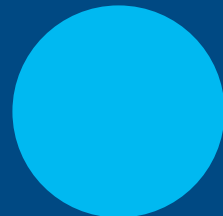


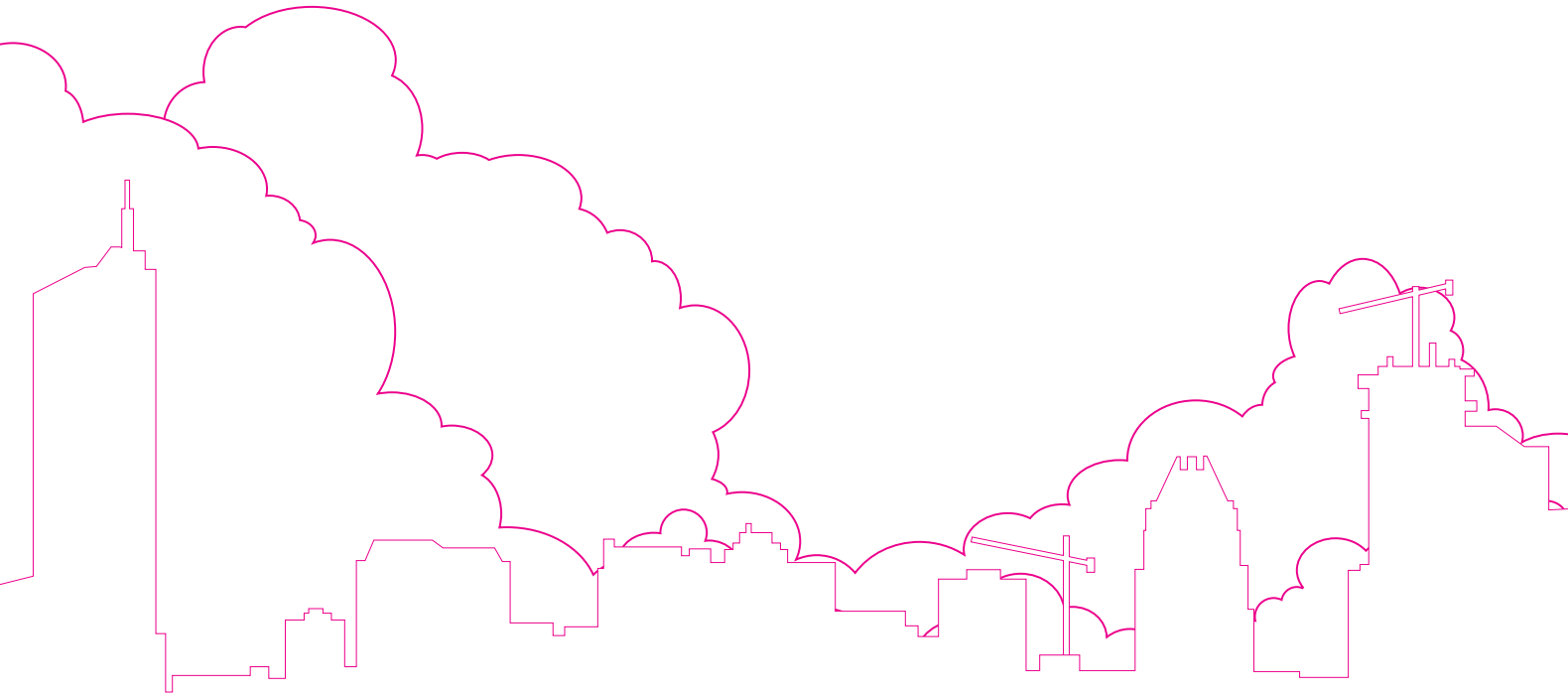


Downtown Austin Alliance
2008-2009 ANNUAL REPORT



Downtown: Everyone's Neighborhood





Downtown Austin Alliance 2008-2009

ANNUAL REPORT



**DOWNTOWN:
Everyone's
Neighborhood**



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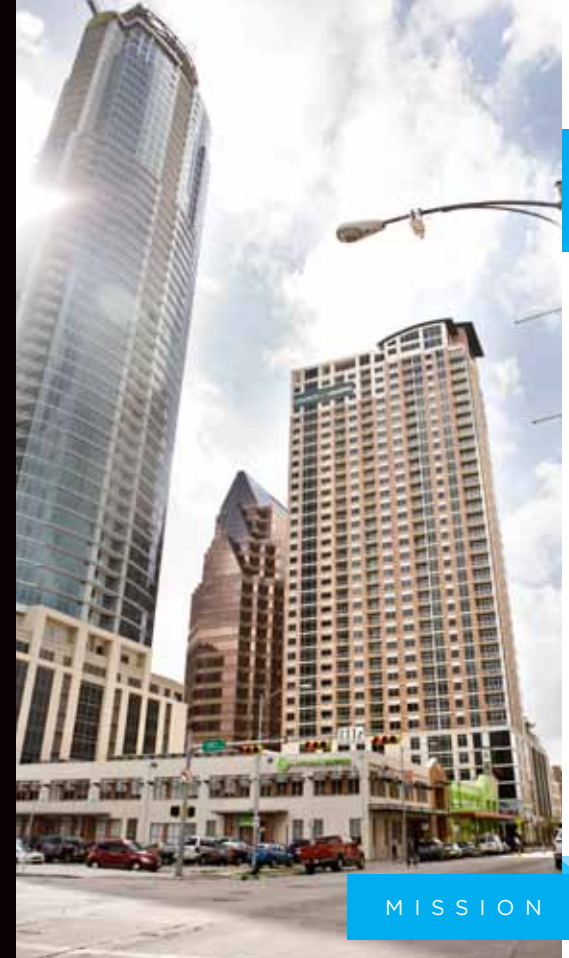
DOWNTOWN AUSTIN ALLIANCE:

A Vision and a Voice For Downtown

ABOUT US: The Downtown Austin Alliance (DAA) is a partnership of property owners, businesses and individuals devoted to promoting the value and vitality of downtown. Founded in 1993, the DAA markets downtown, works with