



**Board of Directors Meeting**  
**May 12, 2022**

**Houston Downtown Management District  
Board of Directors Meeting  
May 12, 2022**

**TABLE OF CONTENTS**

	<u>PAGE</u>
Minutes of the April 14, 2022 meeting of the board of directors.....	3
Items pertaining to finance and administrative matters:	
• Approval of interim financial statements and ratification of expenditures and check registers for April 30, 2022.....	6
• First Quarter 2022 DBE Program Report.....	14
• Report of Nominating Committee and action thereon.....	15
• Report on Inter-Agency Strategic Planning.....	No Materials
Committee Spotlight:	
• Marketing & Communications: Expanded Residential Program .....	No Materials
Consent Agenda:	
• Operations: Standby Emergency Contractor .....	16
Program authorizations:	
<i>Marketing &amp; Communications</i>	
• Authorize expenditures for Downtown holiday décor program.....	18
Program updates:	
• Operations.....	19
• Economic Development Program .....	23
• Planning, Design & Capital Projects.....	25
• Marketing & Communications.....	27

**MINUTES OF REGULAR MEETING OF  
HOUSTON DOWNTOWN MANAGEMENT DISTRICT**

April 14, 2022

THE STATE OF TEXAS       §  
  §  
COUNTY OF HARRIS       §

The Board of Directors of the Houston Downtown Management District (the “District”) met in regular session, open to the public, on April 14, 2022, at 12:00 p.m., in-person at the District’s office, located at 1221 McKinney Street, Suite 4250, Houston, TX 77010, inside the Large Conference Room, and the roll was called of the duly appointed members of the Board, to-wit:

**BOARD MEMBERS**

Leslie G. Ashby	Roland Kennedy
Genora Boykins	Nick Massad III
Wendy Cloonan	Sherea A. McKenzie
Clay Crawford	Kenny Meyer
Marcus Davis	John Mooz
Jacques D’Rovencourt	Cat Nguyen
Matt Damborsky	Randy Pryor
Terry Demchak	Edna Ramos
Irma Galvan	Scott Repass
Marian Harper	Grace Rodriguez
Gilbert A. Herrera	Richard Torres
C.C. Huang	Valerie M. Williams
Angus Hughes	Ted Zwiag
Toni M. Jackson	
Robbi Jones	

and all the above were present, with the exception of Directors Angus Hughes, Matt Damborsky, , Marian Harper, Cat Nguyen, John Mooz, Scott Repass, and Valerie Williams.

Also present were Kristopher Larson, President/CEO; Jackie Traywick, COO; Jana Gunter, Director of Finance; Allen Douglas, General Counsel; Jamie Perkins, Assistant Secretary; staff members Yeneby Angeles, Christal Ayala, Angie Bertinot, Brett DeBord, Scott Finke, Jacque Gonzalez, Keith Gould, Lonnie Hoozeboom, Ellen Johnson, James Kennedy, Dusty McCartney, and Shelby Roth of the District; Algenita Davis, consultant to the District; Varun Cidambi, Robert Pieroni and Kim Scates of Central Houston, Inc.; and Mary Buzak of Bracewell LLP.

**WELCOME**

Chair Ashby presided over the meeting and welcomed all directors, consultants and other meeting attendees.

Quorum was established and the meeting began at approximately 12:12 p.m.

## **PUBLIC COMMENTS**

Chair Ashby asked if there were any comments from the Public. No comments were provided.

## **APPROVAL OF MINUTES**

The Board considered approving the minutes of the March 10, 2022 Board meeting. Upon a motion duly made and seconded, the Board approved the March 10, 2022 minutes as presented.

## **ITEMS PERTAINING TO FINANCE AND ADMINISTRATIVE MATTERS**

### **Approval of Financial Statements and Ratification of Expenditures**

Chair Ashby called on Robbi Jones, Chair of the Finance and Investment Committee, to begin discussion on the interim financial statements and check registers for the period ending March 31, 2022. Director Jones reviewed highlights of the March financials and check registers. She called for questions or comments.

There being none, upon a motion duly made and seconded, the Board approved the interim financial statements and check registers for the period ending March 31, 2022 as presented.

### **First Quarter 2022 Investment Report**

Director Jones continued and presented the First Quarter 2022 Investment Report. No questions were asked and discussion did not take place. Upon a motion duly made and seconded, the First Quarter 2022 Investment Report was approved as presented.

### **Resolution of Appreciation for Retiring State Representative**

Chair Ashby presented to the Board a Resolution of Appreciation honoring retiring State Representative Garnet Coleman. She noted a framed resolution will be delivered to Representative Coleman as a token of the District's appreciation for his service.

## **COMMITTEE SPOTLIGHT**

### **Office/Economic Development: Downtown Office Story**

Chair Ashby called on Robert Pieroni to open this discussion. He started by introducing Varun Cidambi, Research and Economic Development Specialist for CHI. Mr. Pieroni praised Mr. Cidambi's effort and detail he contributed to this year's Office Story Publication.

Mr. Pieroni then shared a presentation which illustrated highlights of the Downtown real estate office market over the past year. He provided a brief overview of the history of the Downtown Office Story publication, noting that the 2022 marks its 38<sup>th</sup> year.

He continued and shared information on timelines for historical buildings, future builds, and renovations, sublease and marketed space, leasing trends, industries using downtown office space and data supporting the building tier structures. Discussion ensued and questions were asked and answered. No further action was required.

## **PROGRAM AUTHORIZATIONS**

### **Marketing & Communications**

Angie Bertinot presented an item which would ratify the MOU with Street Art for Mankind (SAM) and authorize related expenditures, setting a partnership between SAM, CHI and HDMD to co-produce Phase I of an art walk featuring nine fine art murals placed on participating downtown buildings in an amount not to exceed \$200,000.

Discussion ensued and questions were asked and answered. Upon a motion duly made and seconded, the SAM MOU and Mural Committee composition were ratified, and the authorization amount was approved as presented.

## **PROGRAM UPDATES**

### **Operations**

Mr. DeBord provided an update on Operations matters for the prior month. Discussion took place and questions were asked and answered. No action was required.

### **Economic Development Program**

Mr. Pieroni touched on highlights for economic development matters for the month prior. Questions were asked and answered, and discussion took place. No further action was required.

### **Planning, Design and Capital Projects**

Mr. Hoogeboom shared an update on planning, design and capital projects. Discussion ensued, and questions were asked and answered. No further action was required.

### **Marketing & Communications Report**

Ms. Bertinot provided an update on marketing and communications for the prior month. Questions were asked and answered. Discussion did not take place. No action was required.

## **DIRECTORS' QUESTIONS ON OTHER INITIATIVES**

There were no questions.

## **OTHER BUSINESS**

Chair Ashby stated that the next meeting is scheduled for May 12, 2022. There being no further business to come before the Board, the meeting was adjourned at 1:24 p.m.

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Wendy Cloonan, Secretary  
Houston Downtown Management District



To Management  
Houston Downtown Management District

Management is responsible for the accompanying financial statements of the Houston Downtown Management District (the District), which comprise the governmental fund balance sheets and statements of net position as of April 30, 2022 and 2021, and the related statements of activities for the months then ended, in accordance with accounting principles generally accepted in the United States of America. We have performed a compilation engagement in accordance with Statements on Standards for Accounting and Review Services promulgated by the Accounting and Review Services Committee of the AICPA. We did not audit or review the financial statements, nor were we required to perform any procedures to verify the accuracy or completeness of the information provided by management. Accordingly, we do not express an opinion, a conclusion, nor provide any form of assurance on these financial statements.

Management has elected to omit substantially all the disclosures required by accounting principles generally accepted in the United States of America and the required supplementary information that the Government Accounting Standards Board (GASB) requires to be presented to supplement the basic financial statements. If the omitted disclosures, and GASB required supplementary information were included in the financial statements, they might influence the user's conclusions about the District's financial position, results of operations, and cash flows. Accordingly, the financial statements are not designed for those who are not informed about such matters.

The Variance Analysis on page 4 is presented to supplement the basic financial statements. Such information is presented for purposes of additional analysis and, although not a required part of the basic financial statements. The Variance Analysis is the responsibility of management and were derived from and relate directly to the underlying accounting and other records used to prepare the financial statements. The supplementary information was subject to our compilation engagement. We have not audited or reviewed the supplementary information and do not express an opinion, a conclusion, nor provide any assurance on such information.

Sincerely,

A handwritten signature in blue ink that reads 'nctp cpas, pllc'.

