



## EXHIBIT A

### South Congress Preservation and Improvement District 2019 Service Plan

#### INTRODUCTION

During Fiscal Year 2019, 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:

- Enhance vehicular and pedestrian safety through the exploration of sidewalk and crosswalk enhancements within or entering into the district
- Continue safety partnerships in the public and private sectors that includes the hiring of off-duty officers to walk the district 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

##### 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:

- Participate in the South Congress Parking Study approved by City Council on 6/14/2018; managed by DAA, and assist in the formation of the scope and implementation of the study

- Clean the structures and surface infrastructure (public and private space)
  - Continue to provide litter removal services, periodic sidewalk washing and prompt, efficient graffiti removal throughout the district
  - Implement phase one of an alley activation project to clean up and enhance the district's alleyway (this would include vegetation and trash removal, wall muraling and dumpster locations)
- Create systems of order to unify the district
  - Public area lighting (tree lighting and other opportunities)
  - Signage and Banners (this would include working with city departments on parking and wayfinding signage)
    - Renew contract for street banners, supplying 19 poles for 24 months
  - Transportation systems (taxis, valets and TNC drop off/pick up zones and pedicab operational zones)
    - Meeting with ATD to explore sign locations
  - Public Restrooms (identify a location for a public restroom and explore best practices for public restrooms through the downtown restroom pilot program)
    - Explore costs of maintenance
- Advocate for longer-term improvements
  - Develop a specific consensus plan and identify funding for South Congress streetscape that respects the unique nature of the district, including vehicle lanes and flow; sidewalk width and material; and street parking
  - Enhance landscaping, scenic areas, and parks
  - Maintain coordination with the City on physical infrastructure upgrades, such as utility lines and alleys
  - Collaborate with other organizations, such as CapMetro, to create programs that encourage public or alternative transportation methods to the district

Marketing/Fundraising/Economic Development

Promote the economic health of the district and the association through strategic partnerships, marketing and public relations, and events and other fundraising opportunities.

- Partner with the Merchants' Association to promote the district with the South Congress (SoCo) brand, and events that bring a diverse market to, and take advantage of, the unique nature of the district
  - Continue work with Social Media Director to promote businesses in Public Improvement District (PID)
- Encourage business-to-business mentorships
  - Promote existing resources and incentives for business success through our partnership with the Merchants Association
  - Serve as an ombudsman for businesses and property owners within the district
- Pursue financial sustainability to increase resources and effectiveness
  - Produce new events and help to current events within the district
  - Develop and maintain current partnerships with other organization and businesses for promotional and funding opportunities
  - 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:
  - Informational website
  - Website updates, highlighting important issues, current events, businesses, and other items of interest
  - Media relations that educate
  - Monthly meetings with Merchants Association
  - Quarterly forums (informational and educational meetings)
  - Direct outreach to owners & operators
  - District events (first Thursday, holiday event, etc.)
- Continue the partnership with Merchants Association and Soul-y Austin on a comprehensive district plan

Administration

- Contract oversight for Service Areas
- Contract compliance for SCIA contract, including bookkeeping and reporting SCIA Membership/PID Residents
  - Regular committee meetings
  - Special-topic meetings
  - Annual membership meeting
  - A complete and current database of property owners, both members and nonmembers
  - Membership program expansion for non-property owners with an 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, 2019 - April 30, 2020**  
**PID Service Plan Budget**

**Revenues: 2019-2020**

<b>City Revenue:</b>		
PID Assessments	\$	226,739.25
Interest and Late Payment Penalties	\$	2,422.58
Prior Year Revenue Collections	\$	18,342.09
City of Austin Reserve	\$	46,664.00
City of Austin Fee In Lieu of Assessment	\$	2,679.00
Less Administrative Fees for 2018-2019	\$	(2,206.78)
<b>Total Revenues:</b>	<b>\$</b>	<b>294,640.14</b>

**Expenses: 2019-2020**

<b>Programs:</b>		
Public Safety (25%)	\$	73,660.54
Infrastructure / Physical Improvements (Maintenance & Improvements) (25%)	\$	73,660.54
Marketing / Fundraising / Economic Development (25%)	\$	73,660.54
Administration (25%)	\$	71,451.74
City and County Fees (Admin Fees)	\$	2,206.78
<b>Total Expenses:</b>	<b>\$</b>	<b>294,640.14</b>