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DOWNTOWN AUSTIN ALLIANCE

ANNUAL REPORT

2013-2014

14



DOWNTOWN AUSTIN ALLIANCE

2013

*ANNUAL
REPORT*

2014

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LETTER FROM THE

BOARD CHAIR

The year 2014 was one of great transition and growth in downtown Austin. Three new hotels, high rise condominiums, affordable housing, and commercial offices are under construction in downtown, responding to the strong market demand for residents and visitors wanting to be downtown. Our city's leadership is changing with City Council's upcoming move from at-large representation to geographic representation, or 10-ONE. This means that, starting in January, we will have 10 Council members, each elected from a different city district. And almost all will be new to city government.

The new City Council will have plenty of new challenges to grapple with — challenges most cities would kill to have. The construction of the new Dell Medical School, upcoming completion of the Waller Creek Tunnel and potential changes to the capitol complex are adding another layer of development to downtown's already booming construction zone. Downtown is located primarily in one Council district, but its positive economic impact has a ripple effect on all districts. And as we documented last year, the entire city benefits from the taxes generated in downtown .

To address downtown's challenges and opportunities, this year the Downtown Austin Alliance honed its own 5-year strategic plan, putting our resources toward areas where we can bring the most value and vitality to downtown. For example, we are working with our partners, the Austin Parks Foundation and City of Austin Parks and Recreation Department, on a plan to revitalize and provide a high level of maintenance to Republic Square. We will then use its success as a model to turn other downtown historic squares into economic assets for the area. Additionally, improvements continue on Congress Avenue as we strive to make in The Main Street of Texas.

And of course, as downtown continues to develop, no challenge looms larger than mobility. How can we improve connectivity within downtown, as we have with this year's newly launched and highly successful B-cycle bike share, and how can we improve connectivity between downtown and other parts of Austin? This year brought new MetroRapid bus routes through the central corridor as well as significant progress on MoPac's managed lanes, and we hope the future includes urban rail as well as depressing the downtown lanes of I-35 to increase capacity and better link east and west Austin.

One of downtown's big changes is happening within the DAA's own four walls — our executive director Charlie Betts will retire at the end of 2014. Over the last 17 years, Charlie's steadfast leadership has guided our board and staff in working toward an ambitious vision for downtown's future. He's earned the respect of every organization in town and built valuable long-term working relationships that will serve the DAA well for decades to come.

On behalf of our board, staff and membership, I want to thank Charlie for his excellent service to the DAA and to downtown. While we look forward to new leadership for downtown's next phase, we will miss Charlie and wish him much happiness in his own next chapter.

Sincerely,



LARRY GRAHAM
2012-2014 Board Chair
Downtown Austin Alliance



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LETTER FROM THE

EXECUTIVE DIRECTOR



As a full-time advocate for downtown, the Downtown Austin Alliance's most powerful tools for change are our vision and our voice. We are always thinking decades ahead, assessing community members' needs for downtown's future, and finding ways to bring them to light.

We act as downtown's "seat at the table," working with the City of Austin and other government partners as they create the long-term plans and infrastructure that makes downtown a more attractive place for investors. And that brings private development from risk takers who are sold on our city.

This was a year when advocacy, planning, infrastructure and investment came together in several very big ways. The cranes in our sky are one key measure — as of July 2014, 14 major developments were under construction in the Downtown Public Improvement District, up from four a year before. This sustained building cycle is still barely keeping up with demand; in fact, we're experiencing the nation's biggest downtown hotel boom with 1,676 rooms currently being added.

In downtown's northeast corner, the Dell Medical School at The University of Texas at Austin broke ground, providing a catalyst for development of an entire Innovation Zone where public and private sectors can eventually work together to incubate new ideas and products. On downtown's southern edge, construction began on the first project on the old Green Water Treatment Plant site, and continued on the new central library at the redeveloping Seaholm Power Plant site. And nearby the beautiful new Boardwalk Trail at Lady Bird Lake completes the Butler Hike and Bike Trail.

Of course, such development can only continue if our downtown remains accessible via all modes of transportation. Our current system is inadequate, but after the DAA's 15 years of intense advocacy for urban rail, June 2014 was the biggest month of transportation progress we've ever seen. The Austin City Council and Austin Chamber both endorsed the Austin Strategic Mobility Plan, and in November the public will vote on bond funding for a new urban rail line and road improvements. In June, Capital Metro also received a \$50 million grant to double the capacity and extend the hours of its current MetroRail commuter line, and to make improvements to the downtown station.

This progress is especially meaningful to me as I retire after 17 years as the DAA's executive director. When I started, downtown had few high rises, the streets were much emptier, and we were just presenting the idea of a streetcar service downtown. We had a vision for downtown's potential, and over the years hundreds of DAA board members, staff, committee members and partners have given that vision a clear, consistent voice. I want to thank you all for your tireless, ongoing support of downtown. It has been a pleasure to serve alongside you as we worked every day to make this an economically prosperous, enjoyable place to live, work and play.

Sincerely,

A handwritten signature in black ink that reads "Charlie Betts". The signature is written in a cursive, flowing style.

CHARLIE BETTS

Executive Director

Downtown Austin Alliance



ABOUT THE

DOWNTOWN AUSTIN ALLIANCE

WHO WE ARE

The Downtown Austin Alliance is a nonprofit organization that works with property owners, residents, business owners, community organizations and government entities to advance our collective vision for the future of downtown Austin.

As a leader and full-time advocate for downtown, the DAA takes an active role in planning decisions that will increase the area's economic prosperity. We also partner with key stakeholders in the public and private sectors on dozens of projects to enhance downtown's appeal to businesses, residents and visitors. Additionally, we provide direct services that make downtown a cleaner and safer place.

The DAA's volunteer board, advisory board and member committees join our organization's full-time staff in its daily work to preserve and enhance the value and vitality of downtown Austin.

FUNDING AND MEMBERSHIP

In 1993, the downtown property owners petitioned the City of Austin to create a Public Improvement District (PID) to address the unique needs of downtown Austin. The PID is currently authorized through 2023. The DAA's primary funding source comes from a special assessment on privately owned, large properties (over \$500,000) within this PID.

Owners of downtown property valued over \$500,000 automatically become assessed members of the DAA, and any other Austin organizations or individuals are welcome to join our organization as associate or voluntary members.

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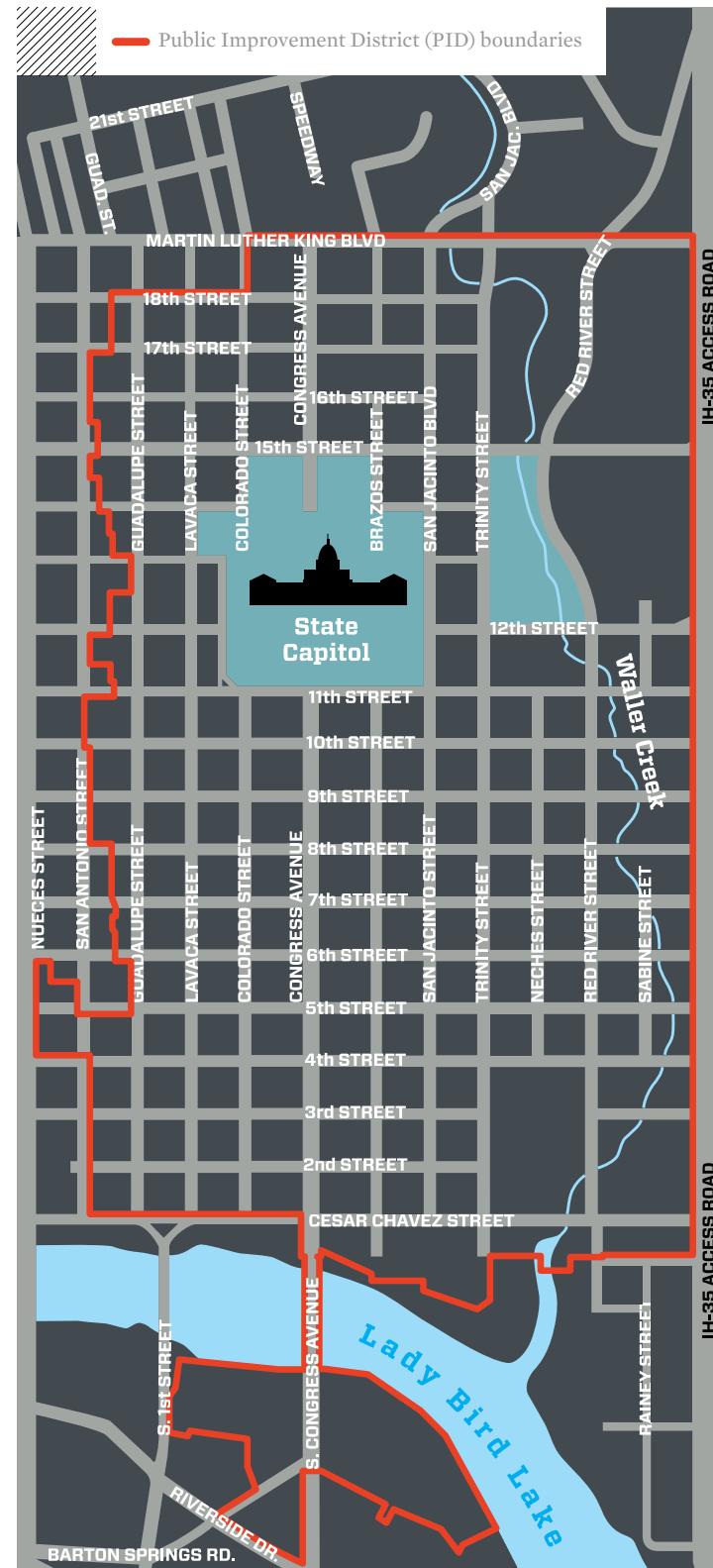
Assessed Members
(Property owners)

99

Associate & Voluntary Members
(Dues-paying)

737

DAA Total Members



SPOTLIGHT: CHARLES BETTS'

LEGACY of SERVICE

During Charles Betts' 17-year tenure as the Downtown Austin Alliance's executive director, Austin has transformed from college town to cosmopolitan city. Charlie dedicated his time at the DAA to advocating for better transportation options, for dense development to accommodate our growing city, and for improvements to the public amenities like Waller Creek.