Houston, Texas  
May 9, 2022

**Houston Downtown Management District  
Governmental Fund Balance Sheets and  
Statement of Net Position  
April 30, 2022 and April 30, 2021**

	2022			2021		
	HDMD Operating Year to Date	HDMD Capital Year to Date	Total (Memo Only)	HDMD Operating Year to Date	HDMD Capital Year to Date	Total (Memo Only)
<b>Assets</b>						
Cash	\$ 17,759,422	\$ 4,074,025	\$ 21,833,447	\$ 17,869,536	\$ 4,878,243	\$ 22,747,779
Assessments Due	511,869	47,616	559,484	331,173	30,576	361,749
Accounts Receivable	146,749	-	146,749	76,843	4,800	81,643
Prepaid Expense	26,235	-	26,235	26,235	-	26,235
Inventory	-	-	-	-	-	-
Property & Equipment, Net	618,826	9,873	628,699	763,902	30,477	794,379
Intercompany Rec/Pay	(1,226,168)	1,226,168	-	(78,523)	78,523	-
<b>Total Assets</b>	<b>\$ 17,836,932</b>	<b>\$ 5,357,683</b>	<b>\$ 23,194,615</b>	<b>\$ 18,989,166</b>	<b>\$ 5,022,619</b>	<b>\$ 24,011,785</b>
<b>Liabilities</b>						
Accounts Payable & Accrued Expenses	\$ 546,417	\$ 43,000	\$ 589,417	\$ 937,083	\$ 35,000	\$ 972,083
Deferred Revenue & Reserve for Refunds	1,241,004	115,287	1,356,291	1,071,172	99,564	1,170,736
<b>Total Liabilities &amp; Deferred Revenue</b>	<b>1,787,420</b>	<b>158,287</b>	<b>1,945,707</b>	<b>2,008,255</b>	<b>134,564</b>	<b>2,142,819</b>
<b>Fund Balances</b>						
Unreserved, Undesignated	15,249,512		15,249,512	16,180,911		16,180,911
Unreserved, Designated for Catastrophy	800,000		800,000	800,000		800,000
Reserved for Capital Projects		5,199,396	5,199,396		4,888,055	4,888,055
	16,049,512	5,199,396	21,248,908	16,980,911	4,888,055	21,868,966
<b>Total Liabilities, Deferred Revenue &amp; Fund Balances</b>	<b>\$ 17,836,932</b>	<b>\$ 5,357,683</b>	<b>\$ 23,194,615</b>	<b>\$ 18,989,166</b>	<b>\$ 5,022,619</b>	<b>\$ 24,011,785</b>

**Houston Downtown Management District**  
**Statement of Activities**  
**Four Months Ended April 30, 2022**

	<b>Operating YTD Actual</b>	<b>Capital YTD Actual</b>	<b>Total YTD Actual</b>	<b>YTD Budget</b>	<b>Fav (Unfav) Variance</b>
<b>Revenues</b>					
Assessment Revenue	\$ -	\$ -	\$ -	\$ -	\$ -
Operations Revenue	205,650	-	205,650	178,585	27,065
Project Revenue	15,196	-	15,196	51,667	(36,471)
Salary Reimbursements	44,982	-	44,982	16,667	28,315
Interest Income	6,529	3,137	9,666	5,333	4,333
<b>Total Revenues</b>	<b>\$ 272,357</b>	<b>\$ 3,137</b>	<b>\$ 275,494</b>	<b>\$ 252,252</b>	<b>\$ 23,242</b>
<b>Expenses</b>					
<b>Downtown Feels Safe &amp; Comfortable at All Times</b>					
Collaboration to Maintain Low Crime Rate	\$ 704,475	\$ -	\$ 704,475	\$ 915,968	\$ 211,493
Reduced Presence of Homeless & Street Persons	123,710	-	123,710	436,837	313,128
Downtown Sidewalks are Comfortably Lighted	36,533	-	36,533	40,407	3,875
Downtown Clean & Well-Kept Appearance	1,466,002	-	1,466,002	1,397,962	(68,039)
Remove Signs of Disorder in Downtown	12,656	-	12,656	13,759	1,102
Prepare for Emergencies	32,365	-	32,365	37,310	4,945
	2,375,741	-	2,375,741	2,842,244	466,503
<b>Public Realm is Charming, Inviting, Beautiful &amp; Celebrates the Life of the City</b>					
Key Pedestrian Streets are Inviting	143,981	-	143,981	177,504	33,523
Public Spaces Managed, Programmed, & Delightful	306,604	-	306,604	358,996	52,393
Place of Civic Celebration	129,259	-	129,259	258,432	129,173
	579,844	-	579,844	794,932	215,089
<b>Accessible to Region &amp; Easy to Get Around</b>					
Effective Transit Access More Places, More Hours	3,656	-	3,656	3,711	55
Convenient Circulation Without Personal Vehicle	-	-	-	-	-
Easy To Find Way Around	19,085	-	19,085	69,435	50,350
Connect Neighbors & Districts Inside/Outside Downtown	3,444	-	3,444	3,500	56
Convenient, Understandable & Managed Parking	3,466	-	3,466	3,519	52
	29,651	-	29,651	80,165	50,513
<b>Vibrant, Sustainable Mixed-Use Place</b>					
Best Place to Work in Region	134,906	-	134,906	135,287	381
Exciting Neighborhoods to Live In	255,859	-	255,859	42,272	(213,586)
Competitive Shopping Place	5,816	-	5,816	5,900	84
Remarkable Destination for Visitors	18,523	-	18,523	20,960	2,437
	415,104	-	415,104	204,419	(210,685)
<b>Downtown's Vision &amp; Offering Understood By All</b>					
Market to Region	249,550	-	249,550	428,871	179,321
Promote Downtown's Ease of Use	9,246	-	9,246	9,385	139
Vision/Development Framework Understood By All	342,946	-	342,946	439,327	96,381
Tools to Assist Continued Redevelopment	27,736	-	27,736	20,375	(7,361)
Develop & Maintain Information to Support Downtown	11,665	-	11,665	27,990	16,326
	641,143	-	641,143	925,949	284,806
<b>District Governance &amp; Service Known for Excellence</b>					
Engage Stakeholders in Decision Making	244,703	-	244,703	244,728	24
Communications to Owners, Tenants & Others	11,471	-	11,471	11,357	(113)
Preservation of Districts' Capital Assets	43,944	-	43,944	35,000	(8,944)
	300,118	-	300,118	291,085	(9,033)
<b>Capital Improvement &amp; Expenditures</b>					
Downtown Feels Safe & Comfortable	-	-	-	-	-
Public Realm is Charming, Inviting, & Beautiful	-	165,461	165,461	442,500	277,039
Accessible to Region & Easy to Get Around	-	109,151	109,151	100,000	(9,151)
Vibrant, Sustainable Mixed-Use Place	-	57,613	57,613	10,000	(47,613)
Downtown's Vision & Offering Understood By All	-	-	-	-	-
Capital Replacement Expenditure	-	118,060	118,060	93,500	(24,560)
	-	450,285	450,285	646,000	195,715
<b>Total Expenses</b>	<b>\$ 4,341,601</b>	<b>\$ 450,285</b>	<b>\$ 4,791,886</b>	<b>\$ 5,784,795</b>	<b>\$ 992,908</b>
Depreciation Expense	28,885	4,377	33,262	32,718	(544)
<b>Excess of Revenue Over Expenses GAAP Basis</b>	<b>\$ (4,098,130)</b>	<b>\$ (451,524)</b>	<b>\$ (4,549,654)</b>	<b>\$ (5,565,261)</b>	<b>\$ 1,015,607</b>



**Houston Downtown Management District**  
**Statement of Activities**  
**Four Months Ended April 30, 2022 and April 30, 2021**

