

Attachment A: Amended Five-Year Service Plan and Budget  
May 1, 2026 – April 30, 2031

**DOWN**  
**AUSTINTOWN**  
**ALLIANCE**



DOWNTOWN AUSTIN ALLIANCE

# AMENDED

## 5-Year Service Plan and Budget

May 1, 2026 – April 30, 2031

### INTRODUCTION

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 primary funding for the Downtown Austin Alliance (Downtown Alliance) comes from a special assessment on privately-owned, large downtown properties (over \$500,000) within the PID. Homestead properties are exempt. The PID was renewed in 1997, 2002, 2007 and 2012. In 2022, PID property owners successfully petitioned to authorize the District for another 10-year term. This service plan will coincide with a five-year management contract with the City of Austin, the maximum duration permitted by the City PID Policy.

The Downtown Austin Alliance's mission is to create, preserve and enhance the vibe, vitality and value of downtown Austin for everyone. As the Downtown Alliance continues to lead downtown Austin, the proven economic heart of our region, we work in close collaboration with many other partners to advance our collective vision for the future of downtown. No collaboration is more important than the one with the City of Austin. Key stakeholders include:

- property owners
- residents
- businesses
- workforce
- community organizations
- government officials and staff
- educational institutions
- visitors

The Downtown Alliance is engaged in a variety of projects, initiatives and efforts that increase the appeal of downtown Austin to residents, employees and visitors. We advance downtown's vision through education, community engagement, advocacy and planning, as well as the provision of direct services supporting improved safety, cleanliness and hospitality within downtown, and the maintenance and programming of public spaces.

## THE DOWNTOWN AUSTIN VISION

In the fall of 2017, more than 3,000 Austin-area residents helped shape an ambitious vision for the future of downtown Austin. Led by the Downtown Austin Alliance and guided by a steering committee with diverse community perspectives, the process included extensive public engagement. An experienced group of Austin-based consultants were enlisted to help conduct workshops, interviews, events, focus groups and a community-wide survey—all with the goal of gaining insight into residents' values and aspirations for their downtown.

The resulting Downtown Austin Vision is a forward-looking framework that outlines the community's collective vision of downtown Austin's future and identifies long-term strategic priorities for making that vision a reality. It is envisioned that the full intent of the Downtown

## From the Downtown Austin Vision (2018)

### VISION STATEMENT

The Downtown You Will Always Love

### PRIORITY AREAS

**1. Thriving Center**

Downtown is the thriving center of business and community life, creating economic prosperity for the entire region.

**2. Welcoming Places**

Downtown is beloved for diverse and engaging parks, places and experiences that attract and welcome everyone.

**3. Growing Neighborhoods**

Downtown is a growing and ever-evolving tapestry of complete, vibrant and walkable neighborhoods and districts that express Austin's authentic character – history, art, music, nature and culture.

**4. Leading Mobility**

Downtown is the leader and champion of innovative urban transportation alternatives.

Austin Vision would be realized by 2039 (Austin’s 200th anniversary), with notable progress visible by 2030.

The Downtown Austin Vision includes a vision statement for downtown, core values to guide the work, and goals and strategies within four priority areas for achieving the vision. It also introduces several transformative initiatives that will help advance multiple dimensions of the vision. Some of the key elements of the vision are included below.

### **THE DOWNTOWN ALLIANCE’S STRATEGIC PLAN**

In the Spring of 2023, the Downtown Austin Alliance Board adopted a five-year strategic plan to guide the organization’s work. Our board, staff, and consultant team worked hard to carefully align our 2023-2028 Strategic Plan with the Downtown Austin Vision and reaffirm our dedication to “The Downtown You Will Always Love.”

As we move forward, we are actively identifying areas within the Vision where we can make a significant impact and effectively serve our community. Our commitment to the strategic plan remains unwavering, and we are eager to embark on initiatives that will bring about meaningful change and enhance downtown Austin.

To ensure accountability and transparency, the Downtown Alliance sets annual milestones that align with the priorities outlined in the strategic plan. By doing so, we can effectively track our progress and report on our accomplishments to the community. This approach allows us to remain focused, adaptive, and responsive to the evolving needs of downtown Austin.

As we enter the third year of our strategic plan, we look forward to the continued collaboration and engagement of all stakeholders. Together, we will work tirelessly to bring our vision to life and create a thriving downtown Austin that benefits residents, businesses, and visitors alike.

### **DOWNTOWN ALLIANCE MISSION**

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

### **DOWNTOWN ALLIANCE CORE VALUES**

LEAD WITH RELENTLESS **VISION**

EARN **TRUST**

INSPIRE **PASSION**

FOSTER **COLLABORATION**

MINDFULLY **IMPACT**

CULTIVATE **INCLUSIVITY**

## **DOWNTOWN ALLIANCE SERVICE PLAN**

### **Clean and Safe**

**Goals:** Downtown is clean, safe and welcoming for everyone.

- Crime is reduced; specifically violent crime is the lowest this century.
- More people and more diverse populations use downtown.
- A majority of the community perceives downtown as clean, safe and welcoming.
- Downtown sidewalks and public areas are free of litter, debris and vandalism at all times.
- The number of people living unsheltered downtown is decreased by 75% and everyone experiencing homelessness has increased access to facilities and services.