"If I recall correctly, David Bodenman, Tom Stacy and I were the search committee to find the new CEO for the DAA. One day, Tom said he thought he had the perfect candidate, but was not sure we could attract him. With a background in banking, historic preservation, and a community leader who knew everyone in town, he brought Charlie's name forward. Now known as 'Mr. Downtown,' Charlie was the right fit at the right time."

BOBBIE BARKER

St. David's Community Health Foundation
DAA Board Chair, 1997-1998

"All one has to do is look at our skyline to see the impact that Charlie Betts has made on downtown Austin. His work at the Downtown Austin Alliance will have a positive impact on our city for years to come. I might suggest that we also look at other chapters of this gentleman's life to learn what a difference Charlie has made in this community. His family, civic, and church life are ones to admire. Best wishes to you Charlie."

JOHN BARCLAY

The John A. Barclay Agency, Inc
DAA Board Chair, 1993-1994

Charlie's many other leadership roles include past director of the International Downtown Association, founding member of the Austin Area Research Organization, board member of the Austin History Center Association, Trustee Emeritus of St. Edward's University, and Elder at Covenant Presbyterian Church.

"When the Big 12 Conference was created, I put together a group of my friends to attend the conference basketball tournament and root for the Longhorns. Charlie is a founding member of the group, called the BarneStormers, and we've traveled to over a dozen tournaments. As you would expect, Charlie is one of the most popular members of the group and a great friend to all of us. We wish him well in his retirement, and we look forward to being with him at many more UT athletic events."

GLENN E. WEST

"Charlie 'talks the talk and walks the walk.' He lives and breathes everything the Downtown Austin Alliance is trying to do. You can always see him walking up Congress greeting folks, picking up bits of litter, and generally making sure things are as they should be. Cheers to a great guy."

WILLIAM M. "BILL" KEENAN

Wells Fargo Private Bank

“He is the modern cowboy.”

“I remember when the International Downtown Association Annual Conference was in Orlando. As Charlie and I walked back to the hotel after visiting a local homeless shelter, we stopped by a farmer’s market. We approached a food vendor who was closing up, and Charlie inquired about their food. The lady said she was out of everything except boiled peanuts. Charlie shared that he had never had boiled peanuts, and did not know you could eat them boiled. The lady gave him a cup of them and before she could hand him the spoon, Charlie took one from the cup and proceeded to break it open as you would a regularly shelled raw peanut. Needless to say, juice went flying everywhere – all over him, the lady, and me! We all had a big laugh out of it. It was definitely something to remember!”

BEVERLY SILAS

Beverly Silas & Associates

DAA Board Chair, 2001-2002

“Charlie is truly one of a kind. He is the modern cowboy. Polite, honest, politically astute and effective. He has the southern drawl that is engaging and disarming. I am convinced that the DAA’s success in the early years was because of Charlie’s vision, passion, wisdom and persistence. He deserves a break but I hope we can keep him around for when we need his sage wisdom.”

JOHN C. ROSATO

Southwest Strategies Group

DAA Board Chair, 2005-2006

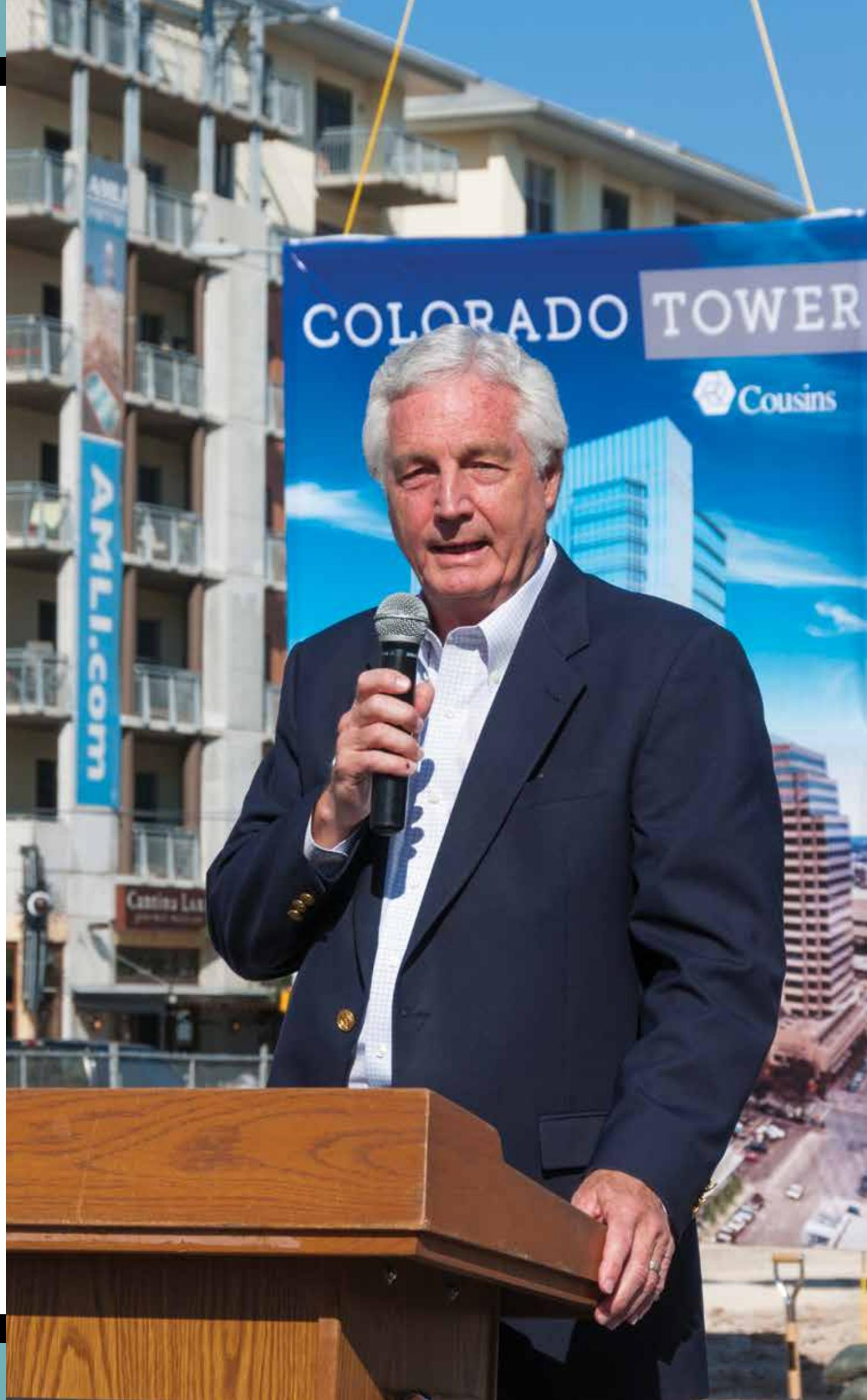
“At the Big 12 tourney in Kansas City, Charlie, me and others went to a famous BBQ joint and filled up on grease, cholesterol and all the other good things in life. As we were leaving my phone rang, and after a brief conversation, Charlie asked me who had called. I said my cardiologist. He has not stopped laughing yet.”

BILL MCLELLAN

DAA Advisory Board

“Best wishes to you, Charlie.”

DOWNTOWN AUSTIN ALLIANCE





STRATEGIC

PLAN

The Downtown Austin Alliance Board and staff worked hard in 2013 to develop a new strategic plan to guide our work from 2014-2019. While our mission and vision remain the same, we've honed our priorities to focus our time and resources on the areas where we can effect the most change and best serve our membership over the next five years.

OUR MISSION:

To preserve and enhance the value and vitality of downtown Austin.

OUR VISION:

Downtown is the heart and soul of Texas. It's:

- a welcoming community where our unique past, present and future meet and mingle on every street and corner
- a thriving business, government, education and residential center
- an accessible gathering place, easy to reach and enticing to explore for locals and tourists alike
- the community's cultural hub, where art and music dance and play
- a place where nature's beauty beckons — to calm, surprise and delight
- a prosperous place, environmentally and economically healthy and sustainable
- a vibrant neighborhood of suits and boots, strollers and sneakers, bats and Birkenstocks

OUR IMPERATIVES:

Two imperatives guide all the work we do at the DAA to advance our strategic priorities. First, we are committed to the economic prosperity of downtown Austin. Second, we provide leadership to the downtown community as we work together to shape the area's future.

STRATEGIC PRIORITIES:

- 1. Downtown Draws People:** Make downtown Austin readily accessible by a variety of effective, efficient and pleasant transportation options. The existing system is inadequate, limiting access and therefore downtown's economic potential.
- 2. Downtown Captivates People:** Ensure that downtown Austin is a more enticing place — clean, safe and beautiful. Cleanliness and safety are prerequisites, but to grow its competitive advantage among Austin neighborhoods and downtowns around the country the area must also become more beautiful, active and welcoming.
- 3. Congress Avenue Wows People:** Transform what is now a street into a truly exceptional place — the greatest street in Austin and one of the great streets in the world. In recent years, the Main Street of Texas' vitality has improved but it is not yet optimized as the economic and cultural backbone of downtown.
- 4. Historic Squares Gather People:** Establish a public-private partnership for Republic Square that will serve as a model in effectively implementing and sustaining the vision for Austin's urban squares. Great public spaces increase urban areas' appeal, livability and economic vitality, but downtown open spaces are underperforming.



THE STATE OF DOWNTOWN

PROMOTING ECONOMIC PROSPERITY

The Downtown Austin Alliance is proud to report that 14 major developments are under construction within the Downtown Public Improvement District (PID) as of July 2014, up from the four we noted in our 2013 annual report. Additionally, the Central Library is under construction. While it is not located in the PID, this civic building will serve the downtown community.