	Operating YTD Actual	Capital YTD Actual	2022 Total YTD Actual	2021 Total YTD Actual	Fav (Unfav) Variance
<b>Revenues</b>					
Assessment Revenue	\$ -	\$ -	\$ -	\$ -	\$ -
Operations Revenue	205,650	-	205,650	166,288	39,362
Project Revenue	15,196	-	15,196	10,235	4,960
Salary Reimbursements	44,982	-	44,982	45,970	(988)
Interest Income	6,529	3,137	9,666	6,440	3,227
<b>Total Revenues</b>	<b>\$ 272,357</b>	<b>\$ 3,137</b>	<b>\$ 275,494</b>	<b>\$ 228,934</b>	<b>\$ 46,561</b>
<b>Expenses</b>					
<b>Downtown Feels Safe &amp; Comfortable at All Times</b>					
Collaboration to Maintain Low Crime Rate	\$ 704,475	\$ -	\$ 704,475	\$ 769,498	\$ 65,023
Reduced Presence of Homeless & Street Persons	123,710	-	123,710	129,652	5,943
Downtown Sidewalks are Comfortably Lighted	36,533	-	36,533	23,868	(12,664)
Downtown Clean & Well-Kept Appearance	1,466,002	-	1,466,002	1,197,982	(268,020)
Remove Signs of Disorder in Downtown	12,656	-	12,656	12,141	(516)
Prepare for Emergencies	32,365	-	32,365	31,131	(1,234)
	2,375,741	-	2,375,741	2,164,272	(211,469)
<b>Public Realm is Charming, Inviting, Beautiful &amp; Celebrates the Life of the City</b>					
Key Pedestrian Streets are Inviting	143,981	-	143,981	134,494	(9,487)
Public Spaces Managed, Programmed, & Delightful	306,604	-	306,604	223,376	(83,228)
Place of Civic Celebration	129,259	-	129,259	633,932	504,673
	579,844	-	579,844	991,802	411,958
<b>Accessible to Region &amp; Easy to Get Around</b>					
Effective Transit Access More Places, More Hours	3,656	-	3,656	153,778	150,123
Convenient Circulation Without Personal Vehicle	-	-	-	10,284	10,284
Easy To Find Way Around	19,085	-	19,085	22,995	3,909
Connect Neighbors & Districts Inside/Outside Downtown	3,444	-	3,444	2,871	(572)
Convenient, Understandable & Managed Parking	3,466	-	3,466	2,522	(944)
	29,651	-	29,651	192,451	162,799
<b>Vibrant, Sustainable Mixed-Use Place</b>					
Best Place to Work in Region	134,906	-	134,906	117,562	(17,343)
Exciting Neighborhoods to Live In	255,859	-	255,859	177,416	(78,443)
Competitive Shopping Place	5,816	-	5,816	8,482	2,666
Remarkable Destination for Visitors	18,523	-	18,523	16,773	(1,751)
	415,104	-	415,104	320,234	(94,871)
<b>Downtown's Vision &amp; Offering Understood By All</b>					
Market to Region	249,550	-	249,550	287,884	38,334
Promote Downtown's Ease of Use	9,246	-	9,246	8,392	(854)
Vision/Development Framework Understood By All	342,946	-	342,946	414,488	71,541
Tools to Assist Continued Redevelopment	27,736	-	27,736	27,683	(53)
Develop & Maintain Information to Support Downtown	11,665	-	11,665	12,741	1,076
	641,143	-	641,143	751,187	110,044
<b>District Governance &amp; Service Known for Excellence</b>					
Engage Stakeholders in Decision Making	244,703	-	244,703	255,266	10,563
Communications to Owners, Tenants & Others	11,471	-	11,471	14,845	3,374
Preservation of Districts' Capital Assets	43,944	-	43,944	35,999	(7,945)
	300,118	-	300,118	306,110	5,992
<b>Capital Improvement &amp; Expenditures</b>					
Downtown Feels Safe & Comfortable	-	-	-	-	-
Public Realm is Charming, Inviting, & Beautiful	-	165,461	165,461	145,000	(20,461)
Accessible to Region & Easy to Get Around	-	109,151	109,151	144,670	35,519
Vibrant, Sustainable Mixed-Use Place	-	57,613	57,613	15,285	(42,328)
Downtown's Vision & Offering Understood By All	-	-	-	-	-
Capital Replacement Expenditure	-	118,060	118,060	49,625	(68,435)
	-	450,285	450,285	354,581	(95,704)
<b>Total Expenses</b>	<b>\$ 4,341,601</b>	<b>\$ 450,285</b>	<b>\$ 4,791,886</b>	<b>\$ 5,080,637</b>	<b>\$ 288,751</b>
Depreciation Expense	28,885	4,377	33,262	37,311	4,049
<b>Excess of Revenue Over Expenses GAAP Basis</b>	<b>\$ (4,098,130)</b>	<b>\$ (451,524)</b>	<b>\$ (4,549,654)</b>	<b>\$ (4,889,014)</b>	<b>\$ 339,360</b>

# Houston Downtown Management District

## Variance Analysis

### Four Months Ended April 30, 2022

#### Operating Budget

- 1) Revenue-Operations revenue is ahead of budget \$44K in METRO Bust Stop Cleaning, under budget (\$11K) in fountain reimbursement and (\$6K) in trash program subscriptions. Project revenue is under budget (\$38K) in DRA Project Reimbursements for Allen Parkway due to timing. Salary reimbursements reflect \$19K payable to Central Houston, Inc. for 2021 and not included in the 2022 budget. Interest income is ahead of budget \$4K due to more favorable rates than projected.
- 2) Goal 1a-Collaboration to Maintain Low Crime Rate-Ahead of budget \$113K in Downtown Public Safety Guides, \$68K in Private Security and \$31K in the PIT Program.
- 3) Goal 1b-Reduced Presence of Homeless & Street Persons-Ahead of budget \$319K in homeless outreach programs. Over budget (\$6K) in staffing.
- 4) Goal 1c-Downtown Sidewalks are Comfortably Lighted-Ahead of budget \$4K in Street Lighting Expense, amenities and maintenance.
- 5) Goal 1d-Downtown Noted for Cleanliness & Well-Kept Appearance-Over budget (\$68K) in Street Teams cleaning sidewalks and bus stops, (\$12K) in Paver repair and maintenance and (\$59K) in the Operations center due to write-offs of the work-in-process costs for the generator. Ahead of budget \$51K in Landscaping and tree maintenance, \$13K in Irrigation maintenance and repair and \$7K in staffing.
- 6) Goal 1f-Prepare for Emergencies-Ahead of budget \$5K in Emergency Operations Center-monitoring equipment, generator and staffing.
- 7) Goal 2a-Key Pedestrian Streets Are Inviting-Ahead of budget \$33K in floral displays.
- 8) Goal 2b-Key Public Spaces Programmed and Delightful-Ahead of budget \$25K in Main Street Square maintenance, \$17K in Trebly Park maintenance, \$35K in Event programming and \$13K in staffing. Over budget (\$38K) in Market Square Park maintenance.
- 9) Goal 2c-Place of Civic Celebration-Ahead of budget \$80K in Art Blocks program, \$18K in seasonal banner program, \$10K in banner/pot maintenance, \$24K on Allen Parkway Maintenance reimbursed by DRA and \$5K for holiday logistics. Over budget (\$8K) for Retail Support - Holiday Promotions.
- 10) Goal 3c-Easy to Find Way Around-Ahead of Budget \$20K for Wayfinding contractor expense and \$30K for the Above & Below Map.
- 11) Goal 4b-Exciting Neighborhoods To Live In-Over budget (\$216K) budget due to DLI payouts for years 2020-2021 forecasted to paid out in June, 2022. Ahead of budget \$3K in staffing.
- 12) Goal 5a-Market to Region-Ahead of budget \$175K in marketing expenditures.
- 13) Goal 5c-Vision/Development - Ahead of budget \$100K committed to a traffic study not yet funded.
- 14) Goal 5d-Tools to Assist Continued Redevelopment - Over budget (\$7K) in staffing.
- 15) Goal 5e-Develop & Maintain Information to Support Downtown - Ahead of budget \$16K in staffing.
- 16) Goal 6c-Preservation of District's Capital Assets - Over budget (\$10K) in insurance expense due to renewals coming in higher than forecasted.

#### Capital Budget

- 17) Ahead of budget \$163K for Banners, \$95K for Market Square Park (Lawn & Paving) and \$20K for Trebly Park furnishings.
- 18) Ahead of budget \$9K for Vehicular and Pedestrian Wayfinding and \$50K for Updated Street Signs. Over budget (\$68K) for Southeast Sidewalks TxDOT project.
- 19) Over budget (\$28K) in Retail Challenge Grants due to a payment forecasted for 2021 was paid in 2022 and (\$20K) due to DLI payments forecasted to be paid in June, 2022.
- 20) Over budget (\$26K) in Capital Replacement related to downtown irrigation maintenance.

**HOUSTON DOWNTOWN MANAGEMENT DISTRICT**

AP Check Register (Current by Bank)

