



**Downtown Fort Worth, Inc.
Fort Worth Public Improvement District #1
Advisory Board Meeting
Wednesday, January 11, 2023
MINUTES**

The Advisory Board for the Fort Worth Public Improvement District #1 met on Wednesday, January 11, 2023 in the Conference Room at Downtown Fort Worth, Inc., located at 777 Taylor Street, Suite 100, Fort Worth, Texas 76102.

Advisory Board Members in Attendance: Larry Auth, Laura Bird, Johnny Campbell, Gary Cumbie, Carlos De La Torre, Drew Hayden, Ed Kraus, Michelle Lynn, Renee Massey, Mark Michalski, Don Perfect, and Jed Wagenknecht.

Board Members unable to attend: Nicole Nadvornik, Amber Finley, Marie Holliday, Ashlee Johnson, Walter Littlejohn, Carissa Taylor and Courtney Towson.

DFWI Staff present: Matt Beard, Brandi Ervin, KayLee Pratt, Shane Smith, Andy Taft and Barbara Sprabary.

City Staff: Vicky Moss, PID Administrator.

CALL TO ORDER – With a quorum being present, Chair Auth called the PID #1 Advisory Committee meeting to order.

CONSIDERATION OF THE OCTOBER 19, 2022 MINUTES – Mr. Auth called the Advisory Committee's attention to the October 19, 2022 minutes. The minutes were emailed prior to today's meeting.

UPON A MOTION BY Carlos De La Torre and duly seconded by Gary Cumbie, the PID #1 Advisory Committee unanimously approved the October 19, 2022 meeting minutes.

FINANCIAL REPORT FOR 1st QUARTER OF FY 2022-2023 Brandi Ervin reported the following:

- We have received about 25% of PID assessments and payments in lieu of services as of December 31st;
- PID generated revenue is at about 17% of the annual budget. This includes \$7,500 in the bus shelter cleaning contract, and \$18K for banner revenue;
- Expenses – operations are at 22% of the budget;
- Transportation and planning are at 41%. We made the second \$25K Strategic Action Plan payment in October, and funded Molly the Trolley in the amount of \$26,523 for the entire year;
- Marketing is at 20% of the annual budget;
- Research is at 22%. The majority of funds is for Placer.AI and Costar;
- Administration is at 25% of the annual budget;
- Total expenses are at 24%. We expect it to be around 25% at this point in the year.

Drew Hayden asked about the short fall in revenue. Ms. Ervin explained that this is a timing issue, as we will receive the \$49K Tarrant County grant next quarter, which will put us back where we should be. The contractual service under Administration is due to the annual audit. Matt Beard added that we do not anticipate a mid-year adjustment,

but they will be meeting with the City to discuss the process. Ms. Ervin said that we may need to move funds around, but it will not be an adjustment to the bottom line.

UPON A MOTION BY Gary Cumble and duly seconded by Drew Hayden, the PID #1 Advisory Committee unanimously approved the 1st Quarter FY 2022-2023 financial report as presented.

PID #1 REPORT

Burnett Park – Matt Beard highlighted new amenities within the PID. No PID funds were spent for this work . These improvements were funded by the City, Burnett Plaza and the Burnett Park endowment fund.

- **Phase 1** – the installation of the new deck on the south portion of the park and the new Adirondack chairs . Mr. Beard thanked Laura Bird and Frost Tower for their donation which was used for the chairs.
- **Phase 2** – installation of artificial turf under and around the playground equipment and boulders. This was completed two weeks ago.
- **Phase 3** – new lights will be installed in the coming weeks on 14 trees.
- **Phase 4** – illuminate the middle of the park. (We are still working on a strategy for this.)

Ambassador Stats – Mr. Beard showed graphs of the Ambassadors activity over the past four years which included business contacts, hospitality assists, motorist assists, and safety escorts.

Beard informed the Advisory Board that the police’s H.O.P.E. unit has doubled their budget and they have increased their staff from 6 officers to 12.

- **Hospitality Assists** had a major drop during COVID. However, there was a big jump in hospitality assists when the National Finals Rodeo was in town. The trend line is staying steady. The heat map shows that the ambassadors engage with people throughout the district.
- **Motorist Assists** were trending the same in 2021 and 2022. One hotspot for these assists is near Federal Courthouse and City Hall where they assist judges, jurors, government office visitors and municipal employees. Other hotspots include hotels and near PID 14.
- **Safety Escorts** had a major increase as more people are aware of this service. In 2021 and 2022, an individual who worked at a bank and lived in downtown, had an ambassador escort them to and from work every morning and evening. In 2022, a resident, who is legally blind, moved downtown. The ambassadors escort this individual to the train station every morning.
- Ambassadors reported an addressed an increase in aggressive panhandling.