DEVELOPMENTS RECENTLY COMPLETED

Hyatt Regency Zilker Ballroom and Parking Structure

Congress Avenue and Barton Springs Road, *Hotel*

DEVELOPMENTS UNDER CONSTRUCTION

501 Congress *Office, Retail & Restaurant*

5th and Brazos *Parking & Retail*

Block 1 Cesar Chavez and San Antonio Streets

First project in the redevelopment of former Thomas C. Green Water Treatment Plant site
Residential, Office, Retail & Restaurant

Capital Studios 11th and Trinity Streets

Residential (Affordable housing)

Colorado Tower Third and Colorado Streets

Office, Retail & Restaurant

Dell Medical School 15th and Red River Streets

The University of Texas at Austin

The G Austin 18th and Guadalupe Streets

Residential (Student Housing)

Holiday Inn Express Ninth and Red River Streets, *Hotel*

Hotel Indigo Ninth and Red River Streets, *Hotel*

IBC Bank Plaza Fifth and Nueces Streets, *Office, Retail & Restaurant*

JW Marriott Hotel Second Street and Congress Avenue, *Hotel*

New Central Library West Cesar Chavez Street, *Civic*

Texas PTA 11th and Guadalupe Streets, *Office & Restaurant*

Texas Public Policy Foundation Office Building

Ninth Street and Congress Avenue, *Office*

Westin Austin Downtown Hotel Fifth and San Jacinto Streets, *Hotel*

See full project details at

downtownaustin.com/business/emergingprojects

DOWNTOWN DENSITY BONUS PROGRAM

Two developments participated in the Downtown Density Bonus Program in its first year of operation. The DAA, Ending Community Homelessness Coalition, and Caritas of Austin successfully advocated for all affordable housing fees generated by projects participating in the program to be designated toward building low-barrier, permanent supportive housing for the chronically homeless.

CODENEXT

The DAA participated in CodeNEXT, the City of Austin's multiyear initiative to revise the Land Development Code — the rules and processes that regulate how land can be used throughout the city. The City's Imagine Austin Comprehensive Plan identified code revision as a priority to help Austin grow as a compact, connected city. CodeNEXT is a collaborative process, engaging residents, businesses and government in two-way conversations to gather input. The DAA worked with stakeholders on recommendations to help the downtown economy thrive long-term.

RELOCATION SUPPORT

We wrote letters of support for two companies, athenahealth and Dropbox, that were looking to relocate downtown. We also spoke in favor of their relocation at City Council meetings. Athenahealth decided to move into the redeveloping Seaholm Power Plant.



TOTALS UNDER CONSTRUCTION
WITHIN PID

746,562
square feet

OFFICE

650
units

RESIDENTIAL

2,002
rooms

HOTEL

53,700
square feet

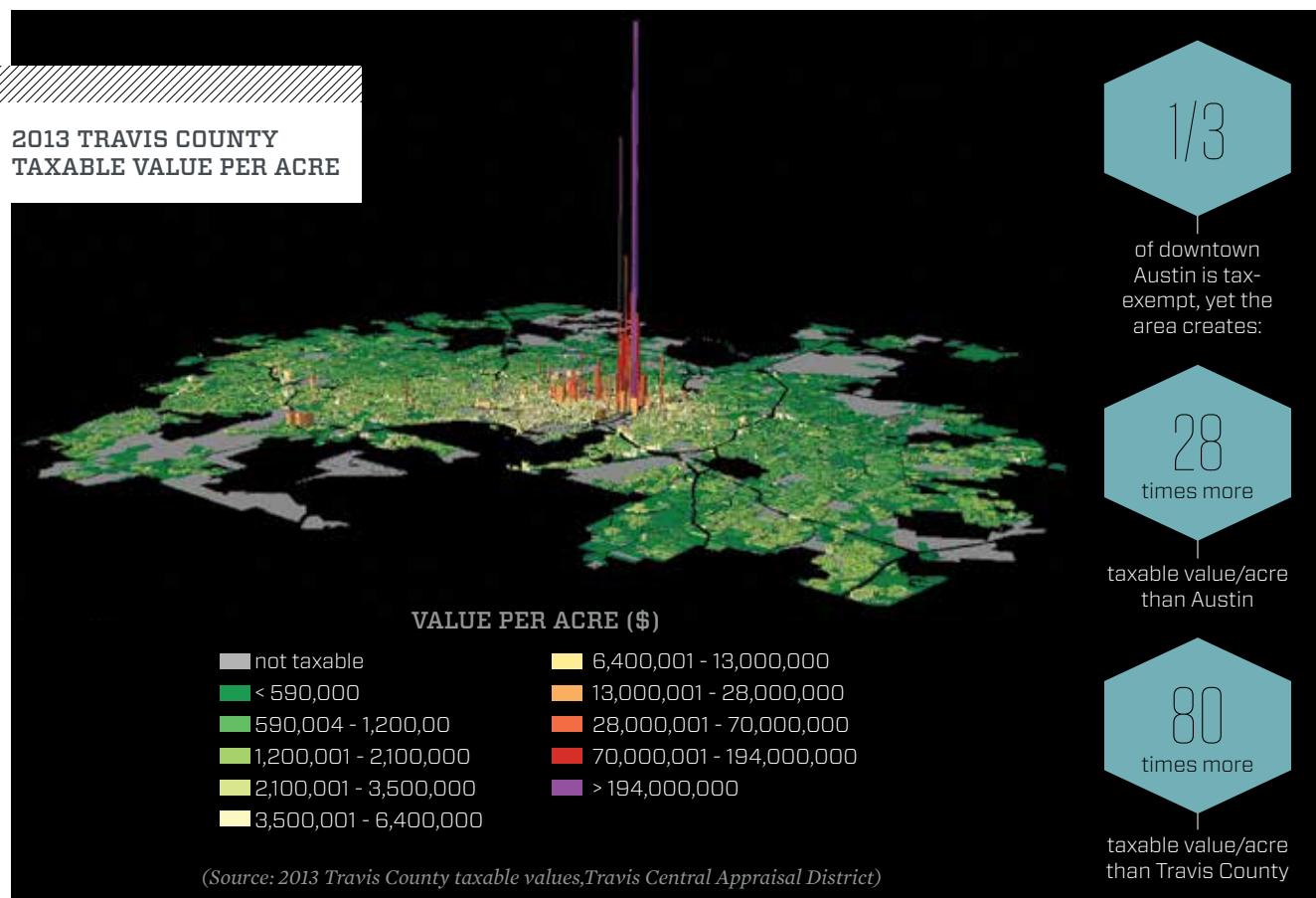
RETAIL



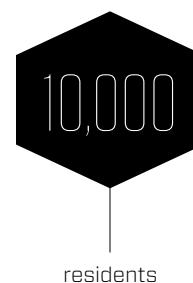
THE STATE OF DOWNTOWN DOWNTOWN'S ECONOMIC VALUE

The Downtown Austin Alliance has long known that downtown Austin is the economic engine of Central Texas. To quantify its value, in 2014 we asked Joe Minicozzi of Urban3, an Asheville, N.C., consulting firm, to conduct a study of taxable value per acre across Travis County. The results included a compelling 3D model of 2013 Travis County taxable value per acre, with significant spikes downtown. Because of the density that downtown Austin has, the value of an acre in downtown is about 28 times more potent than the city and 80 times more potent than the county on average.

While it's clear that downtown Austin is the economic driver of our region's property tax base, there are opportunities for other centers as we develop into the compact and connected city called for in the City of Austin's Imagine Austin Comprehensive Plan. We must make land use and transportation decisions that will sustain Austin economically so we can continue to enjoy the quality of life in this great city.



2014 PEOPLE IN DOWNTOWN



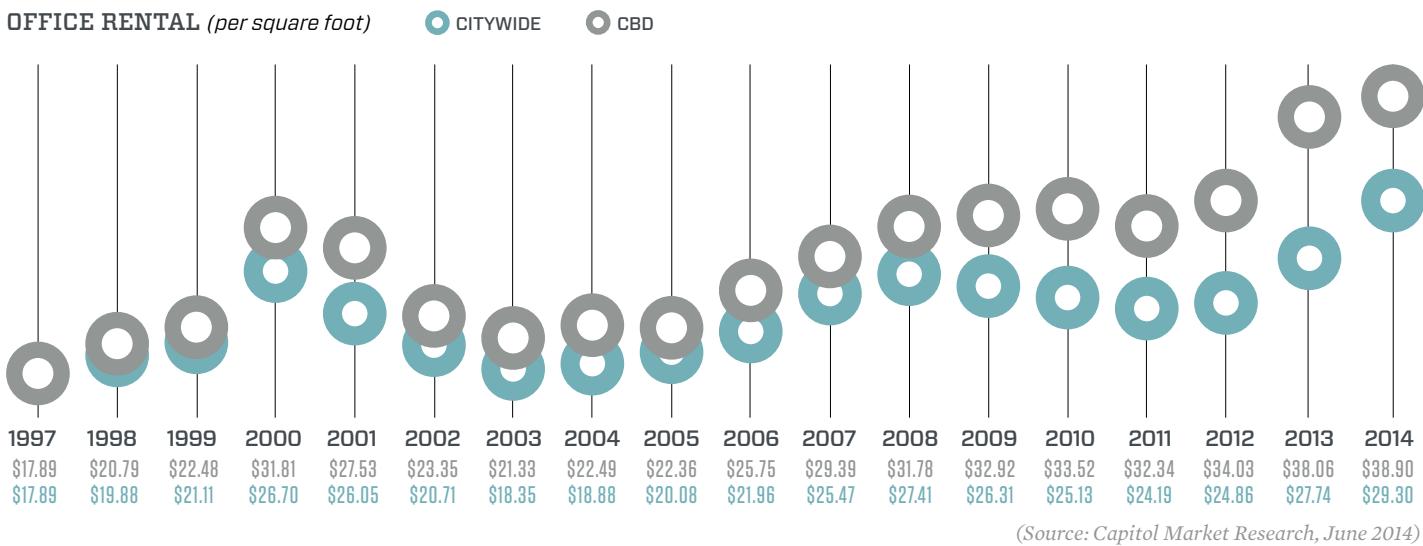
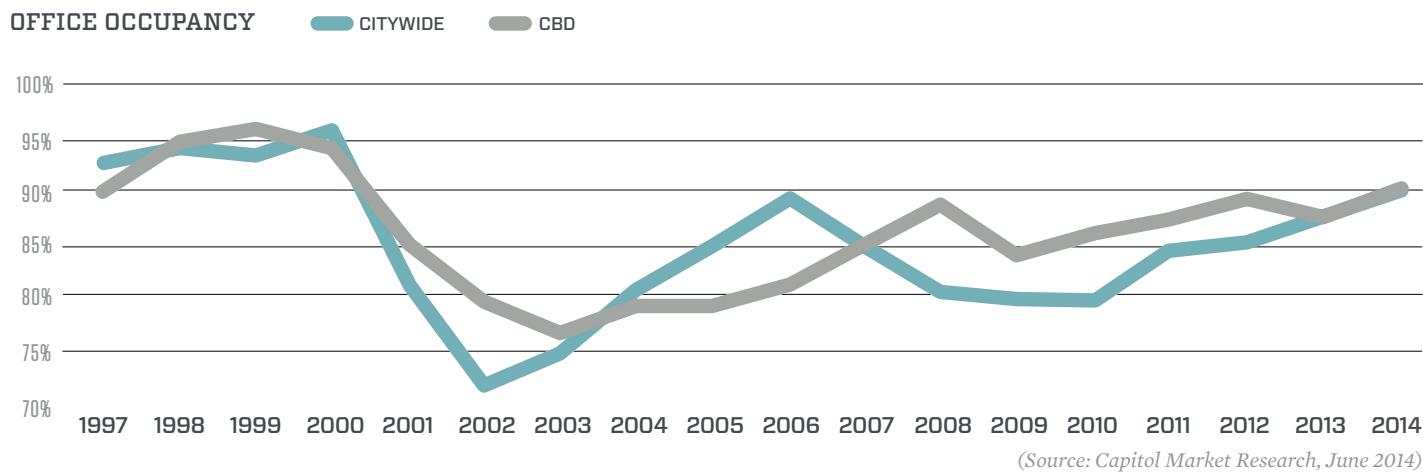