Check Dates: 4/1/2022 to 4/30/2022

Check No.	Date	Vendor ID	Payee Name	Amount
<b>BANK ID: A - OPERATING ACCT-JPMORGAN</b>				
* 34682	04/21/22	4/21/22	8042 R.A.C.E. REFRIGERATION AND AIR	(\$550.00)
*				
* 34704	04/01/22		1225 CENTRAL HOUSTON CIVIC IMPROVEM	\$33,726.41
*				
34705	04/01/22		1200 CENTRAL HOUSTON, INC	\$233,493.50
34706	04/01/22	4/1/22	1200	
34707	04/01/22	4/1/22	1200	
34708	04/01/22	4/1/22	1200	
34709	04/01/22	4/1/22	1200	
34710	04/01/22	4/1/22	1200	
34711	04/01/22	4/1/22	1200	
34712	04/01/22	4/1/22	1200	
34713	04/01/22	4/1/22	1200	
34714	04/01/22	4/1/22	1200	
34715	04/01/22	4/1/22	1200	
34716	04/01/22	4/1/22	1200	
34717	04/01/22	4/1/22	1200	
34718	04/01/22	4/1/22	1200	
34719	04/01/22	4/1/22	1200	
34720	04/01/22	4/1/22	1200	
34721	04/07/22		0353 ALL AMERICAN POLY	\$9,082.00
34722	04/07/22		0490 ASSOCIATED LANDSCAPE SERVICES	\$231.72
34723	04/07/22		0554 BEL AIR MULTI 1711. LLC	\$202,982.00
34724	04/07/22		1200 CENTRAL HOUSTON, INC	\$4,250.00
34725	04/07/22		1540 CITY OF HOUSTON (WATER DEPT)	\$405.00
34726	04/07/22		1597 CLUTCH CONSULTING GROUP LLC	\$1,450.00
34727	04/07/22		1665 COLOR SPECIALISTS LANDSCAPING	\$1,188.00
34728	04/07/22		99933 CPI MARQ CATALYSY OWNER LP	\$412,284.00
34729	04/07/22		1801 DIRECTV	\$103.23
34730	04/07/22		3548 HAMILTON PLUMBING SERVICE	\$343.50
34731	04/07/22		4021 HOUSTON RECOVERY CENTER,LGC	\$31,250.00
34732	04/07/22		4441 IT EQUIPMENT FINANCING,LLC	\$304.73
34733	04/07/22		5211 KEITH GOULD	\$23.07
34734	04/07/22		5540 LINCOLN COLWELL	\$1,850.00
34735	04/07/22		5700 LONE STAR FLAGS AND FLAGPOLES	\$1,579.00
34736	04/07/22		5961 MELISSA TAYLOR	\$1,200.00
34737	04/07/22		9948 ORKIN PEST CONTROL	\$120.00
34738	04/07/22		7783 PUBLIC CONTENT, LLC	\$7,500.00
34739	04/07/22		8119 ROADRUNNER RECYCLING, INC	\$1,797.80
34740	04/07/22		8168 SEAL SECURITY SOLUTIONS, LLC	\$1,700.00
34741	04/07/22		8355 STERLING EXPRESS SERVICES, INC	\$182.00
34742	04/07/22		0596 STRIKE MARKETING	\$19,750.00
34743	04/07/22		3948 THE HARRIS CENTER FOR	\$10,331.67
34744	04/07/22		0009 THOMAS PRINTWORKS	\$3,486.34
34745	04/07/22		8609 TOUCH & AGREE PROPERTY	\$2,769.00
34746	04/07/22		9067 WASTE MANAGEMENT OF TEXAS, INC	\$159.12
34747	04/07/22		9045 WESTERN FIRST AID & SAFETY	\$188.99
34748	04/14/22		0490 ASSOCIATED LANDSCAPE SERVICES	\$4,083.00
34749	04/14/22		9819 BRYAN K BENNETT	\$1,580.03
34750	04/14/22		1665 COLOR SPECIALISTS LANDSCAPING	\$136,163.50
34751	04/14/22		2590 FENRIS LLC	\$49,917.49
34751	04/19/22	4/19/22	2590 FENRIS LLC	(\$49,917.49)
34752	04/14/22		2761 FILM LAB CREATIVE	\$450.00
34753	04/14/22		3298 GULF COAST PAVERS,INC.	\$21,600.00

**HOUSTON DOWNTOWN MANAGEMENT DISTRICT**

AP Check Register (Current by Bank)

Check Dates: 4/1/2022 to 4/30/2022

Check No.	Date	Vendor ID	Payee Name	Amount
<b>BANK ID: A - OPERATING ACCT-JPMORGAN</b>				
34754	04/14/22	3550	HARDY & HARDY	\$3,550.00
34755	04/14/22	3573	HARRIS COUNTY TREASURER	\$8,853.00
34756	04/14/22	4437	INTERNATIONAL STONWORKS, INC	\$81.48
34757	04/14/22	5211	KEITH GOULD	\$43.58
34758	04/14/22	5703	MICHAEL LOESSIN	\$500.00
34759	04/14/22	6249	MOONSTAR CINEMA SERVICES	\$745.75
34760	04/14/22	7400	PFEIFFER & SON, LTD	\$4,130.93
34761	04/14/22	8168	SEAL SECURITY SOLUTIONS, LLC	\$61,872.00
34762	04/14/22	0843	THE BLACK SHEEP AGENCY	\$8,242.50
34763	04/14/22	8793	UTS, LLC	\$12,266.65
34764	04/14/22	8912	VORTEX COLORADO, LLC	\$626.16
34765	04/14/22	9140	WEINGARTEN ART GROUP	\$2,825.00
34766	04/14/22	9081	WESTPARK COMMUNICATIONS, L.P	\$83.38
34767	04/14/22	9097	WHITE DISTRIBUTION SYSTEMS	\$950.00
34768	04/14/22	9121	XTRACT RESTORATION	\$4,745.00
34769	04/19/22	2590	FENRIS LLC	\$18,117.49
34770	04/21/22	3288	BRACEWELL	\$10,868.75
34771	04/21/22	1540	CITY OF HOUSTON (WATER DEPT)	\$16,199.92
34772	04/21/22	1665	COLOR SPECIALISTS LANDSCAPING	\$33,529.80
34773	04/21/22	3298	GULF COAST PAVERS, INC.	\$16,800.00
34774	04/21/22	3510	H.B.S WAREHOUSE ASSOC.	\$3,364.58
34775	04/21/22	3395	LEONARD LOCKETT, JR	\$275.00
34776	04/21/22	5710	LVA 4 HOUSTON GREENSTREET LP	\$19,996.30
34777	04/21/22	9113	NCTP-CPAS PLLC	\$1,700.00
34778	04/21/22	8042	R.A.C.E. REFRIGERATION AND AIR	\$2,750.00
34778	04/21/22	4/21/22 8042	R.A.C.E. REFRIGERATION AND AIR	(\$2,750.00)
34779	04/21/22	3400	RAFFLE PARKING COMPANY, LLC	\$900.00
34780	04/21/22	8066	READYREFRESH	\$87.89
34781	04/21/22	3989	RELIANT ENERGY	\$195.92
34782	04/21/22	8148	SABRINA NAULINGS	\$880.00
34783	04/21/22	8151	SEARCH HOMELESS SERVICES	\$8,891.41
34784	04/21/22	8702	TEXAS LIVE SOUND, LLC	\$1,930.00
34785	04/21/22	8552	TEXAS outhouse, INC.	\$295.40
34786	04/21/22	8562	TEXAS WASTE COMPANY	\$1,692.30
34787	04/21/22	0009	THOMAS PRINTWORKS	\$1,171.65
34788	04/28/22	0321	AIR POWER SERVICES, INC	\$423.50
34789	04/28/22	0490	ASSOCIATED LANDSCAPE SERVICES	\$47,325.64
34790	04/28/22	0027	AT&T	\$1,459.63
34791	04/28/22	0511	BLOCK BY BLOCK	\$400,108.75
34792	04/28/22	1689	CB CAFES MAIN, LLC	\$147.29
34793	04/28/22	1550	CITY OF HOUSTON	\$523.65
34794	04/28/22	1543	CITY OF HOUSTON	\$846.38
34795	04/28/22	1570	CLARK CONDON ASSOCIATES, INC	\$3,903.31
34796	04/28/22	1665	COLOR SPECIALISTS LANDSCAPING	\$11,609.00
34797	04/28/22	5211	KEITH GOULD	\$34.65
34798	04/28/22	5987	MAINTENANCE TO GO	\$15,978.35
34799	04/28/22	6477	MORRIS MALAKOFF	\$350.00
34800	04/28/22	7060	NEON ELECTRIC CORPORATION	\$269.00
34801	04/28/22	7712	POWER PEST CORP	\$7,820.00
34802	04/28/22	8022	QUIDDITY ENGINEERING, LLC	\$146.25
34803	04/28/22	3989	RELIANT ENERGY	\$531.99
34804	04/28/22	8119	ROADRUNNER RECYCLING, INC	\$1,797.80
34805	04/28/22	2550	SCOTT FINKE	\$22.11
34806	04/28/22	8388	STATE COMPTRROLLER	\$0.02

**HOUSTON DOWNTOWN MANAGEMENT DISTRICT**

AP Check Register (Current by Bank)

Check Dates: 4/1/2022 to 4/30/2022

<b>Check No.</b>	<b>Date</b>	<b>Vendor ID</b>	<b>Payee Name</b>	<b>Amount</b>
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**BANK ID: A - OPERATING ACCT-JPMORGAN**

34807	04/28/22	8552	TEXAS OUTHOUSE, INC.	\$295.40
34808	04/28/22	8609	TOUCH & AGREE PROPERTY	\$2,769.00
34809	04/28/22	8900	VERIZON WIRELESS	\$697.25

**BANK A REGISTER TOTAL: \$1,890,528.42**

**BANK ID: B - CAPITAL ACCT-JPMORGAN**

3966	04/13/22	4/13/22	5987	MAINTENANCE TO GO	(\$10,881.65)
* 3972	04/07/22		7060	NEON ELECTRIC CORPORATION	\$29,651.00
*					
3973	04/07/22		5987	MAINTENANCE TO GO	\$18,000.00
3974	04/14/22		5987	MAINTENANCE TO GO	\$10,881.65
3975	04/21/22		3179	BRAVERY CHEF HALL, LP	\$35,000.00
3976	04/21/22		0819	CSF CONSULTING LP	\$384.00
3977	04/21/22		3298	GULF COAST PAVERS,INC.	\$144,432.74
3978	04/21/22		8801	URS INC.	\$21,220.00
3979	04/28/22		8894	LAUREN GRIFFITH INC	\$500.00
3980	04/28/22		5987	MAINTENANCE TO GO	\$4,589.60

