



Board of Directors Meeting
October 13, 2022



TABLE OF CONTENTS

	<u>PAGE</u>
Approval of Minutes	
September 8, 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 September 30, 2022.....	7
Report of Audit Committee on DBE Program Review.....	No Materials
Third Quarter Investment Report.....	21
Authorize expenditures for Tax Assessor/Collector.....	22
Committee Spotlight: Big Art. Bigger Change.	23
2023 Budget Engagement Session	No Materials
Program Authorizations	
<i>Operations</i>	
Authorize inter-local agreement for bus stop cleaning	62
Authorize agreement and expenditures for fountain maintenance.....	63
Authorize agreement for related revenue for fountain maintenance	65
<i>MarCom</i>	
Authorize expenditure for arts advisory consulting.....	66
Authorization for holiday décor.....	67
Program updates	
Operations (Maintenance & Public Safety Committee).....	68
Economic Development Program (Office Committee).....	72
Planning & Design (Planning, Design & Capital Projects Committee)	75
Marketing & Communications (Marcom Committee).....	78

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

September 8, 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 September 8, 2022, at 12:00 p.m., in-person inside the Lyondell Basell Tower, located 1221 McKinney Street, Houston, TX 77010, inside Exchange Conference Rooms B&C, and the roll was called of the duly appointed members of the Board, to-wit:

BOARD MEMBERS

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

and all of the above were present, with the exception of Directors Jacques D’Rovencourt, Roland Kennedy, Sherea McKenzie, Kenny Myer, John Mooz, Scott Repass, Richard Torres, Valerie Williams and Ted Zwieg.

Also present were Christal Ayala, Jordan Cutler, Allen Douglas, Scott Finke, Jacque Gonzalez, Keith Gould, Jana Gunter, Lonnie Hooeboom, Ellen Johnson, Kris Larson, Dusty McCartney, Jamie Perkins and Shelby Pipken of the District; Algenita Davis, consultant to the District; Robert Pieroni and Kim Scates of Central Houston, Inc; and Barron Wallace of Bracewell LLP.

WELCOME

Chair Ashby welcomed all. Quorum was established and the meeting was called to order at approximately 12:12 p.m.

PUBLIC COMMENTS

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

APPROVAL OF MINUTES

The Board considered approving the minutes of the June 9, 2022 and August 11, 2022 Board meetings. Upon a motion duly made and seconded, the Board approved the June 9th and August 11th Board minutes as presented.

ITEMS PERTAINING TO FINANCE AND ADMINISTRATIVE MATTERS

Approval of Financial Statements and Ratification of Expenditures

Robbi Jones, Chair of the Finance & Investment Committee, presented the interim financial statements and check registers for the periods ending June 30, July 31 and August 31, 2022. No questions were asked, and discussion did not take place.

Upon a motion duly made and seconded, the Board members voted unanimously to accept the interim financial statements and check registers for the periods ending June 30, July 31 and August 31, 2022 as presented.

Second Quarter Investment Report

Director Jones continued by presenting the Second Quarter Investment Report for the period ending June 30, 2022. There no questions or comments.

A motion was called and duly seconded, and the Second Quarter Investment Report was accepted and approved for Director sign-off as presented.

Second Quarter DBE Report

Next, Director Jones presented the Second Quarter Disadvantaged Business (DBE) Report for the period ending June 30, 2022. There were no questions or comments.

A motion was called and duly seconded, and the Second Quarter DBE Report was accepted as presented.

Discussion of Budgeting Process and Timeline

Kris Larson, President of the District, provided an overview of the upcoming budgeting process and shared a timeline of these activities. He stated the District committees will meet in late September/early October and will bring more specific budgeting information for board engagement to the October board meeting. Finally, he noted a draft budget will be presented in November for review, and final approval of the 2023 District budget will take place at the December board meeting. No questions were asked, and discussion did not take place. No further action was required.

Report on the Nominating Committee and Action Thereon

Chair Ashby, reporting on behalf of Nominating Committee Chair Valerie Williams, who was unable to attend the meeting, presented a recommendation from the Nominating Committee for the vacant Secretary position. By proxy vote, the Nominating Committee recommended Marian Harper as a candidate for the position.

Upon a motion duly made and seconded, the Board accepted the Nominating Committee's recommendation as presented, and Marian Harper will now serve as the District's Secretary.

ADOPTION OF THE STRATEGIC ALIGNMENT PLAN AND ACTION THEREON

President Larson shared an overview and timeline of the development of the Strategic Alignment Plan (“Plan”). He presented the final draft of the Plan to the board, which incorporated feedback from all three affiliate boards. Next, President Larson reviewed the proposed Vision & Mission Statements and the framework goals of the Plan. Questions were asked and answered, and discussion ensued.