IBC BANK

IBC BANK

500

THE STATE OF DOWNTOWN OFFICE MARKET



123,178

Employees
(Source: U.S. Census Bureau, 2011)

8.5 million

Square feet of multi-tenant office space
(Source: Capitol Market Research, June 2014)

746,562 square feet

Multi-tenant office space under construction
(Source: Downtown Austin Emerging Projects, City of Austin)

Rental rate
\$38.90 /square foot

90.6%

Occupancy rate
(Source: Capitol Market Research, June 2014)

THE STATE OF DOWNTOWN

RESIDENTIAL MARKET

Average apartment rents



Downtown apartment occupancy
(Source: Capitol Market Research, June 2014)

20



Condo units built downtown since 2000



Apartment units built downtown since 2000

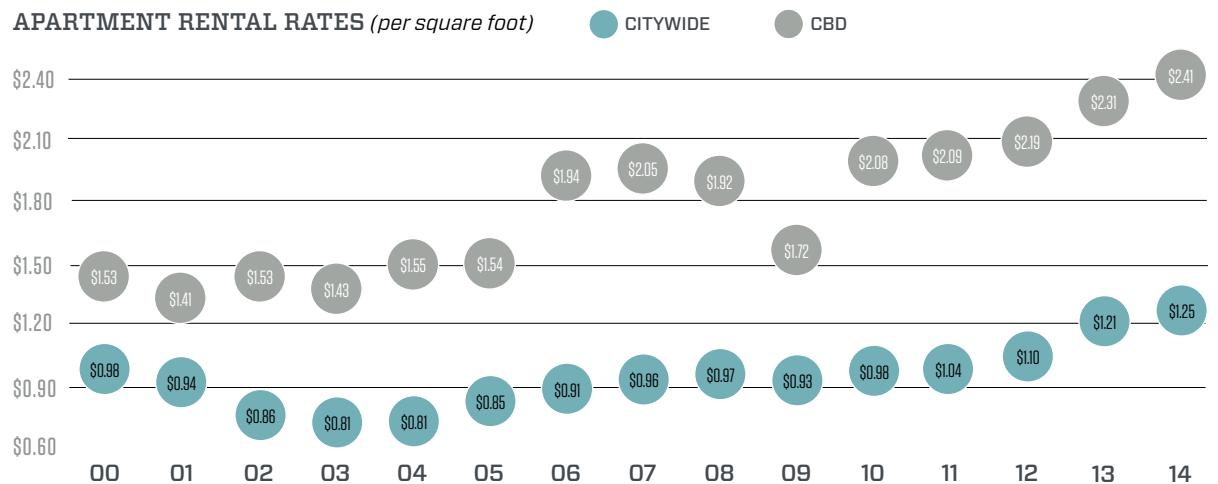


Downtown residential population
(Source: U.S. Census Bureau & DAA, 2014)



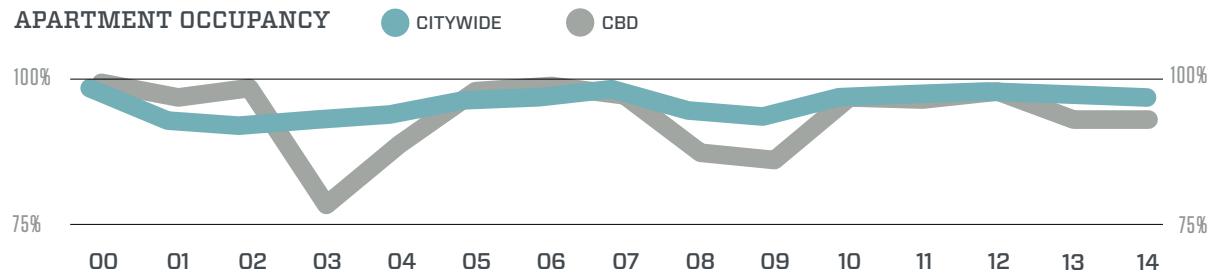
Downtown apartment units under construction
(Source: DAA and City of Austin, 2014)

APARTMENT RENTAL RATES (per square foot)



(Source: Capitol Market Research, June 2014)

APARTMENT OCCUPANCY



(Source: Capitol Market Research, June 2014)





Live Music
Upstairs



Pig Pub



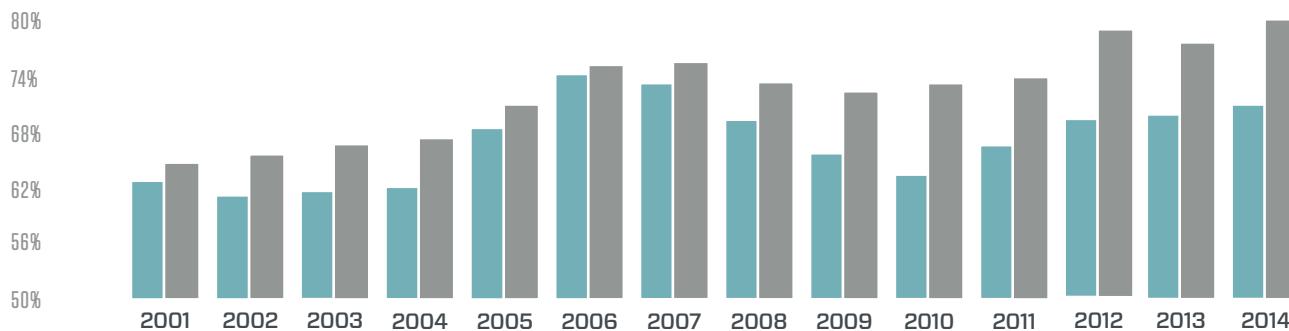
ATM

THE STATE OF DOWNTOWN

HOTEL MARKET

HOTEL OCCUPANCY

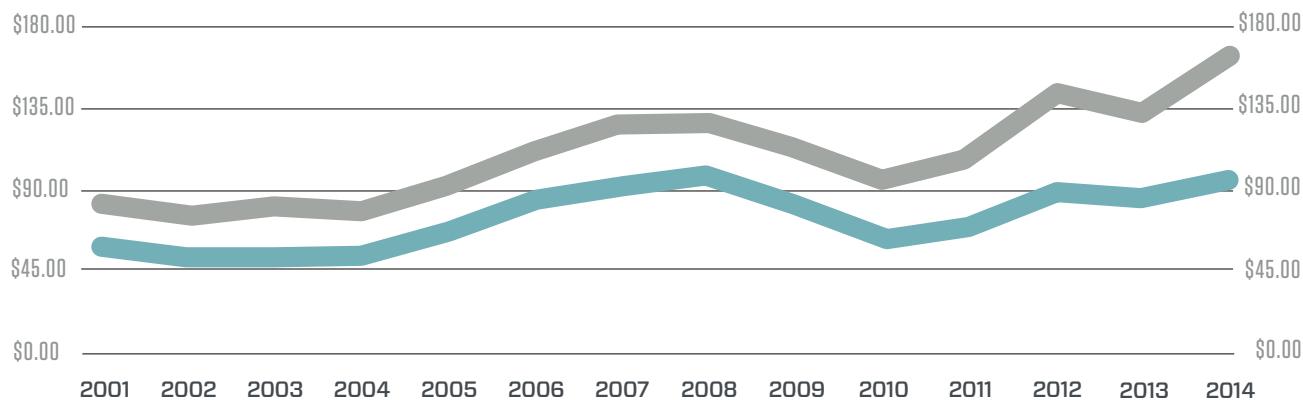
CITYWIDE CBD



(Source: Austin CVB, through June 2014)

HOTEL REVENUE PER AVAILABLE ROOM

CITYWIDE CBD



(Source: Austin CVB, through June 2014)