**BANK B REGISTER TOTAL: \$253,777.34**

**GRAND TOTAL : \$2,144,305.76**

Houston Downtown Management District  
 Disadvantaged Business Enterprise Program (DBE) Activity Report

**Reporting Period: 1/1/2022 - 3/31/2022**

	2022			2021		
	<u>Operating</u>	<u>Capital</u>	<u>Total</u>	<u>Operating</u>	<u>Capital</u>	<u>Total</u>
Total Certified MWBE	\$ 432,935	\$ 52,415	\$ 485,350	\$ 321,858	\$ 55,878	\$ 377,736
Adjusted Total Spending	\$ 2,955,563	\$ 186,312	\$ 3,141,875	\$ 3,518,254	\$ 253,204	\$ 3,771,458
Less Qualified for Exclusion	\$ (1,822,139)	\$ -	\$ (1,822,139)	\$ (1,659,691)	\$ (2,427)	\$ (1,662,118)
Qualifying Total Spending	\$ 1,133,424	\$ 186,312	\$ 1,319,736	\$ 1,858,563	\$ 250,777	\$ 2,109,341
%MWBE Certified	38.2%	28.1%	36.8%	17.3%	22.3%	17.9%
Total Self-Certified MWBE	\$ 81,487	\$ -	\$ 81,487	\$ 112,735	\$ -	\$ 112,735
% Certified + Self-Certified	45.4%	28.1%	43.0%	23.4%	22.3%	23.3%



**MEMORANDUM**

May 12, 2022

**TO:** Board of Directors

**FROM:** Nominating Committee

**ACTION:** Recommendation of Nominees for District Directors

We respectfully request the Board of Directors approve the following new and renewing appointments for submission to the City of Houston's Director of Boards & Commissions:

**Positions 16 thru 23: 4-year terms expiring 6/1/2026:**

<u>Pos. #</u>	<u>Type</u>	<u>Name</u>	<u>Affiliation</u>	<u>Replacing</u>
16	Renewing	Edna Ramos	Downtown property owner	
17	Renewing	Sherea McKenzie	Harris County Precedent 1	
18	Renewing	Jacques D'Rovencourt	Hilton Americas Hotel	
19	New	Crystal Allen	Transwestern Retail	Don Henderson
20	Renewing	Marian Harper	Houston Astros, LLC	
21	N/A	VACANT	N/A	Wendy Cloonan
22	Renewing	Benjamin Llana	Skanska USA	Matt Damborsky
23	Renewing	Kenny Meyer	MC Management & Development	

**Position 30: Unexpired term ending 6/1/2023:**

<u>Pos. #</u>	<u>Appointment</u>	<u>Name</u>	<u>Affiliation</u>	<u>Replacing</u>
30	N/A	VACANT	N/A	Frank Staats

With your approval of the proposed slate, Positions 16-20, 22 and 23 will be submitted to the City for confirmation by Council. The Nominating Committee will continue to seek nominees for vacated positions 21 and 30 and will bring those recommendations to the Board when appropriate. Additionally, due to Wendy Cloonan not seeking reappointment, the role of Board Secretary is also vacant. Interested directors are encouraged to reach out to a member of the Nominating Committee if they have an interest in nominating themselves or another director for the position.

**Recommended Motion:** Approve the Nominating Committee's recommended slate for new and returning directors and submit to the City of Houston.

**Houston Downtown Management District  
Board of Directors' Meeting  
May 12, 2022**

**Consent Agenda**

The board of directors hereby authorizes the following item and furthermore hereby authorizes the President/CEO to execute agreements as necessary for same. A request is attached for the sole agenda item.

- Authorize agreement and expenditure for standby emergency contractor



**ACTION ITEM** Authorize President & CEO to extend an agreement with Teamwork Construction Services to be the standby contractor for emergency response.

**SERVICE PLAN** 2021-2025  
**Account Code** 925.200  
**Budget** \$20,000

**REQUEST** \$5,000

**DESCRIPTION** Teamwork Construction Services has been the Downtown District's standby contractor for cleanup duties as directed in the event of an emergency and/or weather related event since 2011. This action will extend the term of the agreement with Teamwork at the existing rates until May 31, 2023.

**DISCUSSION** The District is responsible to assist in the cleanup efforts after a storm event. The District learned from Hurricane Ike that all personnel and equipment resources need to be arranged and staged prior to an event so the contractors will know what role they play and have all their resources in line and ready to respond. The agreement sets the personnel and mobilization rates to perform the work when activated.

**DBE Participation** Teamwork Construction Services is not a DBE.

<b>ACTION ITEM</b>	Authorize executive director to sign an agreement and related expenditures for Downtown holiday décor.
<b>SERVICE PLAN</b>	2021-2025
Account Code	834.207
Budget Amount	\$850,000      2022
<b>REQUEST</b>	\$815,000
<b>DESCRIPTION</b>	<p>Our holiday décor program has expanded significantly over the past five years and focuses on Main Street from Polk to Commerce, Bagby Street and Market Square Park.</p> <p>Main Street- sphere trees, pole décor, NOEL display and street transverses- \$189,000  Bagby Street- signature light installations- \$468,000  Market Square Park- tree and trellis lighting- \$22,000  Twinkle lights for above- \$85,000  Power relocation &amp; pole décor installation/deinstallation- \$50,000</p> <p>We have an annual lease with Always in Season for the Main Street and Market Square Park décor; we are in year two of a three-year lease for our new Bagby décor. Costs also include storage, labor, installation and deinstallation and basic refurbishment.</p>
<b>DISCUSSION</b>	World-class cities have spectacular holiday décor. The plan positions Downtown as a local and regional holiday destination; drives traffic to Downtown businesses; supports existing holiday activities; and creates PR and buzz.
<b>DBE PROGRAM</b>	Vendor is not DBE certified

**MEMORANDUM**

May 12, 2022

**TO:** Board of Directors

**FROM:** Brett DeBord, Director of Operations and Capital Projects

**RE:** Operations Update

**FACILITIES UPDATE:** (Scott Finke, Operations Manager)**Banner Program:**

Lone Star Flags & Flagpoles began installation of the poetic banners on April 26<sup>th</sup>. Banners were installed on the constellation poles along McKinney, Lamar, Smith and Louisiana Streets. The Contractor finished up with the installs on Dallas Street and the Theater District poles on April 30<sup>th</sup>. Lone Star Flags is scheduled to attend the next work safety class at METRO, and once they complete their safety training, they will start the installation of the Main Street banners.

**Standby Emergency Contractor:**

Hurricane season is fast approaching and the District has begun its annual preparations for the upcoming season. The District learned from previous weather-related events that it is essential to have an agreement in place before an event occurs. There is a consent agenda action for the Board to approve that allows Teamwork Construction Services to continue to be the District's standby emergency contractor. *(See related action item)*

**QUALITY CONTROL UPDATE:** (Keith Gould, Quality Control Manager)**Landscaping:**

New color plantings for Dallas Street, Main Street medians, and Crawford Island have been installed which completes the Spring season color changeouts. Twelve (12) Drake Elm trees were planted along Main Street, which are the last of the tree replacements from this past year's weather-related events. Additionally, all trees and plants have had their irrigation run times adjusted for the upcoming summer months.

**MEMORANDUM**

May 12, 2022

Page 2 of 3

**Block By Block:**

Block By Block scored a 4.28 for the month of April which is a decrease from a 4.32 in March. This is the 3<sup>rd</sup> consecutive month where the scores have dropped, however this was expected as more workers return to Downtown, and more events are taking place. A heavy emphasis on walk maps has been communicated with Block By Block to ensure resources are being deployed to areas that are seeing more foot traffic. Five hundred and forty (540) articles of graffiti were removed in April which is a decrease from six hundred and twenty-four (624) in March. One hundred and forty-three (143) tons of trash were removed from Downtown in April which marks a steady increase in trash removal each month this year.

**Homeless Encampments:**

The tent count for the Chartres encampment has remained relatively unchanged with counts in the low 60's. A new emphasis has been placed on cleaning the TXDOT area on the north side of Runnels next to Bute Park. The inhabitants at this location have recently gathered more belongings which has resulted in an increase in trash and abandoned property. Block By Block will be assisting HPD on clean ups every Wednesday moving forward.

**Market Square Park:**

Lauren's Fountain has been fully restored with proper water flow and misting capabilities. The play surface restoration at the Meander art installation has been completed. One of the air curtains at the Niko Nikos kiosk has been replaced and is now operational.

**CONSTRUCTION AND CAPITAL PROJECTS: (Dusty McCartney, Construction Manager)****Bagby Street Improvement Project:**

The Contractor is continuing to address punch list items and working towards final completion. Due to recent logistical supply/demand issues, the official project closeout is delayed while we await the arrival of the remaining site furnishing and amenity items.