Upon a motion made and duly seconded, the board voted unanimously to approve the Strategic Alignment Plan as presented.

PROGRAM AUTHORIZATIONS

Operations

Chair Ashby called on Scott Finke, who reported on behalf of Brett DeBord since he was unable to attend the meeting, to present authorization requests for the Operations department.

The first request Mr. Finke presented was an authorization allowing additional 2022 expenditures with All American Poly for customized trash bags, in an amount not to exceed \$42,000 (a \$12,000 increase from prior authorization). No questions were asked, and discussion did not take place. Upon a motion duly made and seconded, the Board approved this request as presented.

The second authorization presented was a request for the remaining 2022 expenditures to be paid to WE 68 LLC Associates for warehouse rent at 3711 Polk Street, in an amount not to exceed \$47,500 (an additional \$6,500 from the prior authorization). No discussion took place, or questions were asked. A motion was called and then seconded, approving the warehouse rent request as presented.

The third request involved an ask to authorize the President/CEO to execute an interlocal agreement and related revenues with the Downtown Redevelopment Authority for 5 years of maintenance on Allen Parkway, in an amount of \$750,000 (\$150,000 annually for years 2022-2027). The fourth request presented authorizes the President/CEO to execute agreements and related expenditures for the maintenance of Allen Parkway for the same dollar amount and five-year period as stated above. Questions were asked and answered. Upon a motion made and duly seconded, both requests for Allen Parkway maintenance were approved as presented.

The fifth operations related request presented authorizes the President/CEO to enter an interlocal agreement and related expenditure with Harris County for support services for outreach teams from October 2022-September 2023 in an amount not to exceed \$111,000. No questions were asked and discussion did not take place. Upon a motion made and duly seconded, the request to authorize the agreement with Harris County was approved as presented.

The final authorization request presented by Mr. Finke would authorize expenditures for repairs to the Main Street Square fountain, in an amount not to exceed \$68,000. Questions were asked and answered. Upon a motion made and duly seconded, this request was approved as presented.

PROGRAM UPDATES

Operations

Mr. Finke provided an update on Operations matters for the prior month. Questions were asked and answered. No action was required.

Economic Development Program

Mr. Pieroni provided an update on economic development matters for the prior month. Discussion ensued. No further action was required.

Planning, Design and Capital Projects

Mr. Hoogeboom provided an update on planning, design and capital projects. Of note, President Larson, Allen Douglas, Algenita Davis and Mr. Hoogeboom attended the Texas Transportation Commission hearing in Austin in support of the North Houston Highway Improvement Project. He also provided a brief update on Trebly Park in Mr. DeBord's absence. No questions were asked. Discussion did not take place. Action was not required.

Marketing and Communications Report

Ms. Pipkin provided an update on marketing and communications matters for the prior month. She noted several activation projects are in motion by the Marketing Team, with the goal of providing one discrete activity a day for downtown office workers as an incentive to socialize and bring folks together in the community. No questions or discussion took place. No action was required.

DIRECTORS' QUESTIONS ON OTHER INITIATIVES

There were no questions.

OTHER BUSINESS

President Larson announced recent staff promotions as follows: Kathleen Chisley is now the Accounting & Administrative Manager; Shelby Pipken is now the Director of Marketing; and Allen Douglas will now serve as COO, Executive Director to DRA/TIRZ#3, and General Counsel. The board congratulated the above-named staff members on their promotions.

Chair Ashby stated that the next meeting is scheduled for October 13, 2022. There being no further business to come before the Board, the meeting was adjourned at 1:24 p.m.

Jamie Perkins, Assistant Secretary
Houston Downtown Management District

YTD September 2022 Balance Sheet

Assets

Cash Balance is \$15.0 million

Assessments Due: 98.8% have been collected.

