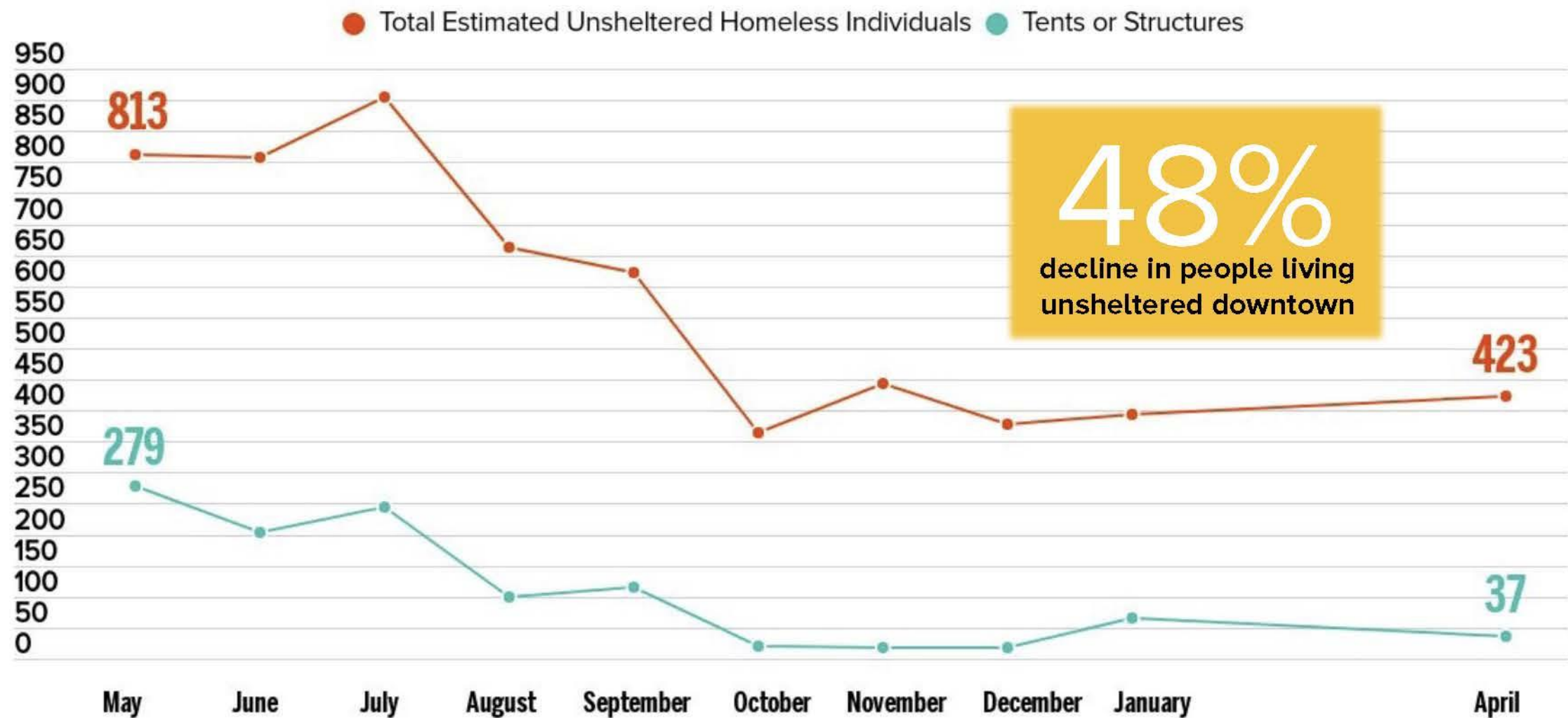
\$2 million committed





# UNSHELTERED HOMELESSNESS

Total Downtown Estimated Unsheltered Homeless and Tents or Structures





Ensuring our growing downtown retains  
its unique character and appeal, while  
improving **access and mobility.**

- Shape downtown portion of I-35 redevelopment
- Advocate for robust transit network: Project Connect, transit stations, downtown circulator
- Drive holistic district planning initiatives for iconic and emerging neighborhoods such as the Innovation District and Palm District