**Trebly Park Project:**

The Trebly Park project is getting closer to completion every day. Kitchen equipment has arrived and is in the process of being installed along with newly placed tile in the kitchen. Majority of the landscaping is complete, and the installation of the paver sidewalks has started at the SW corner of the project. The tree bosque and playscape areas are the contractor's focus in preparation for the installation of the custom playscape art "Whale Bone Dinner Party" created by Brooklyn-based art duo Chiaoza, with installation by local artist Kelly O'Brien.

**MEMORANDUM**

May 12, 2022

Page 3 of 3

**PUBLIC SAFETY AND EMERGENCY RESPONSE:** (James Kennedy, Public Safety Manager)

**Outreach Services:**

SEARCH has hired a replacement for the Program Manager position, Kelly Ward, who is an internal hire from within SEARCH's organization and has over 10 years' experience working in outreach. SEARCH, in partnership with Harris Center, placed 6 individuals in housing over the last month.

**Downtown Public Safety Guides:**

The Ambassador engagements rose to 8,747 in April as compared to 7,220 in March which is a direct result from workers returning to work and more events and conventions taking place. The number of quality-of-life engagements also increased with 7,413 compared to 5,534 the previous month. April has been particularly high in terms of the number of panhandlers moving around Downtown, which is often the case as the amount of people and events increase. Astros games and lunch patio customers are the areas that have been impacted the most by panhandling. As a result, we have redirected our training efforts and deployment strategies to address this issue.

**SEAL Security:**

The number of calls for service increased to 298 in April compared to 259 in March, which can be attributed to individuals attempting to bed down early. The increase in patron activity has also led to more calls for service from bars and restaurants during the late evening hours, with 6 events leading to arrest.

**Off Duty HPD:**

The Off Duty Officer engagements decreased from 438 in March to 270 in April, and the number of civility interactions also decreased from 258 to 160. The decrease in numbers comes as a surprise, as not only did we see an increase in the number of patrons in Downtown, but 15 of 22 Officers worked during the month of April which is relatively high when compared to previous months. We are planning on re-training our Officers to ensure they are engaged and performing their duties as assigned. In addition, we will be replacing some of the older phones to make certain they have access to all the needed tools.

**Emergency Operations:**

The Annual Emergency Preparedness Meeting is scheduled for Wednesday, May 22 from 10:00 – 11:00AM. Brookfield Properties has kindly agreed to host our annual event at the LyondellBasell Building's Conference Exchange Center. This year we will discuss the District's Emergency Operation Plan, HPD's ingress/egress plans, City of Houston OEM emergency plan, METRO's emergency plan and the Houston Public Works' preparations plans.

Positive Interactions

47,443

Total

Homeless Count

429

Average

Sidewalk Cleaning

4.33

Average

Garbage Disposed (Tons)

520

Total

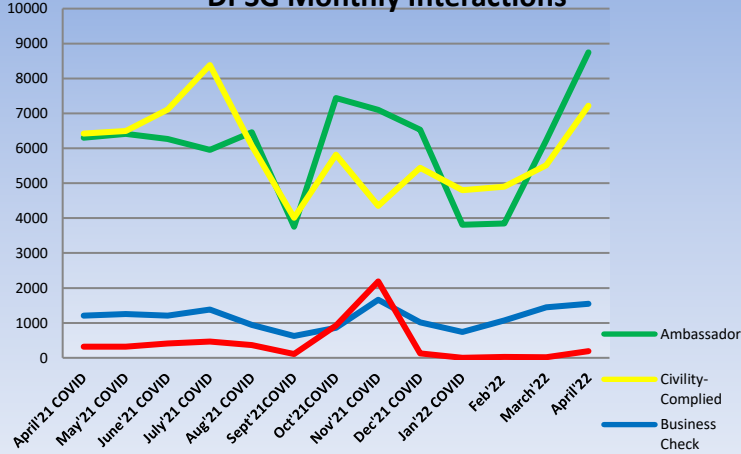
Reliability Report

64%

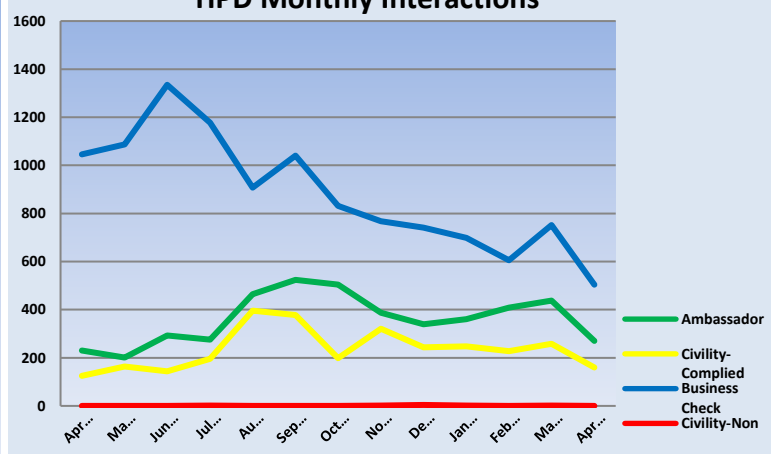
Average

## Safety & Quality Control

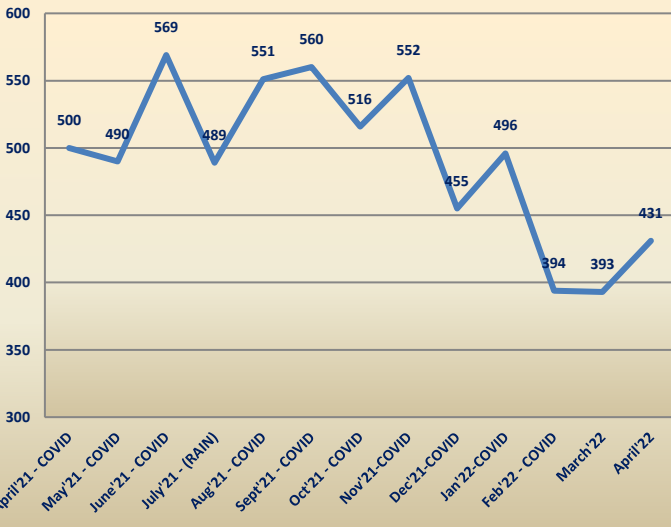
DPSG Monthly Interactions



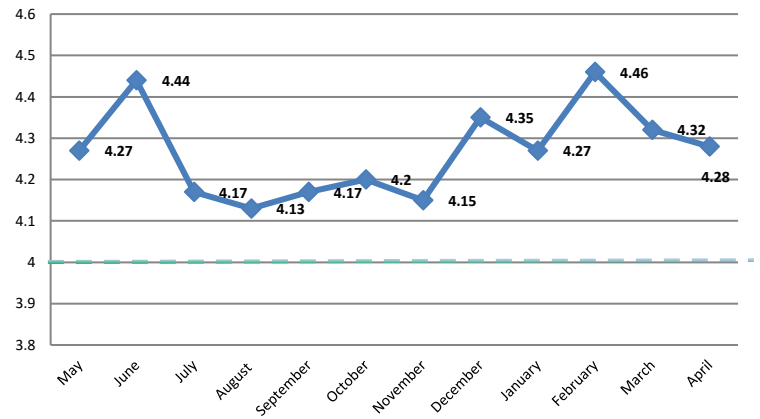
HPD Monthly Interactions



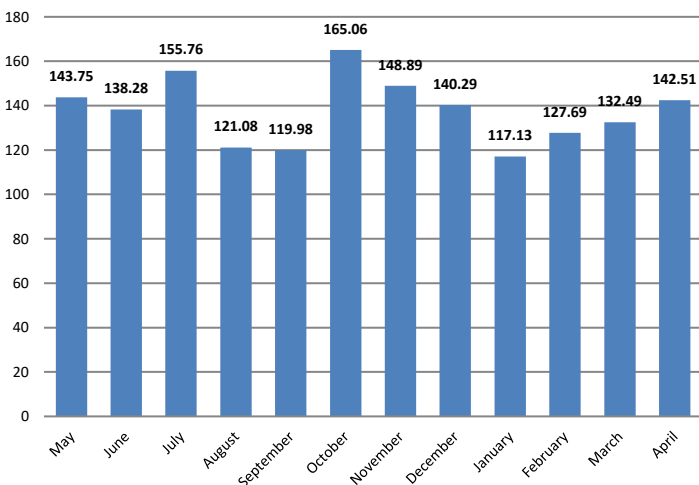
Homeless Count



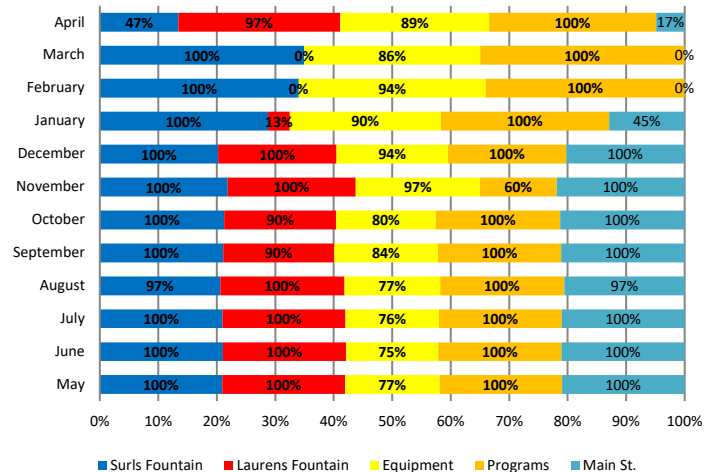
Sidewalk Cleaning



Garbage Disposed (Tons)