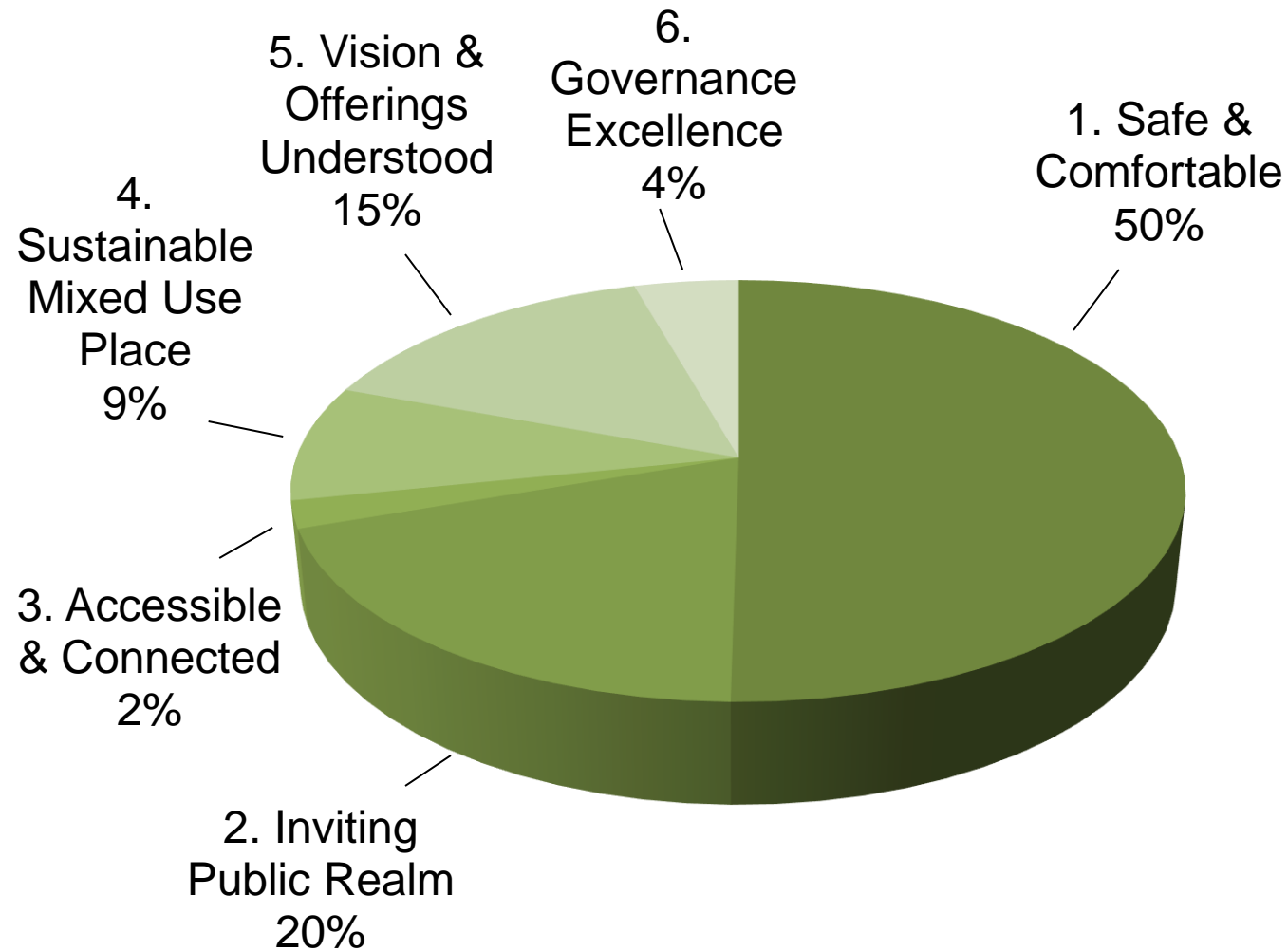
Liabilities

Reserves for Property Value Protests are \$503K,

\$49K in excess of the Historic Loss Rate of 11%

\$1.2 million in refunds have been returned to property owners due to lower HCAD property values as a result of protests.

