



EXHIBIT A

South Congress Preservation and Improvement District 2024 Service Plan

INTRODUCTION

During Fiscal Year 2024, 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 including the hiring of off-duty officers to walk the district on certain 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 \$179,559.79 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:

- Work directly with the City and the newly formed PTMD to better address parking throughout the district
- Clean the structures and surface infrastructure (public and private space)
 - Continue to provide 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 \$179,599.79 annually)
 - Continue art 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 district street banners

- Transportation systems (taxis, valets, and TNC drop off/pick up zones and pedicab operational zones)
- Create and install more district way-finding signs
- 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 Manager to promote businesses in the 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
 - 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 maintain and enhance the district's informational website - 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 five 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, 2023 – April 30, 2024	
PID Service Plan Budget	
Revenues	2024-2025
City Revenue:	
PID Assessments	\$ 265,535
Interest and Late Payment Penalties	\$ 2,614
Prior Year Revenue Collections and Reserve	\$ 24,409
City Fee In Lieu of Assessment	\$ 2,679
Less Fund Balance Shortage	\$ (24,409)
Less Administrative Fees	\$ (3,248)
Total Revenues:	\$ 267,580
Expenses:	2024-2025
Programs:	
Public Safety	\$ 66,895
Infrastructure/Physical Environment (Maintenance)	\$ 66,895
Marketing/Fundraising/Economic Development	\$ 66,895
Administration	\$ 66,895
Total Expenses	\$ 267,580

TEXAS PROPERTY CODE Sec. 5.014. NOTICE OF OBLIGATIONS RELATED TO PUBLIC IMPROVEMENT DISTRICT. "A person who proposes to sell or otherwise convey real property that is located in a public improvement district established under Subchapter A, Chapter 372, Local Government Code... shall first give to the purchaser of the property the written notice prescribed by Subsection (a-1)..."

NOTICE OF OBLIGATION TO PAY IMPROVEMENT DISTRICT ASSESSMENT TO AUSTIN, TEXAS

CONCERNING THE FOLLOWING PROPERTY

(insert property address)

As the purchaser of the real property described above, you are obligated to pay assessments to City of Austin, Texas, for the costs of a portion of a public improvement or services project (the "Authorized Improvements") undertaken for the benefit of the property within the South Congress Preservation and Improvement District (the "District") created under Subchapter A, Chapter 372, Local Government Code.

AN ASSESSMENT HAS BEEN LEVIED AGAINST YOUR PROPERTY FOR THE AUTHORIZED IMPROVEMENTS, WHICH MAY BE PAID IN FULL AT ANY TIME. IF THE ASSESSMENT IS NOT PAID IN FULL, IT WILL BE DUE AND PAYABLE IN ANNUAL INSTALLMENTS THAT WILL VARY FROM YEAR TO YEAR DEPENDING ON THE AMOUNT OF INTEREST PAID, COLLECTION COSTS, ADMINISTRATIVE COSTS, AND DELINQUENCY COSTS.

The exact amount of the assessment may be obtained from City of Austin. The exact amount of each annual installment will be approved each year by Austin City Council in the annual service plan update for the district. More information about the assessments, including the amounts and due dates, may be obtained from the City of Austin.

Your failure to pay any assessment or any annual installment may result in penalties and interest being added to what you owe or in a lien on and the foreclosure of your property.

The undersigned purchaser acknowledges receipt of this notice before the effective date of a binding contract for the purchase of the real property at the address described above.

Date: _____

Signature of Purchaser