Reliability



**MEMORANDUM**

May 12, 2022

**TO:** Board of Directors

**FROM:** Robert C. Pieroni

**RE:** Economic Development Program Update

**Update on the Office Market:**

A little over two years after the start of the pandemic, and several rounds of trying to get workers back into the office later, we are finally seeing a steady, gradual increase of in-office population. The uptick in Covid-19 cases throughout the summer of 2021 caused the first foray into returning to the office to be pushed back, and when things looked better in the fall, Delta and Omicron variant waves hit, forcing businesses to shelve their return-to-office plans. Today, as companies formalize new office policies, hybrid work is a popular model, with Tuesday, Wednesday and Thursday being the predominate days. Fridays have always been light with 9/80 schedules, so when compared to pre-pandemic numbers, only Monday is currently significantly lower. April's average in-office occupancy improved to 53% of pre-pandemic levels, which is up approximately 24% from April 2021. The office leasing market remains sluggish as Downtown's vacancy began May at 24.7%, and year-to-date leasing activity totals 512,136 square feet (up, 191,471 from March) in 75 deals (72 direct).

*Downtown Launchpad:* gener8tor's pre-accelerator program, gBETA, has selected five Houston-based companies to participate in the spring cohort out of a competitive field of 54 applicants. The program kicked off on April 22 Participating companies receive individualized coaching and mentorship from the team of nationally ranked accelerator gener8tor on company growth and investor readiness; weekly "Lunch & Learns" and "Mentor Swarms"; investor and accelerator pitches; and \$1M+ in deals and perks from vendors like IBM Cloud, Rackspace, Amazon, Paypal, Zendesk, Hubspot and Microsoft. The program will conclude with a live celebration and an opportunity for founders to showcase their startups to investors from around the country.

MassChallenge is currently in the process of evaluating applications for their 2022 cohort, scheduled to begin in July. Until then, MassChallenge has opened its space to alumni startups in other programs like FinTech and HealthTech. Downtown Launchpad is currently home to six startups from early-stage startup residency programs.

Finally, Impact Hub Houston continues to make generate impact by helping changemakers, social entrepreneurs, small businesses and startups build solutions that create positive impact.

## MEMORANDUM

May 12, 2022

Page 2 of 2

***Downtown Launchpad Accelerator Impact:***

Total Applications	# of Startups	Pre-Program Funding	Post Program Funding	Pre-Program Jobs	Post Program Jobs	Pre-Program Revenue	Post Program Revenue
1,710	201	\$35,147,000	\$64,874,000	431	490	\$27,300,000	\$43,603,000
			+85%		+13%		+60%

*\*Funding, Jobs, and Revenue do not reflect the 3<sup>rd</sup> MassChallenge cohort or gener8tor spring cohort.*

***Downtown Launchpad Incubator Impact:***

Total Members	Subscribers	Followers	Reach
38	5,100+	6,400+	853K+

***Residential:*** Downtown Houston's multifamily has solidified its status as a true live/work/play environment in recent years, and residents pay a notable premium \$2.45-SF/MO to live Downtown in exchange for being close to greenspaces, an array of entertainment venues, and the office towers where they work. After a two-year lull in deliveries, Downtown Houston's pipeline is in full swing with 1,800 units currently under construction. Vacancy has remained flat at 85.4%, which is 6.9% above the overall Houston market. Downtown has added more than 3,700 new units in the past five years, more than doubling the number of units historically. Looking ahead, the roughly 1,800 units underway will likely limit any improvement in occupancy in the near term.

***Hospitality:*** The Downtown market is comprised of 8,300+ hotel rooms spread across 28 properties. Downtown is characterized by very large hotels. The average hotel in Downtown contains 236 rooms, placing it in the top 5% of U.S. hotel submarkets. The good news is occupancy abounds as spring bloomed. Hotel occupancy (63.2) reached a 2-year high during the month of March which can mainly be attributed to pent-up demand unleashing optimism on the convention business clientele. Other key performance indicators are continuing to improve: Average Daily Rate (ADR) also blossomed, reaching the second highest nominal level in over two decades (\$214.10), behind the high seen during February 2017. Revenue Per Available Room (RevPAR) followed, increasing \$40.96 month over month, and the thirteenth highest level in over two decades (\$142.01). Total Monthly Revenue is up \$13,293,210 month over month.

***Publications Update:*** April publications included the Downtown Economic Recovery Monthly Monitoring Update.



**MEMORANDUM**

May 12, 2022

**TO:** Board of Directors**FROM:** Lonnie Hoogeboom**RE:** Planning & Design and Capital Projects (PD&CP) Update

**North Houston Highway Improvement Project (NHHIP):** On March 14, 2022, staff, representing all four downtown organizations (CHI, CHCI, HDMD & DRA), participated in an online interview with Federal Highway Administration (FHWA) personnel leading the Title VI civil rights and environmental compliance investigation. Our 20-year project involvement in the NHHIP's development and the associated urban design of multiple civic opportunities has been extensively documented by staff and consultants. A series of specific topics – identified by FHWA and partially addressed by the Civic Opportunities with the associated cost estimates for those potential projects – were summarized in a 194-page document prepared by staff and subsequently submitted to FHWA on April 7, 2022. At this time, staff awaits a follow-up interview with FHWA to review this information.

Staff continues the work with the advisory team at Squire Patton Boggs, including former Transportation Secretary Rodney Slater's listening sessions with local and regional leaders, most recently with TxDOT's Houston Section Executive Team. Staff maintains regular collaborations with TxDOT, area stakeholders, and key agencies as to project development during the FHWA "pause order," with the primary focus on Segments 3A and 3B in Midtown / Third Ward.

**Southeast Sidewalks:** Staff held a favorable project kick-off meeting with TxDOT on April 6, 2022. The initial priority task to be completed by HDMD regards the submission of a project Design Summary Report for a Design Concept Conference. Otherwise, the construction documents are under review by staff to confirm final scope for TxDOT.

**North Canal:** Planning staff participated in the City's Technical Review Committee (TRC) meeting on March 17, 2022. In this session, Public Works' project manager and the project consultant, HDR, presented the project status based on the Preliminary Engineering Report (PER). Based on the project's three geographies and multiple resiliency solutions at each area, ten design alternatives were presented including the respective hydrology / hydraulic (H&H) benefits and construction cost estimates. This TCR presentation is posted at the project website <https://www.engagehouston.org/northcanal>. Currently, the City and Harris County Flood Control District are evaluating the funding constraints of the preferred alternative with respect to the FEMA Grant.

**MEMORANDUM****May 12, 2022**

Page 2 of 2

**North San Jacinto – Design Concept Review (DCR):** Based on the approval by Houston Public Works to advance the project but now temporarily paused while scheduling and budget impacts of the North Canal are currently in flux, staff is holding on the issuance of a Request for Qualifications, pending a meeting with Steve Costello, Chief Recovery Officer.

**Warehouse District Framework:** While release of the final report and public engagement has been postponed over the past six months (primarily due to NHHIP uncertainties and preliminary engineering for the North Canal), it is looking more favorable that this planning completion can be advanced for a summer issuance.

**Congress Street Bridge:** Adjusted to a June 2, 2022 deadline, staff intends to submit a DCR Intake Form for the one block bridge of Congress, plus intersections at Smith and Franklin to include street lighting, signalized intersections, with enhanced paver sidewalks and crosswalk striping. The priority task is confirmation of funding participation by Lovett Commercial in the sidewalk improvements.

**METRO Inner Katy BRT Silver Line:** On May 3, 2022, staff participated with METRO and its consultants in an agency meeting to review the traffic impact analysis for the proposed bus rapid transit (BRT) service and proposed stations on Bagby, Rusk, St. Emanuel and Capitol including the alignment of the BRT ramp on northwest boundary of Downtown into Franklin Street. METRO's Board has approved the project's advancement to engineering-design phases, with a potential service launch in 2027.

**Downtown Redevelopment Authority / TIRZ 3 Update:** Staff is focused on construction of two capital projects for the Authority, both recommended in Plan Downtown.