DOWNTOWN  
TRANSIT RIDERSHIP

**1.9M**

(ANNUAL RIDERS)

DAILY AVERAGE  
VEHICLE TRAVEL

**100K**

(WEEKDAY TRIPS  
ENDING DOWNTOWN)

MICROMOBILITY  
RIDERSHIP

**1.4M**

(ANNUAL CITYWIDE  
TOTAL TRIPS)





Championing initiatives that meet the downtown community's current and future needs, through **advocacy and education.**

- Host events that educate the downtown community on important issues, such as public safety, current market data, homelessness or the Innovation District
- Advocate for downtown-related policies; recent successes include the statewide camping ban that passed the 87th State Legislature
- Support downtown's growth through land use and transportation advocacy and thoughtful planning for downtown's future

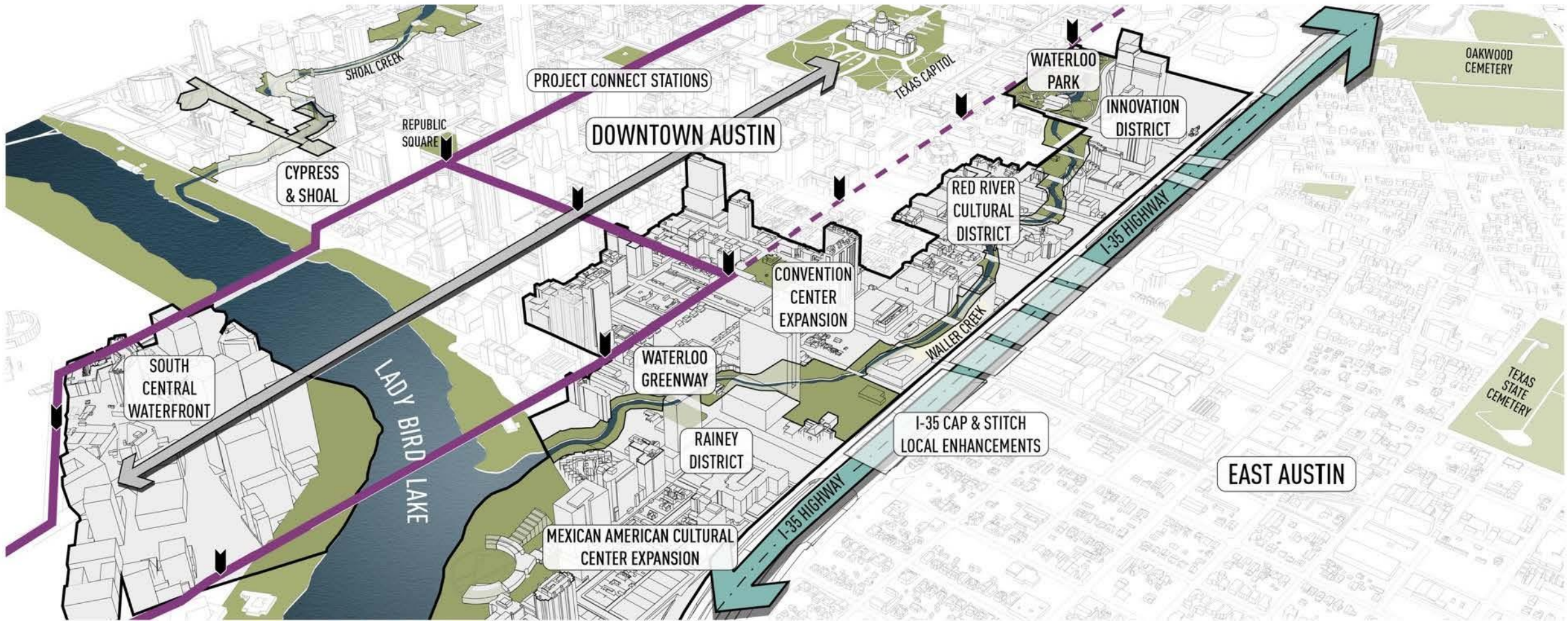


PHOTO: WATERLOO GREENWAY



# ADVOCACY

- I-35 Cap and Stitch
- Project Connect
- Congress Avenue Urban Design Initiative
- Convention Center Expansion
- Palm District Planning
- Innovation District
- Land Development Code Changes





Cultivating and programming engaging,  
inclusive **spaces for recreation and  
respite**, as downtown grows.