government to develop programs supporting our collective vision, promotes economic development and works to make our city's core clean, safe and vibrant.

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

- VISION:** Downtown Austin is the heart and soul of Central Texas. It is:
- A welcoming community where our unique past, present and future meet and mingle on every street and corner.
 - A thriving business, government 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, music and theater 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, boots, bats and Birks.

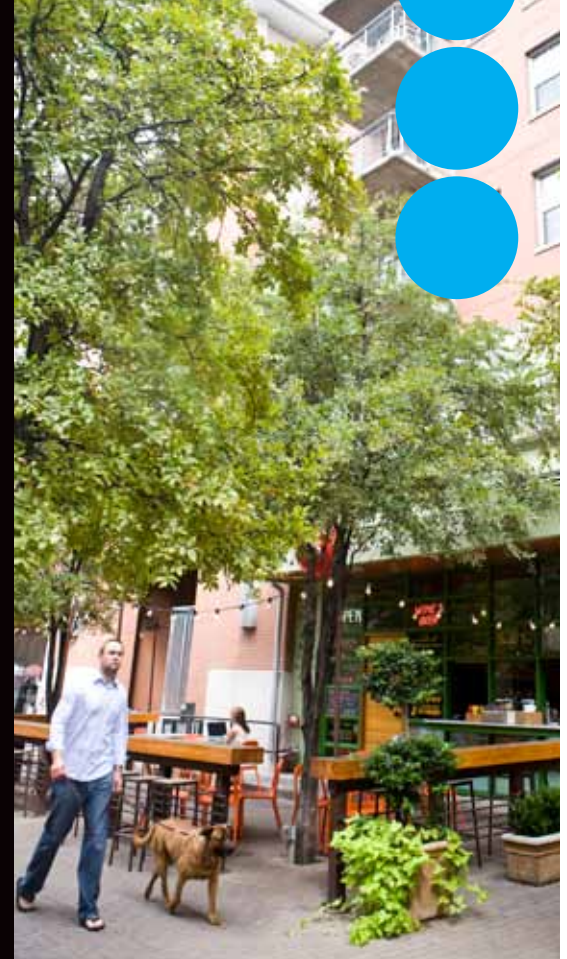


MISSION

DOWNTOWN AUSTIN FACTS:

