



March 11, 2026

Via Email

Ms. Margaret Shaw
Economic Redevelopment Program Manager
Financial Services Department

Subject: Request for Amendment to the 2026 Downtown PID Service and Assessment Plan

Dear Ms. Shaw,

The Downtown Austin Alliance hereby requests an amendment to the 2026 Downtown Public Improvement District (PID) Service and Assessment Plan, as adopted by Ordinance No. 20250724-138.

The proposed amendment consolidates existing sub-spending categories into broader program categories to provide greater flexibility in addressing the needs and challenges of the Downtown Austin PID while maintaining alignment with program priorities. The revised spending structure aligns with the FY 2026–27 SAP program budget approved by the Downtown Austin Alliance Board of Directors on March 11, 2026.

This is in alignment with the memo and meeting with your team on January 15, 2026, to reduce the number of programmatic line items in the SAP to increase flexibility and allow the DAA to respond more nimbly to changing market conditions.

Under the proposed amendment, expenditure will be organized into the following three categories:

Clean and Safe

- Public Space Experience: Cleanliness, Safety, & Hospitality
- Public Space Experience: Homelessness

Economic Development

- Built Environment
- Mobility
- Research
- Active Urbanism

The Downtown Austin Alliance mission:

To create, preserve and enhance the vibe, vitality and value of downtown Austin for everyone.

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- Promotion & Communication

Administration

- Administration

Please let us know if any additional information is needed to support this request.

Sincerely,

A handwritten signature in blue ink, appearing to read 'D Barbour', with a long horizontal line extending to the right.

Davon Barbour
President & CEO, Downtown Austin Alliance

Attachments:

- Proposed Amendment to the 2026–27 Downtown PID Service and Assessment Plan and Budget (revised spending by category)
- Explanation of Funding Reallocation
- Five year amended SAP 2027-28- 2031-32



Exhibit E
DAA REQUEST TO AMEND SAP F126-27

SAP Ordinance 20250724-138		Proposed Amendment	Proposed Amended SAP	% Change From SAP	Explanation
Public Space Experience: Cleanliness, Safety, & Hospitality	\$ 6,492,645	\$ (6,492,645)	0	0.00%	Consolidate Cleanliness, Safety, & Hospitality and Homelessness into a single Clean & Safe category. This consolidation reduces the number of programmatic line items in the SAP, providing greater flexibility and allowing the DAA to respond more nimbly to changing market conditions.
Public Space Experience: Homelessness	\$ 391,612	\$ (391,612)	0	0.00%	
Clean and Safe		6,884,257	6,884,257	54.32%	
Built Environment	534,823	(534,823)	0	0.00%	Consolidate Built Environment, Mobility, Research, Active Urbanism, and Promotion & Communication into a single Economic Development category. This consolidation reduces the number of programmatic line items in the SAP, providing greater flexibility & allowing the DAA to respond more nimbly to changing market conditions.
Mobility	536,090	(536,090)	0	0.00%	
Research	323,175	(323,175)	0	0.00%	Consolidate Built Environment, Mobility, Research, Active Urbanism, and Promotion & Communication into a single Economic Development category. This consolidation reduces the number of programmatic line items in the SAP, providing greater flexibility & allowing the DAA to respond more nimbly to changing market conditions.
Active Urbanism	1,342,126	(1,342,126)	0	0.00%	
Promotion & Communication	1,382,681	(1,382,681)	0	0.00%	Consolidate Built Environment, Mobility, Research, Active Urbanism, and Promotion & Communication into a single Economic Development category. This consolidation reduces the number of programmatic line items in the SAP, providing greater flexibility & allowing the DAA to respond more nimbly to changing market conditions.
Economic Development		4,118,894	4,118,894	32.50%	
Administration	1,670,370	-	1,670,370	13.18%	No Change.
Total	\$ 12,673,522	\$ -	\$ 12,673,522	100%	



DOWN TOWN AUSTIN ALLIANCE
DOWN TOWN AUSTIN PID SERVICE PLAN BUDGET
Five Year Revenue Projection
Amendment

Exhibit A

REVENUES:	FY 2023-24	FY 2024-25	FY 2025-26	FY 2026-27	FY 2027-28	FY 2028-29	FY 2029-30	FY 2030-31	FY 2031-32	Five Year Total	Percentage Allocation
	PID Assessments Revenue	12,350,052	15,681,344	14,055,894	12,465,566	12,465,566	12,465,566	12,465,566	12,465,566	12,465,566	\$ 62,532,830
City of Austin Contribution	350,000	350,000	350,000	350,000	350,000	350,000	350,000	350,000	350,000	\$ 1,800,000	2.8%
City & Travis County Administrative Fees	(47,279)	(146,751)	(151,657)	(153,045)	(153,045)	(153,045)	(153,045)	(153,045)	(153,045)	\$ (765,225)	-1.2%
TOTAL REVENUES	12,562,474	15,894,580	14,264,637	12,673,521	12,673,521	12,673,521	12,673,521	12,673,521	12,673,521	\$63,367,605	100%
EXPENSES BY PROGRAM:	Five-Year Expenditure Projections by Program Area										
	FY 2023-24	FY 2024-25	FY 2025-26	FY 2026-27	FY 2027-28	FY 2028-29	FY 2029-30	FY 2030-31	FY 2031-32	Five Year Total	Percentage Allocation
Public Space Experience: Clean, Safety & Hospitality	4,174,000	7,626,585	7,307,774								
Public Space Experience: Homelessness	628,000	784,585	440,777								
Built Environment	502,500	586,584	601,868								
Mobility	1,130,474	597,514	693,584								
Research	502,500	520,668	363,748								
Active Urbanism	2,010,000	1,734,469	1,510,625								
Promotion & Communication	1,633,000	1,779,744	1,556,272								
Administration	1,382,000	2,254,951	1,880,079	1,670,370	1,670,370	1,670,370	1,670,370	1,670,370	1,670,370	8,351,850	13.18%
Clean and Safe				6,884,257	6,884,257	6,884,257	6,884,257	6,884,257	6,884,257	34,421,285	54.32%
Economic Development				4,118,894	4,118,894	4,118,894	4,118,894	4,118,894	4,118,894	20,594,470	32.50%
TOTAL EXPENDITURES	12,562,474	15,894,580	14,264,637	12,673,521	12,673,521	12,673,521	12,673,521	12,673,521	12,673,521	\$63,367,605	100%

Consolidate Cleanliness, Safety, & Hospitality and Homelessness into a single Clean & Safe category. This consolidation reduces the number of programmatic line items in the SAP, providing greater flexibility and allowing the DAA to respond more nimbly to changing market conditions.

Consolidate Built Environment, Mobility, Research, Active Urbanism, and Promotion & Communication into a single Economic Development category. This consolidation reduces the number of programmatic line items in the SAP, providing greater flexibility & allowing the DAA to respond more efficiently to changing market conditions.