### **Representative Programs and Projects:**

- Downtown Ambassador Program: clean, safe, and hospitality services within the Public Improvement District (PID) including:
  - Pressure washing
  - Graffiti removal
  - Safety and hospitality teams
  - Trash removal
  - Park security and maintenance
  - Beautification
- APD overtime patrols for downtown
- Bird control service in the Public Improvement District
- Public restroom maintenance
- Homeless family reunification program
- Homelessness focused alternative response efforts
- Quarterly downtown unsheltered count

## **Economic Development**

**Goals:** Downtown fuels the prosperity, identity, and competitiveness of Austin.

- Downtown grows with a delightful and eclectic mix of modern investment and beautiful public spaces, while preserving historic character and funky weirdness.
- Downtown ignites, attracts and cultivates authentic arts, culture, music, nature and sense of place.
- Downtown is easier and more enjoyable to access and move within, has enhanced pedestrian and transportation facilities, and improved connections to neighboring.
- Annual advocacy and research agendas aligned with strategic priorities, goals, and objectives are developed, communicated, and executed.
- Brand, visibility, and impact are elevated through deliberate and targeted communication to stakeholders, members, and the public.

### **Representative Programs and Projects:**

- Participation of downtown stakeholders in city code and policy updates related to downtown
- Participation of downtown stakeholders in City of Austin planning and urban design efforts for downtown
- Development of tools and/or educational programs to support preservation, affordability and economic development
- Business and retail support including tactical placemaking efforts
- Educational partnerships to increase awareness and stewardship of downtown's urban tree canopy
- Advancement of programs/tools to reduce the impacts of major construction projects such as I-35 and Project Connect in downtown
- Implementation of parking programs to support maximizing the use and availability of parking and addressing access and affordability issues
- Ongoing improvements and promotion of affordable parking program and other options to support the mobility needs of downtown businesses
- Advocacy and partnerships to support funding and timely advancement of infrastructure projects
- Annual marketing, research, and advocacy agendas
- Regular research reports and data development including the State of Downtown and downtown development maps
- Storefront inventory
- Surveys to assess perceptions of downtown
- Economic development research and efforts
- Business attraction, retention, and expansion
- Licenses and acquisition of data to support research efforts
- Ongoing stewardship of Republic Square and Old Bakery and Emporium
- Partnerships with downtown cultural districts to produce art and culture events

- Downtown Austin Storefront Activation program
- Supporting artists, musicians, and creatives
- Increasing curb appeal of downtown spaces through events and activations
- Business outreach and support programs
- Stakeholder communications and engagement
- Annual member meeting, Future of Downtown public event, and educational events
- Public relations and media strategy and implementation
- Regular maintenance and enhancements to website and communications channels

### **Downtown Alliance Service Verifications**

The Downtown Austin Alliance has not received any notifications regarding changes of ownership or transfers of property located within the boundaries of the Downtown PID. The Downtown Austin Alliance sent annual notices to all property owners within the PID based on the information provided to us by the Travis County Appraisal District. See Exhibit D.

Based upon publicly available information, the Downtown Austin Alliance does not believe there is any overlap between the services provided under this Agreement and the services offered by the SoCo or East Sixth PIDs.

### **Addenda:**

- Exhibit A – 5 Year Service Plan Budget by Program Area



**DOWNTOWN AUSTIN ALLIANCE**  
**DOWNTOWN AUSTIN PID SERVICE PLAN BUDGET**  
 Five Year Revenue Projection  
 Amendment

REVENUES:	Amendment					Five Year Total	Percentage Allocation
	FY 2026-27	FY 2027-28	FY 2028-29	FY 2029-30	FY 2030-31		
PID Assessments Revenue	12,466,566	15,065,226	16,682,471	16,806,795	17,141,924	\$ 78,162,982	98.7%
City of Austin Contribution	360,000	360,000	360,000	360,000	360,000	\$ 1,800,000	2.3%
City & Travis County Administrative Fees	(153,045)	(153,045)	(153,045)	(153,045)	(153,045)	\$ (765,225)	-1.0%
<b>TOTAL REVENUES</b>	<b>12,673,521</b>	<b>15,272,181</b>	<b>16,889,426</b>	<b>17,013,750</b>	<b>17,348,879</b>	<b>\$79,197,757</b>	<b>100%</b>

  

EXPENSES BY PROGRAM:	Five-Year Expenditure Projections by Program Area					Five Year Total	Percentage Allocation
	FY 2026-27	FY 2027-28	FY 2028-29	FY 2029-30	FY 2030-31		
Public Space Experience: Clean, Safety & Hospitality							
Public Space Experience: Homelessness							
Built Environment							
Mobility							
Research							
Active Urbanism							
Promotion & Communication							
Administration	1,670,370	2,012,873	2,226,026	2,242,412	2,286,582	10,438,264	13.18%
Clean and Safe	6,884,257	8,295,849	9,174,336	9,241,869	9,423,911	43,020,222	54.32%
Economic Development	4,118,894	4,963,459	5,489,063	5,529,469	5,638,386	25,739,271	32.50%
<b>TOTAL EXPENDITURES</b>	<b>12,673,521</b>	<b>15,272,181</b>	<b>16,889,426</b>	<b>17,013,750</b>	<b>17,348,879</b>	<b>79,197,757</b>	<b>100%</b>

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.