- Downtown generates more than \$145 million in property, sales and mixed beverage taxes every year.
- 80 cents of every dollar generated by downtown is used to provide services for areas OUTSIDE of downtown.
- Since 2000 census, 1,889 condominium and 1,973 apartment units have been built.
- 579 condominium and 479 apartment units are currently under construction.
- Downtown has:
 - 8.3 million square feet of office space
 - 67,000+ daytime employees
 - 8,000+ residents
 - 363,000 residents living within a 10-minute drive of its center
 - 5,370 hotel rooms
 - 7 million annual tourists
 - 43,000+ parking spaces
 - 916 bicycle racks
 - 463 retail outlets (bars/clubs, full and limited service restaurants, retail goods/services)
 - 80 on Congress Avenue
 - 101 on East Sixth Street

FACTS



MESSAGE FROM BOARD CHAIR, TOM STACY

IN THESE TOUGH economic times, Austin finds itself the envy of the nation. We continue to top prominent lists like “The Best Cities for Entrepreneurs” and “The Best Cities For Economic Recovery.”

However, this is no time to rest on our laurels. We must prepare today for tomorrow’s growth. That’s why we have worked hard this year to focus on the basics of having a clean, safe and easily navigable downtown. We have focused on making downtown safer and more appealing to employees, residents and visitors by adding two staff members to our Downtown Ranger program and grant funding two daytime Austin Police Department patrol officers. We’ve also been working with city leadership and the community to enhance the city’s solicitation ordinance to ban panhandling at all times downtown.

To improve transportation, we worked with Capital Metro to ensure the Metro Rail shuttle system will more efficiently connect people with the

commuter rail and their final destinations. We also worked hard to convince the Capital Metro board to use federal stimulus funds for their intended use and not divert them to operations.

This was an ideal year to dig deep, set a strong foundation for the next five years and position ourselves for the economic recovery. To ensure the continued success of our economic development and business, retail and residential recruitment efforts, the DAA continues to shore up infrastructure in the form of:

- Safe streets
- Clean, pleasant surroundings
- Abundant transit options
- Welcoming gathering spaces
- Strong partnerships

It has been a great honor and privilege to serve as your chairman this year. Thank you all for the work you do every day to help make downtown Austin a great place to live, work and play. I hope you’ll enjoy

reading about our accomplishments and plans, and be inspired knowing you live in a collaborative, creative city where YOU can help shape the future.

Sincerely,

Tom Stacy



2008-2009 Chair,
Downtown Austin
Alliance



STACY

MESSAGE FROM EXECUTIVE DIRECTOR, CHARLES BETTS

THE DOWNTOWN Austin skyline has experienced dramatic changes over the past year, thanks to the completion and near-completion of many projects in the Central Business District. With the capital markets in lockdown, the Downtown Austin Alliance is preparing for the next building cycle by focusing on thorough planning and infrastructure improvement efforts.

While we are experiencing a building pause, there is no shortage of important development in downtown. Within the next few years, the Waller Creek Tunnel Project will be well underway, our historic urban parkland will receive a well-deserved facelift, and Brazos, Colorado, Second and Third Streets will receive Great Streets-style improvements.

Meanwhile, the Downtown Austin Alliance has spent the year engaging in intensive strategic planning initiatives and investing in making downtown cleaner and safer. Under the capable leadership of our chairman Tom Stacy

and dedicated board of directors, we have moved closer to achieving our mission of preserving and enhancing the value and vitality of downtown.

Sincerely,

Charles Betts



Executive Director,
Downtown Austin Alliance



B E T T S

› OUR PLAN

Five-Year Strategic Plan and Priorities

The Downtown Austin Alliance's strategic plan is a declaration of our organization's future direction. The plan centers around six strategic priorities intended to define how and where the DAA will focus its resources to best achieve its mission and vision. We call three of these priorities "impact areas" because they rally the downtown community around large, focused projects. The other three are ongoing initiatives that reflect the continuation of the DAA's daily efforts to make downtown safe, vibrant and prosperous.