DOWNTOWN AUSTIN ALLIANCE

6,400

Hotel rooms available now

2,002

Hotel rooms under construction

23

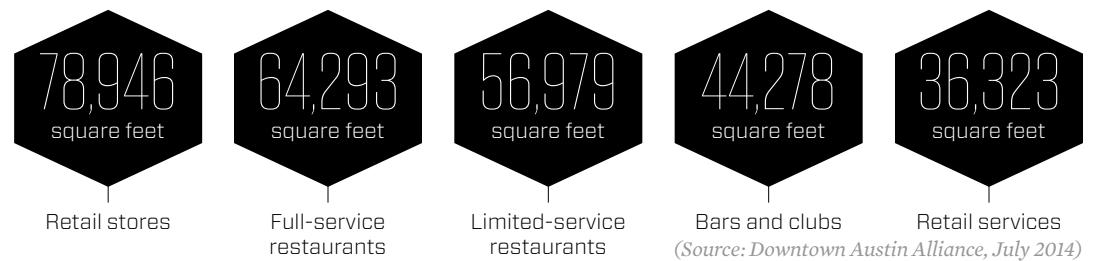
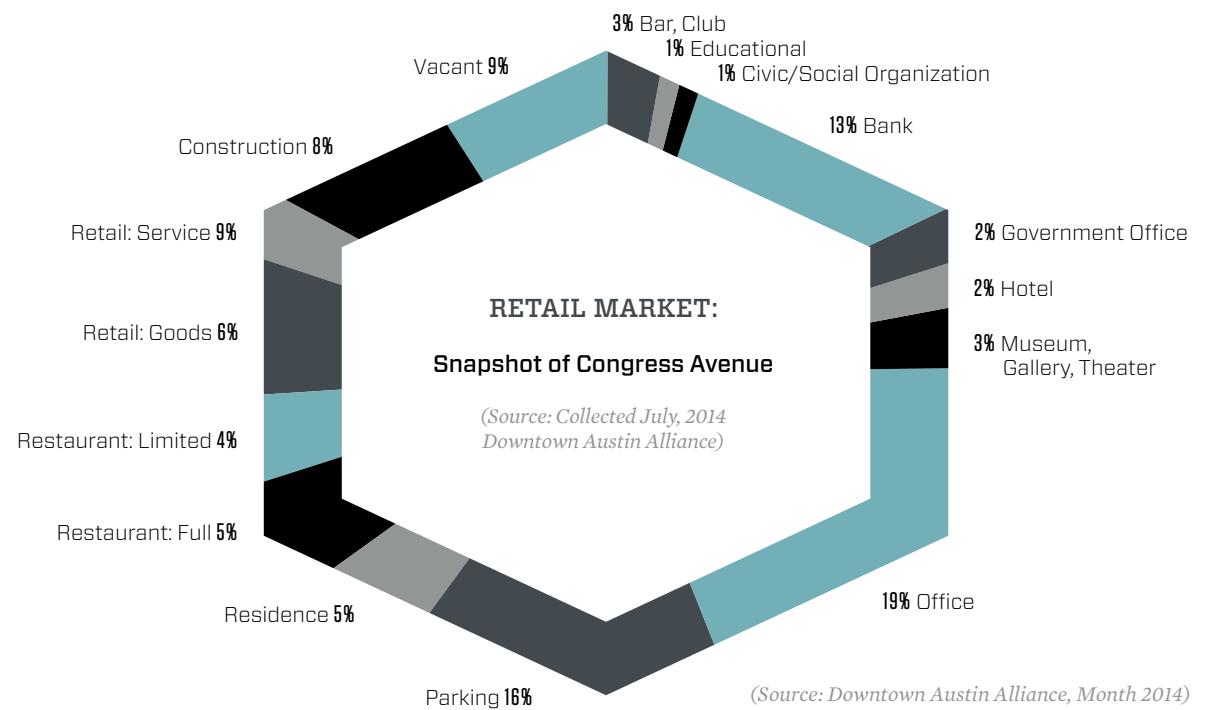
Downtown average daily rate

\$204.79

80.7%

Downtown hotel occupancy
(Source: Austin Convention & Visitors Bureau, through June 2014)

THE STATE OF DOWNTOWN *RETAIL MARKET*





DOWNTOWN DRAWS PEOPLE

MOBILITY and

INFRASTRUCTURE

AUSTIN STRATEGIC MOBILITY PLAN AND URBAN RAIL

In June 2014, the Austin City Council unanimously endorsed the Austin Strategic Mobility Plan, which includes recommendations for \$1 billion in significant regional roadway projects and development of a Riverside-Downtown-Highland urban rail route. The Austin Chamber also endorsed the plan. The Council will include \$600 million funding for the proposed rail line in a bond proposal for a November 2014 ballot. The ballot language will stipulate that bond money be matched by federal and state funds, and that \$400 million of spending on regional roadway projects will precede rail spending.

This proposal represents over a decade of advocacy for urban rail by the Downtown Austin Alliance and other organizations including the City of Austin, Capital Metro, Lone Star Rail and the Capital Area Metropolitan Planning Organization (CAMPO). On behalf of the DAA, board member Tom Stacy served on the Project Connect Central Corridor Advisory Group, chaired by Mayor Lee Leffingwell. The group vetted the recommended urban rail plan and used data and community input to help shape its downtown routes and infrastructure.

I-35 IMPROVEMENTS

DAA board member Tom Stacy also represented the organization on the Downtown Stakeholder Working Group of Mobility 35, an I-35 improvement program spearheaded by Senator Kirk Watson, the City of Austin, Texas Department of Transportation (TxDOT), CAMPO and other partners. The group was charged with compiling recommendations to improve the flow of traffic into and out of downtown via I-35.

The DAA also supported Reconnect Austin's recommendation for TxDOT to study the feasibility of depressing the main lanes of the I-35

grade from south of Holly Street to north of 15th Street, and setting up the highway's walls so they can eventually be capped and spanned with bridges connecting east and west Austin. TxDOT has included this plan as one of the alternatives it will investigate.

MOPAC IMPROVEMENTS

The DAA continued to closely monitor the construction of express lanes on MoPac and its effects on downtown. Approximately a third of the project, which DAA advocated for, was completed as of July 2014. It will create one lane in each direction (northbound and southbound) that will use variable tolls to keep traffic moving during peak hours. These improvements will also allow Capital Metro to run reliable bus routes on MoPac.

METRORAPID LAUNCH AND METRORAIL IMPROVEMENTS

The DAA continued to advocate for Capital Metro's expanded MetroRail service. The transportation agency received a \$50 million grant from TxDOT, along with an \$11.3 million federal Transportation Investment Generating Economic Recovery Grant, that will allow it to double its capacity, increase frequency and extend hours of service, as well as make improvements to the downtown station. Capital Metro's MetroRapid high-capacity, high-frequency bus service also launched in 2014, with two routes traversing downtown and connecting to MetroRail. The DAA worked with Capital Metro and other stakeholders to develop the routes.

BIKE SHARE

Austin B-cycle, the city's first bike share program, launched in late 2013 to great success. It quickly grew from 11 to 45 stations throughout down-

town Austin, and set a U.S. bike share record during SXSW with 17,000 bike checkouts (6.4 checkouts per bike/day). The system currently averages 14,000 rides per month. The DAA advocated for B-cycle's introduction to Austin and donated \$60,000 to support the organization.

WAYFINDING

The DAA continued to serve on the City of Austin's wayfinding steering committee to develop more intuitive signage for helping people navigate downtown. The City completed its master plan outlining the signs' styles and locations, and prepared for the phase one 2015 rollout that will include pedestrian signage, kiosks and digital signage showing real-time parking availability.

PARKING

The DAA continued to support the City of Austin as it optimized parking options downtown. This year's parking revenue yielded \$1.7 million in funds for downtown improvement projects including wayfinding, power washing and Great Streets improvements.

MOVABILITY AUSTIN

The DAA awarded \$45,000 to Movability Austin to support the organization's successful work in helping downtown employers and employees address their transportation challenges and develop more effective commuting solutions. Movability Austin has provided commute counseling services to more than 2,000 employees, representing 14 downtown companies. The City of Austin, Travis County and Capital Metro also support this downtown transportation management association.

STREET CLOSURES

With the increased amount of construction downtown, the DAA stayed diligent in informing the community of all upcoming street closures. We also worked with special-event organizers to help them minimize the impact their street closures had on our members.

STREETScape IMPROVEMENTS

The DAA continued supporting the City of Austin's current and planned downtown street improvement projects, which follow the Great Streets Master Plan. In addition to addressing failing streets and improving street surfaces, this program also upgrades utilities and improves sidewalk connectivity and accessibility.

COMPLETED

- East Second Street, Phase III – Congress Avenue to Trinity Street
- Federal Courthouse Sidewalks
- Eighth Street – West Avenue to Congress Avenue

UNDER CONSTRUCTION

- Colorado Street – West Third Street to West 10th Street
- Third Street – West Avenue to Trinity Street

DOWNTOWN AUSTIN ALLIANCE



SPOTLIGHT

DOWNTOWN'S INNOVATION ZONE



In April 2014, The University of Texas at Austin broke ground on its Dell Medical School at 15th and Trinity Streets. Not only is this the first new medical school from a U.S. tier-one university in decades, but it also represents a major catalyst for growth in downtown Austin's northeast corner.

This area, which has long lain quiet while the rest of downtown is dotted with cranes, is now poised to become downtown's Innovation Zone. Mayor Lee Leffingwell's Innovation Zone Advisory Group, which includes Downtown Austin Alliance Executive Director Charlie Betts and other DAA board members, is focused on making this area more conducive to development.

The vision is for this area to become a hotbed of economic activity, where the public and private sectors come together to innovate. Imagine UT engineers, medical researchers and entrepreneurs collaborating to bring life-saving health care products to market. It's happening in Boston, and several DAA leaders had the opportunity to attend the Austin Chamber's 2013 InterCity visit to see the Kendall Square Innovation District in Cambridge.

The DAA is highly encouraged by the "perfect storm" of projects and plans happening in the Innovation Zone right now. Waller Creek's revitalization, UT's Medical District Master Plan, Central Health Master Plan, capitol complex planning, and improvements to I-35 will together build a foundation for future development. The flurry of recent planning activity has already sparked an unprecedented level of collaboration between city government, state government, The University of Texas, and private enterprise.

WALLER CREEK

A \$147 million tunnel project will take 28 acres of land out of the 100-year floodplain and free it up for development and park improvements. Then the City of Austin and Waller Creek Conservancy will leverage their public-private partnership to "transform Waller Creek into an extraordinary urban place." This will be a tremendous natural asset for the Innovation Zone.