- **Bagby Street Improvements:** On April 30, 2022, staff and consultants submitted an awards nomination package to the American Planning Association – Houston Section, with the announcement expected in late May. See Director DeBord's "Operations and Construction Update" for current project status.
- **Trebly Park:** Construction was initiated on March 15, 2021. See Director DeBord's "Operations and Construction Update" for current project status including postponement of the estimated completion with park opening slated for early-September. In addition to supporting the construction team with construction, planning and design staff are focused on the purchase and installation park and building signage, acquisition of miscellaneous furnishings for District operations and programming, installation of an IKE kiosk, Bicycle station installation, preparations to install permanent and temporary art, coordination with Tout Suite on interior furnishings, finishes and tenant equipment, and delivery of Owner-furnished Contractor-installed items.

**PD&CP Committee:** As a standing calendar invitation, the next monthly meeting is scheduled for May 26, 2022, 12:00-1:30 PM, to be confirmed.



## MEMORANDUM

May 12, 2022

**TO:** Board of Directors

**FROM:** Angie Bertinot

**RE:** Marketing/Communications & Retail Program Update

### 2022 Marketing & Communications

**Overarching goal:** Communicate a sense of urgency for Houstonians to experience the community of people, places and stories that make up Downtown through visual storytelling that has direct, specific and immediate calls-to-action. Provide comprehensive info on what to do, where to go and how to get there; build the size of the audience that interacts with Downtown; and increase awareness and engagement of Downtown through communications, marketing and programming.

### Public Relations

Downtown media coverage for April totaled more than **21,121,397 impressions** valuing at approximately **\$253,400**. Story highlights include a City Cast podcast featuring Kris Larson, a front page, above the fold story in *Houston Chronicle* about Trebly Park and our artistic playscape *Whale Bone Dinner Party* and great coverage of Puppies for Breakfast at Market Square Park.

### May 2022 Activity

- Media/Media Visits
  - Secured Houston Chronicle, Fox 26 and KHOU for Trebly Park/Chiaoza coverage
  - Secured Houston Chronicle, CultureMap, PaperCity, 365 Things To Do in Houston, Happening Next, Houston on the Cheap and Kids Out and About for Road to River Revival concert series
  - Secured Houston Chronicle Preview section for Spring/Summer Events
  - Secured Kris Larson for CityCast podcast to discuss downtown reboot
  - Secured ABC 13, CW 39, Houston Chronicle, CultureMap and 365 Things to Do in Houston for Puppies for Breakfast broadcast coverage
  - Secured Houston Life for Cinco De Mayo happenings
  - Completed FAM trip around Art Car Parade; hosted writers from April 7-9

**MEMORANDUM**

May 12, 2022

Page 2 of 5

and brought them to various locations around Downtown Houston

- Strategic Action Plans
  - Drafted and submitted Trebly Park Strategic Launch Plan/Timeline
- Copywriting/creative
  - Drafted Kris Larson's bio
- Other
  - Attended lunch meeting with Houston First marketing team to discuss future collaborations
  - Organized and attended transition lunch with Erin/Crystin/Catherine and Angie/Shelby
- Reporting
  - Shared media coverage in real time
  - Participated in weekly PR calls and created agendas beforehand
  - Compiled and submitted April report

**#WeAreDowntown**

Our [:30 dining PSA](#) is still running weekly on Top Chef Houston through the duration of the series, and we are running our "events" PSA on digital, traditional and connected channels. In addition, we have updated our PSA on the IKE kiosks and are working on updating poster content to summer-oriented stories.

**Downtown Magazine**

We have delayed the summer issue a month in order to include the forthcoming mural project. Feature will be a fun summer compilation piece and we'll also be spotlighting the murals. Additional profiles are on Houston Symphony and Hamburger Mary's. The summer issue is scheduled to drop in late June.

**Street Art for Mankind**

The Downtown mural project is moving forward but we are rescheduling production from late May to later this summer. It's taken a little longer than anticipated to finalize wall selection, see below, which has also impacted the process of selecting artists and wall-specific concept creation.

**Walls (some are still pending):**

1. Four Seasons/1300 Lamar
2. GreenStreet/1201 Caroline
3. 1111 Main Garage
4. Main Street Market/901 Main
5. Citizens Bank Building/402 Main
6. Scanlan Bldg/405 Main
7. Republic Building/1018 Preston
8. Sam Houston Hotel/1117 Prairie
9. 805 Franklin Garage

**MEMORANDUM**

May 12, 2022

Page 3 of 5

**Themes (list does not correspond to above numbered wall list):**

1. Energy: transforming energy; energizing change
2. Climate change: facing the elements; activating the earth; nurturing/respecting nature
3. Education: empowering our youth; learning together
4. Human rights: ensuring everyone matters
5. Legacy: preserving/building a legacy; building a better place
6. Social equity: equalizing life; accessing economic opportunities; fostering inclusion
7. Health & wellness: saving lives; healing the world
8. Global: connecting commerce and culture; impacting the world
9. Innovation: exploring new industries

Our marketing and PR plans have not slowed down in anticipation of a summer launch.

**Trebly Park Grand Opening**

Trebly's timeline has shifted two months from a July to a September opening.

**Soft & Grand Opening Timeline**

Soft opening– Fri, Sept 2

Resident only private special event – Wed, Sept 7

Boards and public officials/ribbon cutting – Thu, Sept 8

\$1 Macaroon (morning) & movie night – Fri, Sept 9

Neighborhood Carnival Grand Opening Celebration – Sat, Sept 10

Rose all day, brunch with light music – Sun, Sept 11

**We Are Downtowners Residential Program**

For several years, we've been creating welcome bags and distributing to residential properties quarterly. Bags include a welcome postcard introducing them to Downtown and the Downtown District as well as how to connect with us for the most up to date information about what to do and where to go Downtown. Maps, partnership information and other swag items are included in the bags.

To engage more proactively with new and existing residents while reinforcing Downtown as a great place to live, we are expanding our residential program to include 1.) Downtown Resident Welcome Tours 2.) Downtown Resident VIP Event Program and 3.) Downtown Resident Bike Club.

**WELCOME TOUR**

**Goal:** to establish rapport with new residents and communicate and raise awareness of the value of our programs, initiatives and roles within Downtown; to proactively reinforce Downtown as a great place to live by showcasing the activities and experiences within Downtown.

**MEMORANDUM**

May 12, 2022

Page 4 of 5

**Target audience:** new residents who have moved in during the past 3 to 6 months.

**What:** the approximately two-hour event, conducted by a marketing team member, will begin/end at either Market Square Park or Trebly Park. We will use an open-air, double decker bus to showcase what's new, what's old and what's awesome in Downtown Houston.

**How often:** quarterly starting in August

**Other:** we will include information about the tours with a QR code to sign up in the welcome packets as well as coordinating with properties. If seats are still available a week prior to a tour, we will open it up to people who are looking to move Downtown, by working with local brokerage firms.

**RESIDENT VIP EVENTS**

**Goal:** strengthen Downtown residential retention by providing exclusive opportunities to events that reinforce Downtown as a preferred and attractive destination to live.

**What:** a resident VIP Pass can be picked up from the front desk of a Downtown residential property that includes several tear-off "coupons" that can be used at select events Downtown.

**Target audience:** all Downtown residents

**How Often:** monthly, beginning in June

**Other:** Our first series will support park programming:

June 10 – Movie Night (free popcorn)

July 9 – Road to River Revival Concert (free beverage)

August 18 – Blanket Bingo (free popsicle)

September 10 – Trebly Grand Opening (free cookie)

**DOWNTOWN RESIDENT BIKE CLUB**

**Motto:** "We Ride for Downtown"

**Goal:** to establish community amongst Downtown residents, support Downtown businesses and reinforce Downtown as an attractive destination to live.

**What:** social ride through Downtown and adjacent neighborhoods. Would begin at Market Square Park or Trebly Park and end at a Downtown bar/restaurant for a post-ride happy hour.

**Target Audience:** all Downtown residents

**How Often:** Monthly, beginning in June

**Partners:** Bike Houston, BCycle, area businesses

**MEMORANDUM****May 12, 2022**

Page 5 of 5

**Holiday Decor**

Main Street and Market Square Park holiday décor continues to support Downtown by creating a lively and vibrant environment. Per our lease agreement with Always in Season, capital costs for the décor were paid out in years 1 through 3 (2018-2020) and last year and this year, costs decrease as we are paying for storage, labor, installation and deinstallation expenses only.

In 2021 we launched a new holiday attraction on the newly transformed Bagby Street called Winter Wonderland. Five signature light installations from Lamar to Preston created a momentous and engaging pedestrian experience drawing tens of thousands of spectators to a street that most have probably never traversed. The décor is a three-year lease agreement with Always in Season (2021-2023).

Additional costs include twinkle lights in the trees along Main Street, the large trees on the outer border of Market Square Park and the 70 trees on Bagby Street and miscellaneous costs due to electrical requirements and installation/deinstallation labor and support.

*An authorization follows for Downtown holiday décor.*