Strategic Priorities: Impact Areas

- Improving Transportation
- Creating the Congress Avenue "Wow" Experience
- Transforming East Sixth Street

Strategic Priorities: Ongoing Initiatives

- Promoting Economic Vitality
- Improving Basics and Public Realm
- Developing Downtown Leadership Capacity



› STRATEGIC IMPACT AREAS

Transportation, Congress Avenue, East Sixth Street

IMPROVING TRANSPORTATION

Actively participate in transportation planning to monitor and influence transportation ingress, egress and circulation in downtown Austin.

- Increase service on Capital Metro's MetroRail Red Line and ensure the success of MetroRail shuttle bus connector system.
- Determine opportunities to build support for the Urban Rail Circulator Connector system.
- Support efforts to pass legislation enabling officials to generate transportation funding at the local and regional levels.
- Encourage progress on the design and construction of a managed lane on MoPac.
- Build support for the Capital Metro MetroRail Green Line connecting central Austin to Manor and Elgin.
- Encourage progress on design and implementation of a Central Transit Transfer Facility.

CREATING THE CONGRESS AVENUE "WOW" EXPERIENCE

Develop Congress Avenue into a "Great Street" that is the heart and soul of Austin.

- Create a contiguous experience from the Capitol to Lady Bird Lake, with a balance of businesses and uses that appeal to a wide range of audiences and enhance the feeling of safety and enjoyment.
- Position Congress Avenue as the core urban rail route with bus routes on secondary streets.
- Feature exceptional lighting, landscaping, aesthetics and art.
- Maintain cleanliness, safety and public order.

TRANSFORMING EAST SIXTH STREET

Lead the transformation of the East Sixth Street area into a safe, appealing, economically vital and historically significant asset to downtown.

- Address and find solutions for public order, safety and homelessness.
- Participate in planning and redevelopment of the area.
- Help to establish a balance of uses in the district through the implementation of redevelopment zoning, conditional use permits or other mechanisms.
- Participate in the Responsible Hospitality Institute's Hospitality Zone Assessment process and advocate for and assist with the implementation of resulting recommendations.
- Work to achieve code compliance, historic preservation and private façade improvements.



› IMPROVING THE BASICS AND

Security and Maintenance

Provide a crucial foundation for growth and vitality by making downtown Austin safer and cleaner.

Enforcement Presence

- Added two, full-time Downtown Rangers safety/ambassador positions.
- Funded a two-officer, overtime walking beat in the central downtown area.

Safety Cameras and Lighting

- Generated broad community support for implementation of a safety camera system in key areas.
- Worked with partners to improve lighting in Brush Square, the Convention Center District and streets adjacent to Waller Creek corridor.

Housing and Social Services Support

- Completed a study of effective housing and social service practices of other cities.
- Visited San Antonio's Haven for Hope, a centralized social services campus, to learn best practices.
- Participated in the Ending Chronic Homelessness Organization (ECHO) task force.
- Participated in the Reentry Roundtable and other collaborative efforts to house and reintegrate former offenders, and to develop strategies to reduce recidivism.

PUBLIC REALM

Public Order Issues

- Solidified broad community support for an initiative to amend the city's solicitation ordinance.
- Assisted in addressing problematic liquor license operators and related crime in the entertainment districts through effective legal action.

Maintenance

- Increased staffing for DAA-provided maintenance services by 30 percent.
- Achieved a 90 percent reduction of roosting birds and bird droppings through a bird control program.
- Worked to improve coordination and delivery of city maintenance services.
- Prioritized alley reconstruction and water/wastewater utility improvement projects, with two alleys currently under construction.





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CAPITAL METRO

8928

2004

Streetscapes and Transportation

Improve access to and mobility within downtown Austin.

Parking

- Worked to improve parking availability downtown by supporting rollout of new parking pay stations and the City of Austin's parking enterprise, and by educating employers on parking cash-out programs.

Pedestrian Experience

- Helped to improve downtown streetscapes' visual appeal by:
 - Coordinating the distribution of bicycle racks.
 - Supporting the replacement of news racks and parking meters.
 - Supporting Great Streets implementation on Brazos Street.

Alternatives to Single-Occupancy Vehicles

- Promoted commute alternatives to downtown community by educating employers and property managers on transit options.

Traffic Flow

- Mitigated the effects of street closures on downtown operations by working with event promoters to develop routes and closures with minimal negative impacts, and by informing DAA members of upcoming closures.