**SETON AND
CENTRAL HEALTH**

will develop a new
480,000-square-foot teaching
hospital with 220 beds.

**UT AUSTIN
MEDICAL
DISTRICT:
PHASE I**

75,000
square-foot

academic/
administrative
building

240,000
square-foot

research building
and vivarium

1,000
space

parking structure

200,000
square-foot

medical office
building for
specialty clinics
and support

*(Source: University
of Texas at Austin
Medical District
Master Plan,
Spring 2013)*



DOWNTOWN CAPTIVATES PEOPLE *PUBLIC SAFETY*

PARTNERING TO TARGET DOWNTOWN CRIME

The Austin Police Department (APD) increased staffing of its Downtown Area Command by 22 positions – a 28 percent increase in total staff. The Downtown Austin Alliance’s advocacy influenced this staffing increase, which was the largest increase since the Command was created in the late 1990s. APD’s data-driven investment in additional officers will bolster daytime and nighttime police patrols as well as special police initiatives like drug stings and targeted prevention of vehicle break-ins.

The Downtown Assistant District Attorney worked in concert with APD on targeted sting operations, which significantly reduced narcotics trafficking downtown over the last year. This is the 14th year of our partnership with the City of Austin and the Travis County District Attorney’s Office to fund the Downtown Assistant DA position.

Despite the significant growth in the number of downtown residents and visitors, and increased office occupancy, downtown Austin’s violent and property crime levels have declined over the last seven years and the area continues to be one of the safest urban centers in the nation. We are grateful for the tireless efforts of our allies at the APD, Downtown Assistant DA and Community Court in maintaining a high level of public safety.

DOWNTOWN RANGERS

The DAA continued to fund the Downtown Ranger Program – 13 APD civilian staff who patrol downtown every day from dawn until dusk. The Rangers provide daily monitoring, safety and ambassadorial services throughout the Downtown Public Improvement District. Each Ranger has direct radio contact with APD dispatch,

and plays a vital role in requesting voluntary compliance from people violating city ordinances and in connecting people in need with available social services.

AFFORDABLE HOUSING ADVOCACY

The DAA supported a \$65 million affordable housing bond proposition that passed in November 2013. Our position is that the city should focus as much of its resources as possible on housing people who are chronically homeless – those with the greatest needs and highest barriers to housing. Housing the chronically homeless reduces costs and burdens on public systems, increases public safety and works to address people’s needs.

We championed City Council’s April 2014 decision to create Austin’s first low-barrier, housing-first development. We partnered with the Ending Community Homelessness Coalition in recommending that \$15 million of the bond funding be set aside for housing-first projects, as we believe that being in a safe, stable home enables people to more effectively tackle addictions, health issues and other barriers to employment.

The DAA also fulfilled its two-year commitment of \$100,000 in funding for the Partnership Housing Program, and gave an additional \$25,000 for case management in 2014. This partnership between Caritas of Austin and the Downtown Austin Community Court began in January 2012 with the goal of housing 20 of Community Court’s most frequent offenders who are chronically homeless and have multiple barriers to obtaining safe, permanent housing. This program was a first for Austin and helped the community begin to understand the need for and benefits of increased low-barrier, permanent supportive housing.





DOWNTOWN CAPTIVATES PEOPLE *CLEANLINESS*

DAA MAINTENANCE SERVICES

The Downtown Austin Alliance's maintenance team provides supplemental litter removal, graffiti removal and sidewalk cleaning services throughout the Downtown Public Improvement District (PID) seven days a week. In 2014, DAA expanded its maintenance team from 11 to 13 full-time staff and began providing basic maintenance services in Brush, Wooldridge and Republic Squares, as well as the Old Bakery Park.

Through its maintenance department, the DAA strives to provide full-time employment to people with barriers to employment. Over the 10-year history of its in-house maintenance department, the DAA has helped many people successfully exit homelessness and overcome obstacles such as mental health issues, substance abuse, criminal histories and/or limited education.

IMPROVING UTILITY INFRASTRUCTURE

The DAA worked with City of Austin Public Works and downtown property and business owners to coordinate five major utility upgrade projects — four in the Warehouse District and one on Congress Avenue. The projects entailed alley reconstruction and water/wastewater upgrades such as replacing outdated sewer lines. These improvements are vital to economic growth as downtown's density increases because

they allow businesses to increase their capacity. They can serve more customers, offer more services, install sprinkler systems and more effectively receive deliveries via alleys.

REFUSE AND RECYCLING

The DAA supports the City of Austin's Zero Waste initiatives, and to this end endorsed a June pilot program that introduced street-level recycling containers on Colorado Street. We anticipate the program will expand throughout downtown.

We also advocated for reauthorization of the Downtown Refuse Contract District. The district, which is managed by the City of Austin's Austin Resource Recovery Department, provides refuse removal and recycling services to areas with the highest densities of food and beverage establishments within the PID.

BIRD CONTROL

We continued our contract with a bird-control service that uses humane methods like lights and noise to discourage large flocks of birds from roosting in trees downtown. Roosting populations are still down by 95 percent since we implemented the service in 2008, keeping the sidewalks clean and welcoming for downtown pedestrians.

DAA MAINTENANCE DEPARTMENT 2014 BY THE NUMBERS



(All numbers within Downtown PID)

DOWNTOWN CAPTIVATES PEOPLE

RETAIL

RECRUITMENT

The Downtown Austin Alliance continued to scout national, regional and local retailers that would be a good fit for downtown, and connected more than 300 interested tenants with property owners. We developed long-term relationships by visiting more than 300 regional and local businesses to discuss the viability of eventually expanding downtown. We also worked with downtown retail consultants at Downtown Works and CSWG Inc. to build a pipeline of strategic prospects nationwide. Additionally, we attended the Downtown Works annual recruiting seminar in Los Angeles to stay abreast of best practices and market trends. Our biggest challenge is that downtown has a shortage of retail spaces that meet the specific needs of many interested retailers.

PURSUING NEW RETAIL MODELS

Retail is no longer limited to long-term leases of brick-and-mortar spaces. The DAA advocated for alternative retail models and supported tenants' quests for mobile and temporary operations.

FOOD VENDORS IN HISTORIC SQUARES

We helped activate downtown's historic squares around the clock by working with the Austin Parks Foundation to bring two food trucks under contract at these spaces.

- My Thai Mom: Old Bakery Park
- Chi'lantro BBQ: Wooldridge Square

POP-UP STORES

The DAA helped Wild About Music, Toy Joy and Tribe open pop-up shops — temporary stores in vacant downtown spaces — by connecting them with property owners and guiding them through the permitting process. All three retailers were open for the holidays, and Tribe also held a pop-up during SXSW.

MOBILE RETAIL

We advocated for a new ordinance to allow mobile businesses that sell non-food items to obtain permits. City Council passed the resolution in June 2014. We welcomed two mobile stores:

- Starling Eyewear: Sold sunglasses and other items from an Air-stream trailer on Frost Bank Plaza at 401 Congress Avenue.
- Flowers on the Fly: Sells succulents and gifts from a roving push-cart on Congress Avenue.

RETAIL WINS

The DAA continued to focus its retail recruitment on Congress Avenue and East Sixth Street, but also supported activity in other areas such as the Second Street District to help build downtown as a one-stop shopping and dining destination.

ANNOUNCEMENTS: CONGRESS AVENUE AND EAST SIXTH STREET

Cooper's Old Time Pit Bar-B-Que 217 Congress Ave.
Casual restaurant

P. Terry's Burger Stand 515 E. Sixth St.
Casual restaurant

OPENINGS: CONGRESS AVENUE AND EAST SIXTH STREET

Consuela (Store Expansion) 910 Congress Ave.
Handbags and accessories

Due Forni 106 E. Sixth St.
Pizza and wine

Palm Door on Sixth 508 E. Sixth St.
Event space



Planet Subs 906 Congress Ave.
Sandwich shop

7-Eleven Store 613 Congress Ave.
Convenience store

Vulcan Gas Company 418 E. Sixth St.
Electronic music venue

Waller Ballroom 700 E. Sixth St.
Event space

Wild About Music (Store Relocation) 209 E. Sixth St.
Music-themed art and gifts

OPENINGS: SECOND STREET DISTRICT

Ann Taylor LOFT 430 W. Second St.
National women's clothing store

Rae Cosmetics 237 W. Second St.
Cosmetics and makeup artistry

Gameday Cloth 417 1/2 W. Second St.
Casual sportswear

DOWNTOWN AUSTIN ALLIANCE



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DOWNTOWN CAPTIVATES PEOPLE

PLACEMAKING

PLACEMAKING LEADERSHIP

The Downtown Austin Alliance served on a number of task forces to provide leadership on downtown placemaking efforts. These groups included:

- Eighth Street Streetscape:
Art in Public Places Project Selection Panel (City of Austin)
- Cultural Tourism Plan Advisory Committee (City of Austin)
- Downtown Austin Wayfinding:
Art in Public Places Project Advisory Group (City of Austin)
- Public Space Working Group: *Downtown Commission/Parks Board joint working group on public space*

ANNUAL HOLIDAY EVENTS

We continued our annual tradition of hosting the Holiday Sing-Along and Downtown Stroll with KUT 90.5 FM and installing a 40-foot, musical holiday tree outside the Capitol. This year's event featured a site-specific aerial dance performance by Blue Lapis Light.

SPONSORSHIPS

The DAA awarded more than \$70,000 in placemaking sponsorships for cultural events and projects that contribute to the value and vitality of downtown Austin. Our recipients used their sponsorships to implement the following projects between late 2013 and late 2014.