Mr. Beard said that there are people of interest, “POIs”, that are being tracked. The number is getting smaller as Paul Andrade has helped to get these individuals into housing. Most of the new faces do not stay downtown long. The local residents were nearing 40 but are about half of that now. Andrade works with Trinity Metro to help many of the individuals get back to their family. In 2021, 36 housing referrals received a waiver to get housing. There were 16 in 2022, and an additional 3 are in the process now, and another 4 have started the process.

PID 1 Work Plan Committee – Mr. Beard will send calendar invites for each of these walks (dates TBD):

- Commerce Street corridor. This will be an evening walk to look at opportunities along this street.
- Future City Hall area. What can we do to make the area better for everyone?
- Evening walk along the Houston Street corridor. The walk will start at the Omni Hotel and finish at the Courthouse.

Future Events:

- **Saturday, January 14** – The Fort Worth Stock Show Parade. The parade will start at 11am.
- **Monday, March 16** – Martin Luther King parade and rally.

Downtown Neighborhood Alliance – KayLee Pratt reported that the FWDNA had their Christmas party at the Fort Worth Club last month and will be meeting again tomorrow at Parts Unknown for cocktails and a fashion show. They will be looking to increase their marketing this year to reach more people.

SOCIAL MEDIA – Ms. Pratt did a social media recap for 2022.

- The net audience seems to have plateaued.
- DFWI had an increase of 5K followers over the past year. In 2019, there was an increase of 9K followers; 2020 had an increase of 15K; and in 2021 there was an increase of 7K.
- Ms. Pratt said there has been a change in trends and algorithms throughout social media. These have affected our reach.
- DFWI's top performing posts in 2022 included a reel on Instagram showing Salsa in the Park which had 40K views. The MAIN ST. Fort Worth Arts Festival Facebook post reached 132K, and on Twitter, the top performing story was the PID crew de-icing the streets.

Ms. Pratt said that they are working on new strategies to keep our engagement percentage rate high. The numbers for engagement and impressions change and they are trying to find a balance and grow all of the platforms for downtown. Ms. Fetty added that all the ads were organic. These results required no PID funded advertising.

MARKETING – Ms. Fetty talked about paid advertising from the previous quarter for the digital campaign. The late summer blogs in August and September, making pasta at Il Modo, reached about 55K people. The holiday blog reached 120K. The campaign has recently been driving social media traffic to FW Parking. This has had 140K impressions over three months.

Burnett Park Activations – Last year DFWI introduced "Movies in Burnett Park". There were approximately 85 people at the first movie. We ended the movie series on December 2 with over 400 people in attendance to see *Elf*. Ms. Fetty thanked Jack Clark from Red Oak Realty for offering free parking for movie nights and also thanked Neighbor's House for concessions. The park was activated prior to each movie, so that visitors would come early and hopefully eat or shop prior to the movie. We will continue to have movies in 2023. Ms. Fetty is working on spring programming that will feature yoga in the park, movie nights, and the lunchtime music series.

Make plans to attend **Bubbles and Strings on February 14** for a little romance under the Singing Trees.

Ms. Fetty concluded her report and talked about the Ambassadors who handed out 500 roses during our Valentine's Day promotion. Flowers were purchased from Flowers to Go. This was a great opportunity to promote the downtown businesses, the Ambassador program, and to surprise people with random acts of kindness in downtown. In December, the Ambassadors were on the streets handing out gift cards to downtown establishments as a part of our downtown holiday promotions.

RESEARCH – Shane Smith announced that the State of Downtown report is complete. Printed copies will be available at the State of Downtown Breakfast on February 2 at the Fort Worth Club. The breakfast will start at 7:30am.

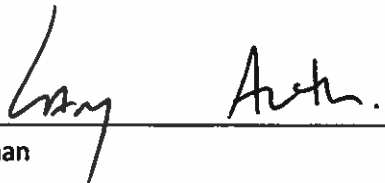
OTHER MATTERS – There were no other matters for discussion.

REQUEST FOR FUTURE AGENDA ITEMS – There were no requests for future agenda items.

PRESENTATIONS BY THE PUBLIC – There were no presentations by the public.

ADJOURNMENT OF MEETING – With no further business to come before the PID #1 Advisory Committee, the PID #1 meeting was adjourned.

Respectfully Submitted,

 4/26/23

Larry Auth, PID #1 Chairman