› IMPROVING THE BASICS AND PUBLIC REALM

Parks and Open Spaces

Work with key groups to revitalize the city's downtown squares and open spaces.

Republic Square

- Contributed \$20,000 to Austin Parks Foundation (APF) for Republic Square's \$410,000 restoration project. The APF is treating the Auction Oaks, re-grading the park, planting new trees, and constructing a 4,000-square-foot deck.

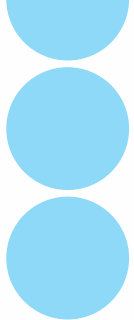
Brush Square

- Participated in an Art in Public Places project, which will result in a new, artist-designed courtyard to be installed in Spring 2010.

Wooldridge Square

- Helped plan programming and raise funds for the park's 100-year anniversary events.
- Provided support for the Friends of Wooldridge Square.





Economic Development

Promote positive growth of downtown's retail, commercial and residential markets.

New Developments

- Welcomed three new downtown residential condominium and apartment developments: Red River Flats, Spring and Ashton.
- Provided support for downtown development projects, including the Federal Courthouse and two hotel projects.

Downtown Austin Plan

- Encouraged funding of Downtown Austin Plan Phase Two and recruited key stakeholders to participate in the planning process.

Waller Creek

- Participated in the Waller Creek Citizen Advisory Committee, advocating for a balanced mix of private development and public amenities from Waterloo Park to Lady Bird Lake.

Retail Recruitment and Retention

Provide leadership in the implementation of the Downtown Retail Redevelopment Strategy, an initiative to cultivate a mix of local, regional and national retailers downtown.

Recruitment

- Actively recruited and supported retailers, focusing on Congress Avenue and East Sixth Street.
- New retailers include: Aces Lounge, Annie's Café, Athenian Grill, Bang and Olufsen, delish, The Dress Shop, El Chile, El Sol Y La Luna, Ligne Roset Boutique, Mi Casa Tamales and Quattro Gatti.

Strategic Alliances and Resource Development

- Worked with key partner organizations to provide information, educational, networking and marketing opportunities, business development assistance and other resources for retailers, property owners and brokers.
- Developed comprehensive database of property information to assist prospective retailers in finding appropriate business locations.





Arts and Entertainment Marketing

Foster the success of the organizations, events and communities that make downtown the premier destination for cultural events and entertainment.

Support

- Provided financial, logistical and marketing support for downtown events and organizations, and awarded \$35,000 in Cultural Marketing sponsorships.

Art Projects

- Worked to complete Bike Rack Sculpture installations along Congress Avenue in partnership with sponsors Thomas Properties Group and Grubb and Ellis.

Holiday Events

- Worked with KUT-FM, Austin Music Foundation, First Night Austin, Austin School for the Performing and Visual Arts, and others to plan and manage the annual Holiday Sing-Along, Capitol Tree Lighting and Congress Avenue Stroll.
- Installed and maintained new energy-efficient holiday lights along Congress Avenue, with support from Austin Energy.