- Continue Republic Square operations, maintenance and programming
- Enhance other parks, historic squares and public spaces (Waterloo Greenway, Shoal Creek, Butler Trail, etc.) through funding and partnerships
- Create vibrancy through events, murals, Wi-Fi and more





# ACTIVATING PARKS & PUBLIC SPACES



**DOWN**  
**AUSTINTOWN**  
**ALLIANCE**  
FOUNDATION





Spurring and supporting development to  
ensure downtown remains the region's  
**economic and cultural epicenter.**

- Shape emerging Innovation District into a center of health, tech and life sciences
- Advocate for policies and funding that maintain downtown's competitive advantage and support small businesses and live music
- Increase foot traffic through pop-ups, events and exhibits at vacant properties

EMERGING LIFE  
SCIENCES CLUSTER

**TOP 3**

(INNOVATION  
DISTRICT)

ADDED JOBS  
SINCE 2012

**24K**

(33% INCREASE)

CONVENTION GROUPS  
RE-BOOKED

**189**

(POST-PANDEMIC)



EMPLOYMENT **BY INDUSTRY**







Leveraging research and marketing to draw people and investment downtown, while keeping community members engaged and informed with relevant, targeted **communication.**

- Develop targeted marketing campaigns promoting downtown's overall vitality and specific events, attractions and businesses
- Conduct research and produce reports: State of Downtown, Economic Impact Index, Emerging Projects map, retail inventory, surveys and more
- Develop and manage data and research tools to provide ongoing market analyses and trends on the downtown market

TOTAL SOCIAL  
MEDIA FOLLOWERS  
**37.1K**

TOTAL  
IMPRESSIONS  
**290M**

(PRINT, ONLINE,  
BROADCAST)

TOTAL  
PUBLICITY VALUE  
**\$5.4M**

(EARNED MEDIA)



## THE EPICENTER OF AUSTIN'S GROWTH

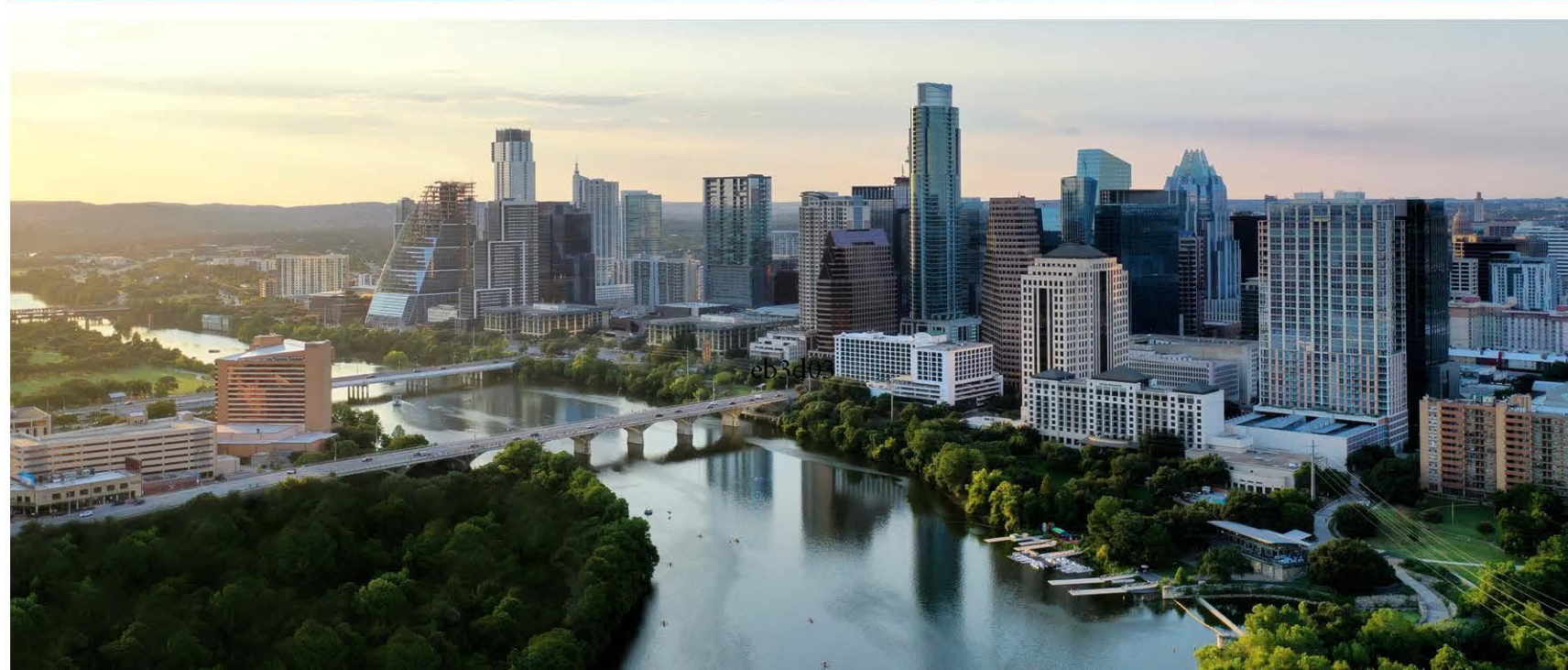
Downtown's value has more than  
tripled over the last decade.