Abraham Mong Murals: *Tiny Murals*
AMLI Residential: *2nd Street District Holiday Window Walk*

DOWNTOWN AUSTIN ALLIANCE

Ann Armstrong: *Austin SideWALKS*
Art Alliance Austin: *Art City Austin*
Art Alliance Austin: *Temporary Public Art Installation(s)*
Art From the Streets: *Art From the Streets Fall 2013*
Austin-Hackney Friendship Cities: *The Austin-Hackney Friendship Mural*
Austin Parks Foundation: *Movies in the Park at Wooldridge Square*
Austin Parks Foundation: *Imagination Playground at Republic Square*
Austin School for the Performing and Visual Arts:
Rock the House on 12th
Austin Sound Waves: *Found Sound Austin:*
Homemade Instruments in Public Places
Blue Lapis Light: *In Light*
Busker Festivals, Inc.: *Austin Busker Festival*
The Contemporary Austin: *Before I Die:*
Community-Oriented Temporary Art Installation
501 Match: *The Arts Pause — Project Funway*
Fusebox Austin: *Art Flavours:*
Temporary Art Installation at Fusebox Festival
Mexic-Arte Museum: *Viva la Vida Festival*
Movability Austin: *Commuter Pop-up Breakfast and Bus Stop Placemaking*
Paramount & State Theatres:
Paramount Placemaking and Holiday Initiatives
Sustainable Food Center: *Downtown Farmers' Market at Republic Square*
SXSW: *Place by Design*
Texas Book Festival: *18th Texas Book Festival*
Texas State History Museum:
Foundation Music Under the Star Concert Series

CONGRESS AVENUE

WOWS PEOPLE

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BUSES MOVED OFF CONGRESS

Capital Metro relocated all downtown bus routes that previously traveled down Congress Avenue — they now run along Guadalupe (southbound) or Lavaca (northbound). The Downtown Austin Alliance advocated for this change for many years in conjunction with Capital Metro's ServicePlan2020, a plan to better meet the region's transportation needs. This service change has allowed buses to move through downtown faster, and better facilitates transfers.

OLD BAKERY PARK

In September 2014, we made improvements to the Old Bakery Park at 10th and Congress after working with a team of volunteer professionals to develop a community vision. The DAA and the Austin Parks Foundation funded the project. The project will result in a more flexible and welcoming park space with seating and shade. The City of Austin handled project permitting, approvals and procurement. We also secured My Thai Mom as the park's food vendor in 2013.

PLANTERS AND LIGHTS

The DAA maintained its ongoing commitment to nurture and maintain the drought-tolerant plants that were installed in Congress Avenue's 44 cast iron planters in 2013. We partnered with the City of Austin Public Works Department to water the planters three times a week using reclaimed water.

We also engaged a third-party contractor to maintain the Avenue's tree lighting, which we funded and worked with the City and Austin

Energy to install in 2012. Additionally we worked with the City and a contractor to repair areas of the sidewalk where tree roots were coming through the concrete.

LONG-TERM TRANSFORMATION AND LEADERSHIP

The City of Austin is our ongoing partner in all Congress Avenue transformation strategies. We began working with the City to develop a public engagement process that will inform a request for proposals for the long-term design of Congress Avenue.

POLICY CHANGES

Sidewalk Dining – With the support of City Council Member Chris Riley, the DAA worked with City staff to significantly streamline the approval process for sidewalk dining service. The resulting change from an arduous license agreement process to a permit process will positively impact all restaurants, including those on Congress Avenue, that want to offer al fresco dining.

Temporary Signs for Retailers – The DAA successfully advocated for the City to grant retailers the right to display temporary signage and merchandise on the sidewalk advertising their business. Businesses must follow outlined rules regarding allowable hours and entryway accessibility. Prior to this policy change, it was illegal for retailers to put out a sandwich board sign, and we are grateful to City staff for helping us resolve this issue.





HISTORIC SQUARES GATHER PEOPLE

PARKS and OPEN SPACES

REPUBLIC SQUARE

The Downtown Austin Alliance advocated for the approval of the Republic Square Master Plan after working closely with Austin Parks and Recreation Department (PAR), the Austin Parks Foundation (APF) and the project's planning consultants for several years. City Council approved the Master Plan in June 2014. The plan calls for a flexible, active park space with native plant gardens, a main lawn, central promenade walkway and a food vendor.

Recognizing that PAR does not have the resources to implement this vision alone, the DAA formed the Historic Squares Leadership Team, a joint committee with PAR and APF. The group provides leadership for the development of a public-private partnership between PAR and APF for Republic Square. The DAA provided strategic guidance including legal and management advice, advocacy and policy development, and help moving the planning and construction process forward.

In June 2014, our collective advocacy and support culminated in City Council's authorization for PAR to negotiate the partnership with APF, which will allow them to fill the gap between what PAR can fund and what improvements are called for within the Republic Square Master Plan. The Leadership Team spent the rest of the year working toward finalizing the partnership.

DOWNTOWN AUSTIN ALLIANCE

OTHER PUBLIC-PRIVATE PARTNERSHIPS

We worked with the City of Austin and APF to bring a new food vendor, Chi'lantro BBQ, to Wooldridge Square to increase foot traffic and revenue.

Additionally we provided financial support to several public-private partnerships:

- Annual \$25,000 contribution to APF to support its work to improve and program the downtown squares
- \$10,000 toward the Shoal Creek Conservancy's annual operating budget
- \$25,000 toward the Waller Creek Conservancy's annual operating budget

PLANNING AND PHYSICAL IMPROVEMENTS

The DAA continued to work with Wooldridge Square and Brush Square stakeholders on long-term strategic vision for these areas.

COMMUNITY PROGRAMMING

We supported APF's Imagination Playground and its Movies in the Parks series as well as the Sustainable Food Center Farmers' Market Downtown. We also sponsored SXSW in bringing Simon Heijdens' Tree, a temporary art installation featuring an interactive, responsive projection of a tree, to Republic Square. We provided a grant to Art Alliance Austin to support an installation by Ink Tank collaborative, a repurposed vending machine that plays relaxing sounds, to Republic Square and then Brush Square.

DOWNTOWN LEADERSHIP

ADVOCACY and POLICY

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CITY COUNCIL 10-1 ELECTION

With the November 2014 election, Austin is moving from a 6-1 structure with all council members serving at large to a 10-1 structure in which all council seats, except the mayor, are filled by representatives of specific geographic regions. This means most council members will be new to their roles. While the DAA cannot endorse City Council candidates, we met with all candidates who came to us wanting to learn about downtown issues and our work as an organization.

STRATEGIC MOBILITY PLAN

The DAA has been a long-time advocate of urban rail and supported the City Council's endorsement of the Austin Strategic Mobility Plan, which recommends a \$1 billion mix of rail and roads. We kept our members abreast of all policy developments as an urban rail proposal headed toward a November 2014 bond election.

REPUBLIC SQUARE MASTER PLAN AND PARTNERSHIP

The City Council approved the Republic Square Master Plan, which was led by the Austin Parks and Recreation Department (PARD) and

supported by the DAA and the Austin Parks Foundation (APF). The Council also authorized PARD to negotiate a public-private partnership with APF, and DAA helped advise and manage the ongoing partnership development process.

ONGOING ADVOCACY/ORDINANCES

We monitored other downtown issues, policies and proposed ordinances, and became involved on behalf of the downtown community when appropriate. These included:

- Economic Prosperity: Downtown Density Bonus Program
- Mobility: I-35 improvements
- Public Safety: Bond funding allotment for housing-first development
- Retail: Mobile retail ordinances, sidewalk signage
- Placemaking: Plaza Activation by right
- Congress Avenue: Sidewalk dining policy and process changes





DOWNTOWN LEADERSHIP

COMMUNICATIONS

COMMUNICATIONS STRATEGY

The Downtown Austin Alliance worked diligently to stay up-to-the-minute on all downtown-related issues and events, and kept the community informed through strategic public relations campaigns, presentations, social media, email updates and the DAA website.

We coordinated with partner organizations, such as the City of Austin, Austin Police Department, Austin Parks Foundation and Capital Metro, to coordinate our communications efforts on joint issues and ensure the public received consistent information from all parties. We also continued our ongoing engagement with Elizabeth Christian Public Relations to help us publicize DAA special announcements and events.

The DAA serves as a key information source for area media outlets, and we worked with reporters on 80 articles related to downtown between July 2013 and July 2014.

HIGHLIGHTS THIS YEAR INCLUDED:

- Held a press conference with Austin Parks and Recreation Department and Austin Parks Foundation to announce the approval of the

Republic Square Master Plan and potential development of a public-private partnership.

- Educated the public about urban rail and opportunities to provide input on proposed plans.
- Promoted and provided background information to Leadership Austin's Imagine One Austin Information Series, which gave City Council candidates, candidate staff and the public an opportunity to learn about the region's most pressing issues.

COMMUNICATION CHANNELS

We continually updated the DAA website and posted the latest news about street closures, DAA events, business openings and policies affecting downtown.

Website: downtownaustin.com

Weekly e-newsletter: This Week in Downtown

Events Calendar: downtownaustin.com/events

Facebook: Downtown Austin

Twitter: @DowntownATXInfo

DAA'S ONLINE REACH

(As of July 2014)



63.4% increase
over 2013



52.3% increase
over 2013



DOWNTOWN LEADERSHIP

EDUCATION

ANNUAL MEETING

We hosted nearly 300 people at our annual Downtown Austin Alliance Membership Breakfast on Nov. 6, 2013. The topic was “The Innovation District: A Bold Idea for Downtown.” Speakers William A. Ghormley of Xconomy and Nathaniel Welch of the Center for Applied Research joined Mayor Lee Leffingwell in discussing lessons learned from the Kendall Square Innovation District initiative in Cambridge, Mass. This initiative created an urban environment that fosters innovation, collaboration, and entrepreneurship.

DAA ISSUES & EGGS

The DAA’s “Issues and Eggs” educational breakfast meetings allow our members and other interested parties to hear city and community leaders discuss the hottest issues facing downtown. Our 2014 events attracted 100-200 people on average.