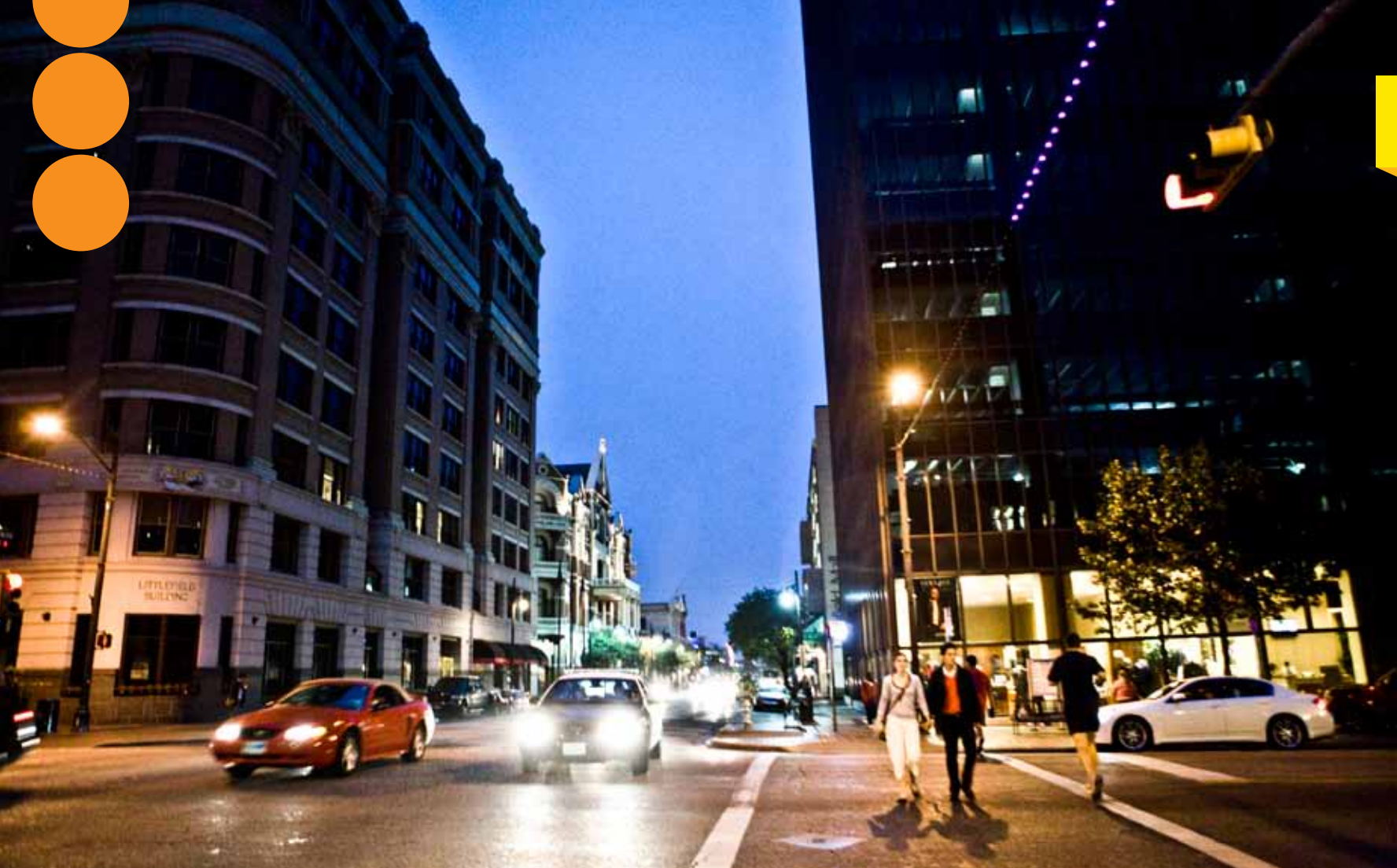
› DEVELOPING DOWNTOWN LEADERSHIP CAPACITY

Education

Host meetings and forums, giving the downtown community the opportunity to discuss important topics with local and national leaders. Sessions included:

- Congressman Lloyd Doggett, Representative of the 25th District of Texas: Updates on Downtown Austin Projects.
- Chief Art Acevedo, Austin Police Department: Downtown Safety.
- Robert Spillar, City of Austin Director of Transportation: Streetcar Financing Tools and Strategies.
- Rick Williams, Executive Director of Portland, Ore. Lloyd District Transportation Management Authority: Lloyd TMA and BID Partnering in Lloyd District's Growth.
- Wendy Feuer, Assistant Commissioner of Urban Design and Art of the New York City Department of Transportation: Transforming the Form of the City through Art.





▶ DEVELOPING DOWNTOWN LEADERSHIP CAPACITY

Advocacy and Policy

Monitor and advocate for policy that enhances downtown's economic prosperity and competitive advantage. Efforts included:

- **Security and Maintenance:**

- Continued funding and development of treatment programs for chronic public intoxicants.

- **Streetscapes and Transportation:**

- Inclusion of above- and below-ground infrastructure improvements in Downtown Austin Plan.
- Street Closure Task Force recommendations.
- Federal funding for East Sixth Street sidewalk repairs, Waller Creek Trail, the Town Lake Hike and Bike Trail boardwalk and new sidings on the MetroRail Red Line (through the SAFETEA-LU, TIGER and ARRA programs).