2010  
**\$3.1  
BILLION**

2020  
**\$10.7  
BILLION**

2030  
**\$24  
BILLION**

Source: Capitol Market Research, April 2021





## BUILDING FOR THE FUTURE

Following the Downtown Vision's strategic priorities has enabled us to:

- plan for downtown's growth
- advocate for infrastructure and services needed for long-term vitality

PUBLIC SPACE AREA OF DOWNTOWN

**49%**

*(PARKS, PLAZAS, SIDEWALKS, STREETS)*

PROJECTS UNDER  
CONSTRUCTION

**28**

*(9.6M SQFT)*

PROPOSED PROJECTS

**35**

*(10.5M+ SQFT)*

ACRES OF  
PUBLIC SPACE

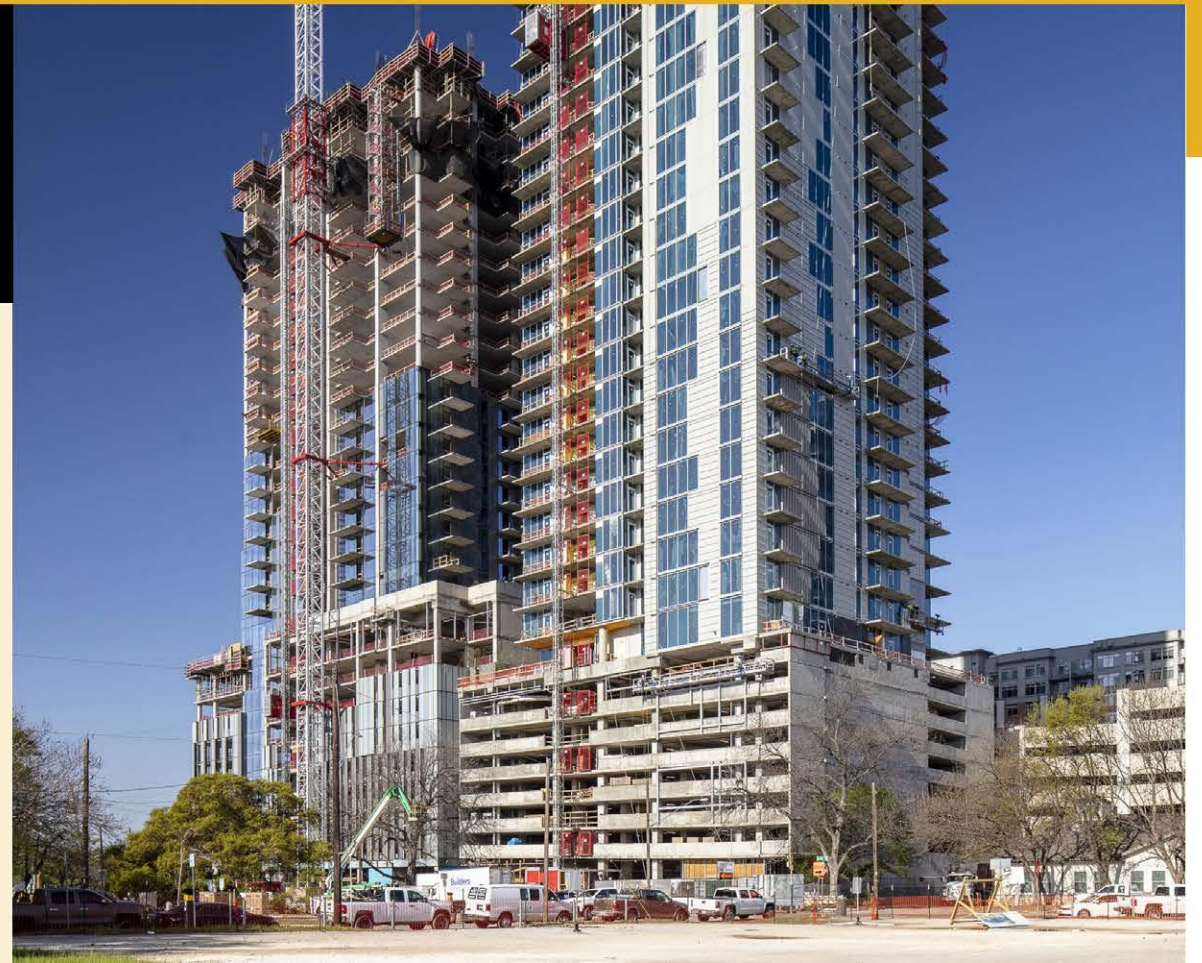
**45**

*(NEW & REVITALIZED  
IN THE NEXT 10 YEARS)*

TRANSFORMATIONAL  
INFRASTRUCTURE PROJECTS

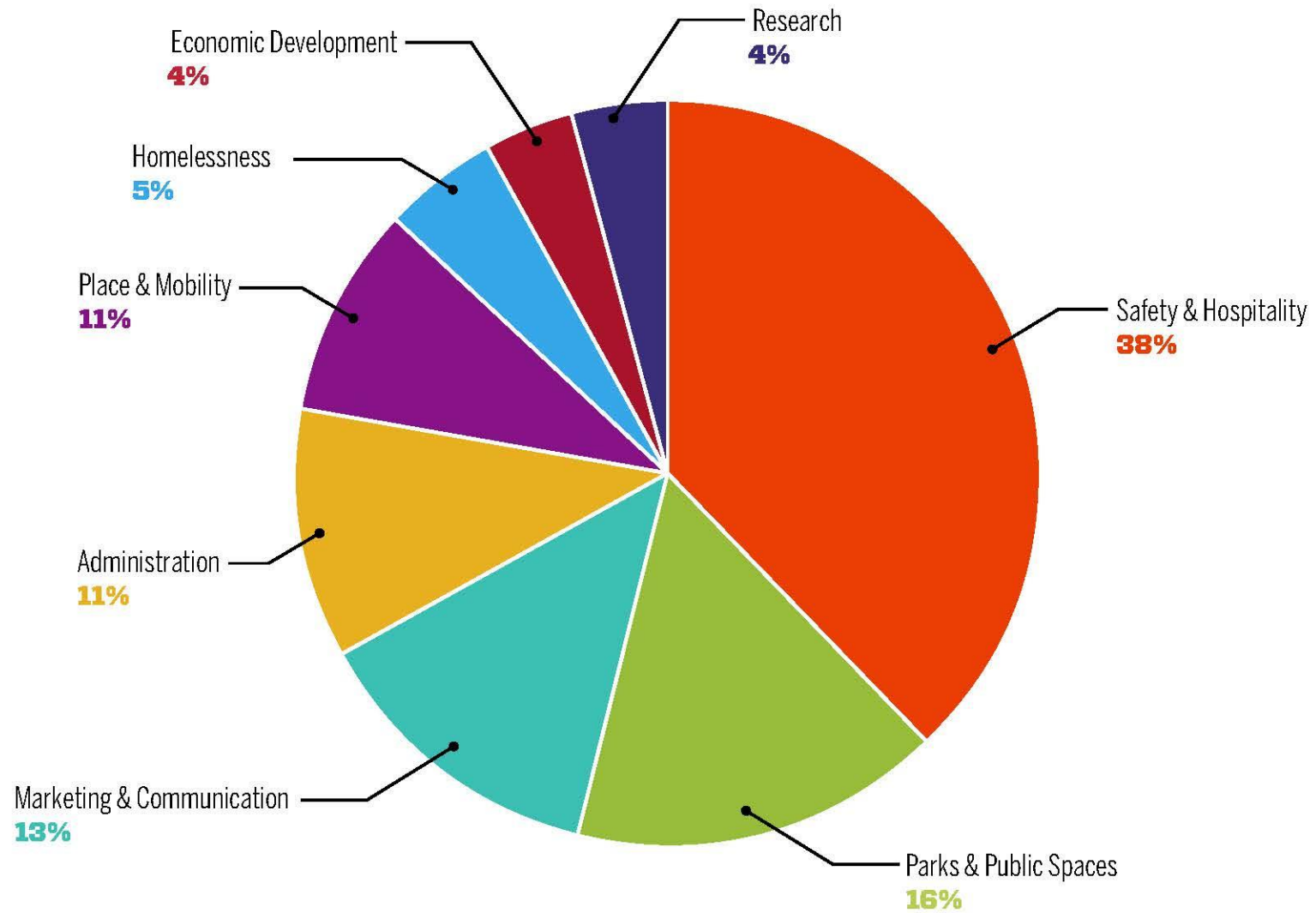
**7**

*(IN PROGRESS OR PLANNED)*