June 19, 2014: **The Economic Value of Downtown Austin**

Joe Minicozzi, Principal, Urban3

May 15, 2014: **Innovation in Downtown Austin**

Kerry O’Connor, Chief Innovation Officer, City of Austin

Sly Majid, Chief Service Officer, Office of Mayor Lee Leffingwell

May 6 & May 7, 2014: **Making Austin Walkable**

Jeff Speck, Author of *Walkable City*:

How Downtown Can Save America One Step at Time
(Co-sponsored by Imagine Austin, AARP Texas, Capital Metro, St David’s Foundation, Movability Austin, Asterra Properties, Black + Vernoooy Architecture & Urban Design, Constructive Ventures, Momark Development, Southwest Strategies, Central Health, and Congress for the New Urbanism-Central Texas)

May 20, 2014: **A Project Connect Overview**

Linda Watson, President and CEO, Capital Metro

Kyle Keahey, Project Lead, Project Connect: Central Corridor

Nov. 12, 2013: **The Economic Case for Investing in Bicycle Infrastructure**

Jon Orcutt, Policy Director,

New York City Department of Transportation

Roger Geller, Bicycle Coordinator, City of Portland

CO-SPONSORED EVENTS

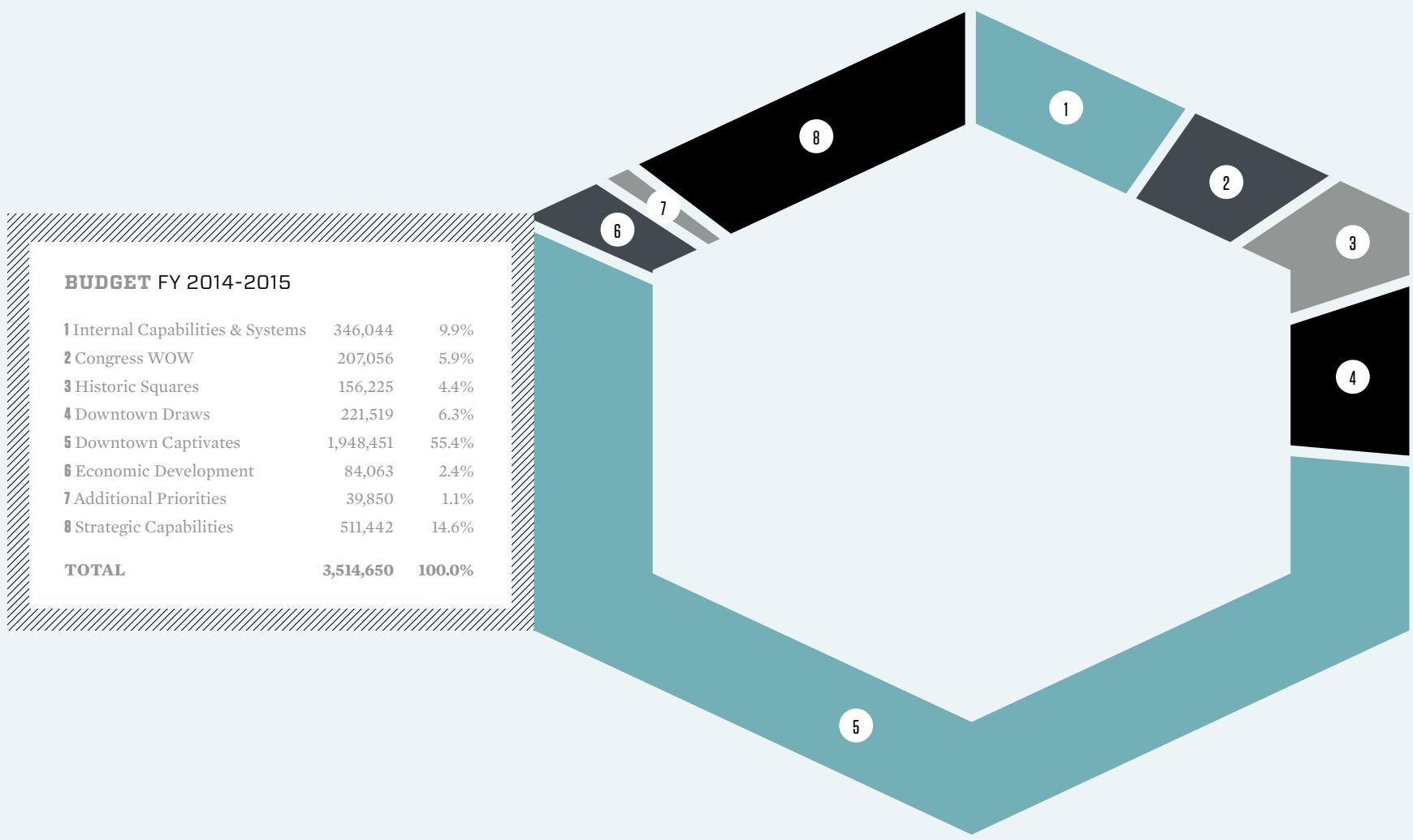
We co-sponsored the Urban Land Institute’s Jan. 22, 2014, breakfast event, which gave more than 220 local stakeholders an opportunity to meet executives from Parkway Properties after they took over Thomas Properties Group’s Austin holdings.



DOWNTOWN AUSTIN ALLIANCE

FINANCIALS

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Combined Statement of **FINANCIAL POSITION**
FOR FISCAL YEAR ENDED APRIL 30, 2014

Assets	
CURRENT ASSETS	
Cash and Cash Equivalents	1,405,877
Investments	1,442,632
Accounts Receivable	1,034
Prepaid	4,495
TOTAL CURRENT ASSETS	2,854,038
Property & Equipment, net of depreciation of \$149,565	488,899
TOTAL ASSETS	3,342,937
Liabilities and Net Assets	
CURRENT LIABILITIES	
Accounts Payable	179,757
Accrued Expenses	119,749
TOTAL CURRENT LIABILITIES	299,506
NET ASSETS	
Unrestricted Net Assets	
Designated by the Board for:	
Unrestricted Net Assets	3,043,431
Temporarily Restricted Net Assets	
TOTAL NET ASSETS	3,043,431
TOTAL LIABILITIES AND NET ASSETS	3,342,937

Combined Statement of **ACTIVITIES**
FOR FISCAL YEAR ENDED APRIL 30, 2014

Changes in Unrestricted Net Assets	
Revenue & Other Supports	
Public Improvement Revenue	3,271,980
Contributions from Travis County	25,000
Membership Dues	6,252
Interest Income	5,243
Contributions	4,655
Other Supports	16,492
TOTAL REVENUE AND OTHER SUPPORTS	3,329,622
Net Assets Released from Restrictions	—
TOTAL UNRESTRICTED REVENUE AND OTHER SUPPORT	3,329,622
Expenses	
PROGRAM SERVICES	
Parks	159,075
Arts/Marketing	265,487
Communications	148,212
Economic Development	802,963
Membership	113,706
Security	764,220
Maintenance	484,718
Streetscapes & Transportation	30,420
TOTAL PROGRAM SERVICES	2,768,801
SUPPORTING SERVICES	
General and Administrative	383,665
TOTAL SUPPORTING SERVICES	383,665
TOTAL EXPENSES	3,152,466
Increase (decrease) in Unrestricted Net Assets	177,156
CHANGES IN TEMPORARILY RESTRICTED Net Assets	
Contributions	—
Net Assets Released from Restrictions	—
INCREASE(DECREASE) IN NET ASSETS	177,156
NET ASSETS AT BEGINNING OF YEAR	2,866,275
NET ASSETS AT END OF YEAR	3,043,431

2013-2014 DOWNTOWN AUSTIN ALLIANCE

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DOWNTOWN AUSTIN ALLIANCE

DOWNTOWN AUSTIN ALLIANCE

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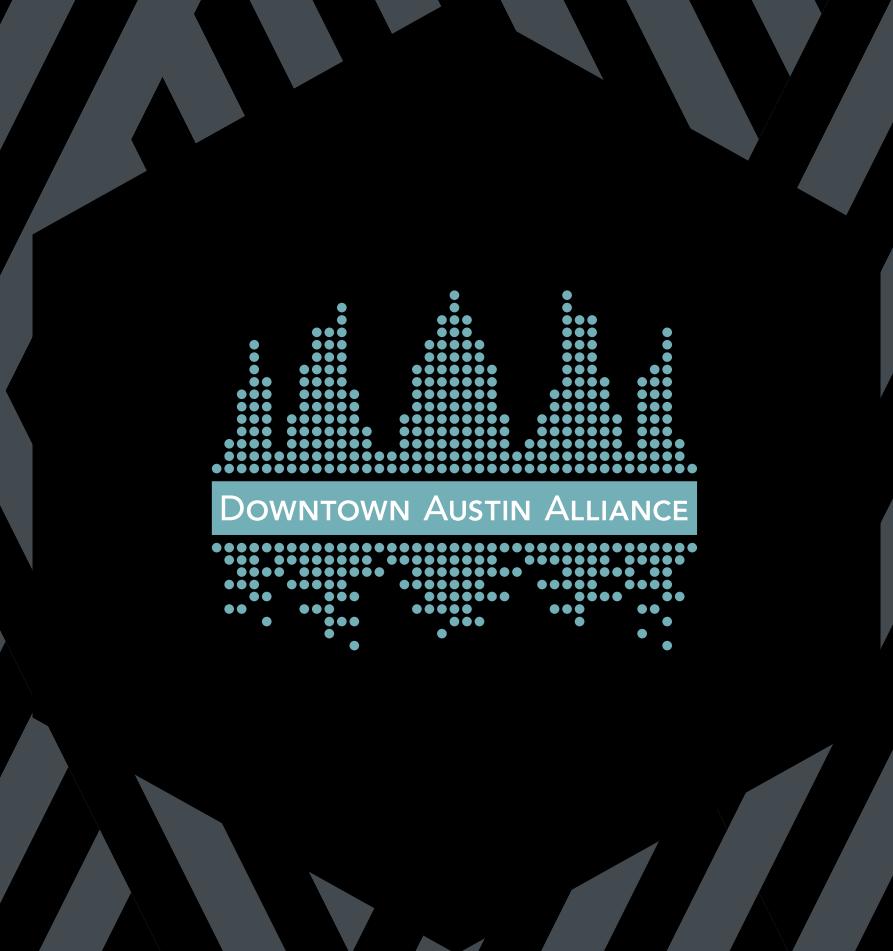
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DOWNTOWN AUSTIN ALLIANCE



DOWNTOWN AUSTIN ALLIANCE

2013

*ANNUAL
REPORT*

2014



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