- **Parks and Open Spaces:**

- Downtown Parks and Open Spaces, and Waller Creek District Master Plans.
- Project funding for Waller Creek and Lady Bird Lake Boardwalk development.

- **Economic Development:**

- Downtown Austin Plan Density Bonus and Affordable Housing Plans.
- Waller Creek Boathouse/Lakehouse.
- Preservation Grants for historic building façades.
- Landmark Ordinance Changes.

- **Arts and Entertainment Marketing:**

- CreateAustin Plan.



› DEVELOPING DOWNTOWN

Marketing and Communications

Increase knowledge of and interest in downtown Austin and the Downtown Austin Alliance.

- Highlighted downtown's cultural attractions through four seasons of DOWNTOWN, a Lone Star EMMY-winning series produced by the Downtown Austin Alliance, Action Figure and KLRU-TV.
- Created a DOWNTOWN TV website which enables organizations to view and share segments from every season of DOWNTOWN, and create a personalized websites and newsletters featuring their information and favorite show content.
- Maintained a weekly e-newsletter and online calendar of events, providing organizations with opportunities to promote their events to key constituents.
- Provided marketing consultation and assistance for new retailers in preparation for their grand opening.
- Developed strategies to market the DAA's retail location and support services.

LEADERSHIP CAPACITY

Research and Information, Strong Partnerships and Leader Engagement

Research and Information

- Identified, collected, maintained and distributed key data that helps to describe, analyze and assess the progress of downtown Austin.

Strong Partnerships

- Identified and developed effective relationships with key stakeholders, creating partnerships that align with and support the DAA's mission and current and future projects.

Leader Engagements

- Developed and engaged downtown leadership for 2010 and beyond.
- Encouraged DAA members to apply to serve on City of Austin Boards and Commissions.



DOWNTOWN AUSTIN ALLIANCE

COMBINED STATEMENT OF FINANCIAL

POSITION FOR FY ENDED APRIL 30, 2009

ASSETS

Current Assets

Cash and Cash Equivalents	731,414
Investments	630,163
Accounts Receivable	84,590
Prepaid	13,291
Total Current Assets	1,459,458
Property & Equipment, net of depreciation of \$22259	205,767
Total Assets	1,665,225

LIABILITIES AND NET ASSETS

Current Liabilities

Accounts Payable	40,396
Accrued Expenses	239,431
Deferred Revenues	2,500
Total Current Liabilities	282,327

Net Assets

Unrestricted Net Assets	
Designated by the Board for:	
Unrestricted Net Assets	1,382,898
Temporarily Restricted Net Assets	
Total Net Assets	1,382,898

Total Liabilities and Net Assets	1,665,225
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DOWNTOWN AUSTIN ALLIANCE

COMBINED STATEMENT OF ACTIVITIES

FOR FY ENDED APRIL 30, 2009

Changes in Unrestricted Net Assets

REVENUE & OTHER SUPPORTS

Public Improvement Revenue	2,279,261
Contributions from Travis County	25,000
Membership Dues	16,950
Interest Income	14,709
Contributions	384,064
Other Supports	9,032
Total Revenue and Other Supports	2,729,016
Net Assets Released from Restrictions	—
Total Unrestricted Revenue and Other Support	2,729,016

EXPENSES

Program Services

Parks	78,002
Arts/Marketing	218,691
Communications	86,546
Economic Development	258,444
Membership	114,674
Security	515,864
Maintenance	272,314
Streetscapes & Transportation	95,591
Total Program Services	1,640,126