## FY 2023-2024 PROJECTED BUDGET: \$16,487,776





## JOIN FELLOW PROPERTIES TO CONTINUE THE DOWNTOWN PID

### Assessment Rate

The assessment remain the same: not to exceed \$0.10 per \$100 of value.

### Assessment Rate Comparison

Current assessment rates per \$100 of assessed value

***Downtown Austin: not to exceed \$0.10***

Dallas: \$0.129

Fort Worth: \$0.105

Houston: Maximum rate of \$0.14

San Antonio: \$0.15 commercial; \$0.09 residential

### Exemptions

The first \$500,000 of valuation of all taxable real properties in the PID are exempt from assessment. Additionally, nonprofits, hospitals, schools, parks and city, state, county and homestead properties are all exempt from PID assessment.





# DOWN AUSTIN TOWN ALLIANCE

## 2022-2023 GOALS





# GOALS & INITIATIVES

- Advance **Homelessness Summit** goals increasing shelter and services
- Collaborate for a cohesive **Austin Core Transportation Plan**
- Advocate for a comprehensive regional **Construction Mitigation Plan**
- Continue property owner engagement and ensure world-class design elements are incorporated into the **Project Connect** design
- Develop an actionable and implementable plan for the **Palm District**
- Develop a comprehensive funding strategy and a community driven **I-35 Cap and Stitch** design
- Advocate for **South Central Waterfront** implementation
- Improve **East Sixth Street** infrastructure and safety
- Actively improve the community's overall **perceptions of safety** downtown
- Create programming that will make downtown **welcoming and inviting** for everyone
- Grow the **Clean & Safe** program from 56 to 72 employees, adding a power washing team and equipment to support the growing demands of downtown





Austin - The downtown *you* will always love...