Supporting Services

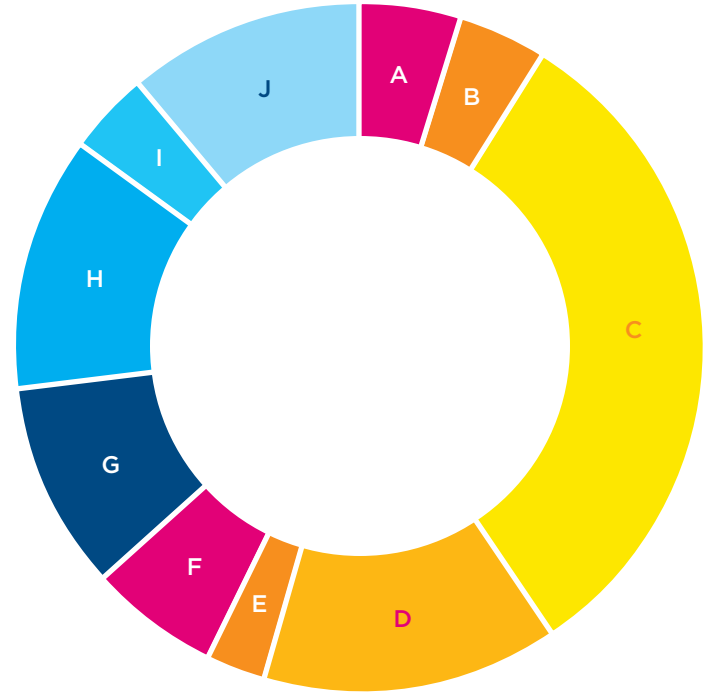
General and Administrative	191,121
Total Supporting Services	191,121

Total Expenses	1,831,247
Increase(decrease) in Unrestricted Net Assets	897,769
Changes in Temporarily Restricted	
Net Assets	
Contributions	-
Net Assets Released from Restrictions	-
Increase(decrease) in Net Assets	897,769
Net Assets at Beginning of Year	485,129
Net Assets at End of Year	1,382,898

DOWNTOWN AUSTIN ALLIANCE

BUDGET FOR FY 2009-2010

Program	Amount	Percentage
A Administration	127,518	5%
B BOD Strategic Priorities	98,028	4%
C Security	840,670	32%
D Maintenance	376,111	14%
E Streetscapes & Transportation	88,253	3%
F Membership	149,985	6%
G Communications	270,876	10%
H Arts/Marketing	309,836	12%
I Parks	105,605	4%
J Economic Development	290,987	11%
TOTAL	2,657,869	100.0%





Buffalo Billiards

VISITORS

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▶ BOARD AND ADVISORY BOARD

2008-2009 BOARD OFFICERS

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TREASURER AND CONGRESS AVENUE WOW CHAIR

Andy Smith, *Thomas Properties Group*

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SIXTH STREET MAKEOVER CHAIR

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STREETSCAPES AND TRANSPORTATION CHAIR

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Cid Galindo, *The Galindo Group*

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Robert Hill, *Inter-Continental Stephen F. Austin*

Michael Kennedy, *Commercial Texas*

Tim McCabe, *Trammell Crow*

Dennis McDaniel, *Austin Fairchild*

Bill McLellan, *Treaty Oak Bank*

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Joel Sher, *Congress Holdings Group*

Alex Tynberg, *Tynberg LLC*

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Health Foundation*

Sinclair Black, *Black & Vernooy Architects*

Terry Boothe, *T. Boothe Commission*

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Wade Cooper, *Jackson Walker, LLP*

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› DAA STAFF

DOWNTOWN AUSTIN ALLIANCE STAFF:

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Charles Betts

ASSOCIATE DIRECTOR

Molly Alexander

RETAIL DEVELOPMENT ADVISOR

Linda Asaf

ARTS AND PARKS DIRECTOR

Melissa Barry

SECURITY AND MAINTENANCE DIRECTOR

Bill Brice

ACCOUNTING DIRECTOR

Samia Burns

STREETSCAPES AND TRANSPORTATION DIRECTOR

Thomas Butler

ECONOMIC DEVELOPMENT DIRECTOR

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MARKETING AND COMMUNICATIONS DIRECTOR

Lacy LaBorde

MEMBERSHIP DIRECTOR

Alice Vargas

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Jeff Cowles

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Luther Jackson

Larry McWilliams

Chris Thompson

Paul Torres

Kenneth Trotter

DOWNTOWN RANGERS:

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Caleb Carroll

Katy Conner

Alejandro Gutierrez

Brian Madry

Angelica Ocampo

Jason Pollard

David Rodriguez

John Rodriguez

Angel Vences

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Facebook: Fans of Downtown Austin

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Maria

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