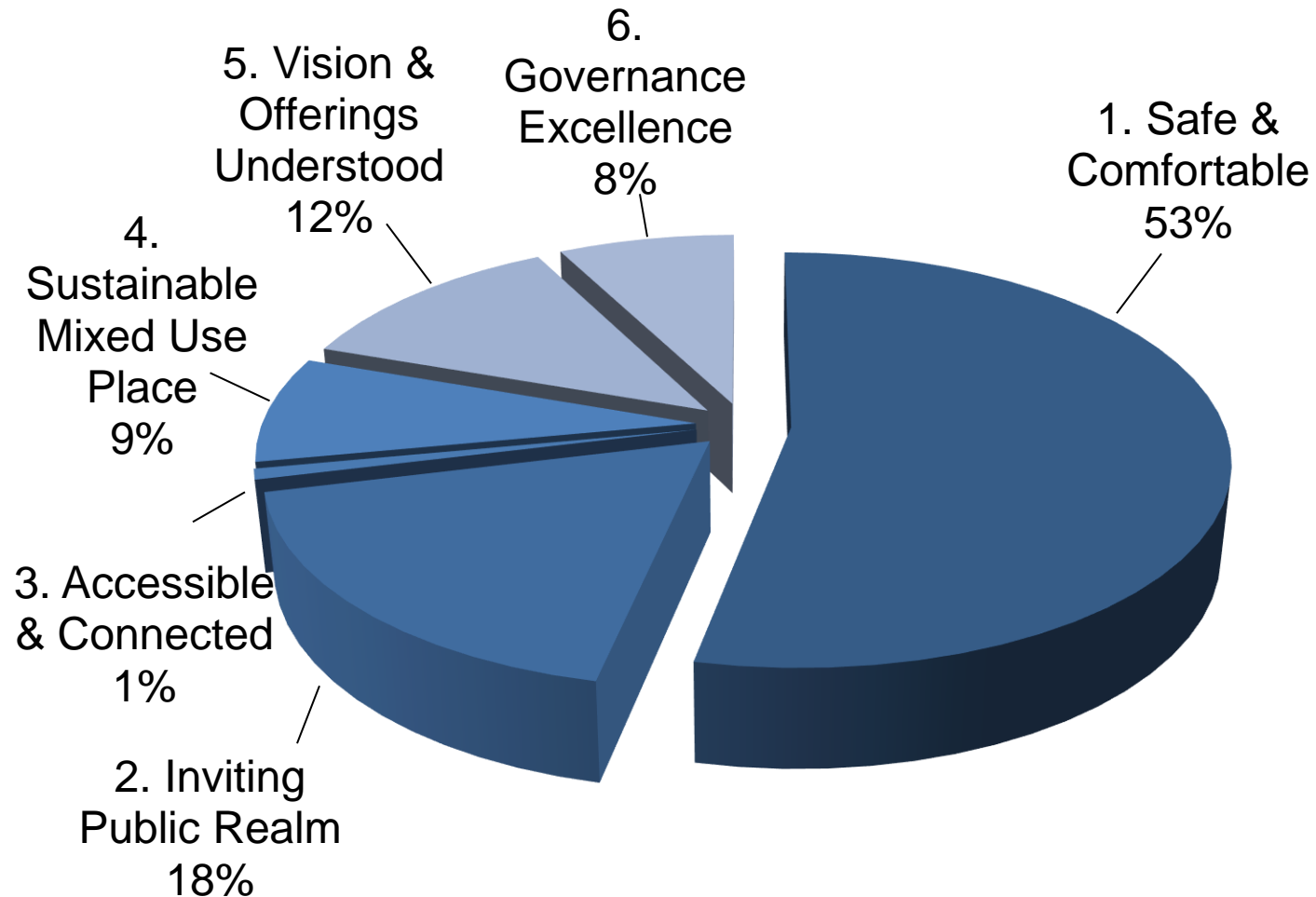
YTD September 2022 Budget



Total: \$15,885,057

Operating: \$13,849,307 Capital: \$2,035,750

YTD September 2022 Spending



Total: \$11,583,931 (\$4.3M below YTD 2022 Budget)

Operating: \$10,916,908 Capital: \$667,023

Sept.2022 Variance from Budget Highlights

- **Safe & Comfortable - \$1.1M under budget**
 - Safety Guides are under budget by \$427K due to Block by Block having difficulty hiring/retaining staff, Private Security, Off Duty Officers and Pit Program are under budget a combined total of \$97K.
 - Homeless outreach programs are under budget \$512K due to funding for housing programs has not been accessed and Street Lighting is under budget \$88K.
- **Public Realm is Charming - \$739K under budget**
 - Holiday logistics and installation are under budget \$320K due to programming still under development, Holiday promotions for Retail support are \$32K under budget, Banner/Pole & Pot maintenance and Allen Pkwy maintenance are under budget a combined total of \$88K.
 - Art Blocks programming is under budget \$80K due to SAM installation being pushed to October.
 - Maintenance at Trebly Park is under budget \$114K due to rescheduling of opening of park to September because of construction/supply chain delays.
 - Event programming is \$68K under budget.

Sept. 2022 Variance from Budget Highlights

- Accessible to Region - \$200K under budget
 - Funds designated for the Fort Bend County Park and Ride of \$150K have not been accessed because the bus is not providing services to downtown yet.
 - Wayfinding contractor expense and the Above and Below Map are \$67K under budget.
- Sustainable Mixed-Use Place – \$321K under budget
 - DLI payouts are under budget \$273K due to DLI payouts for 2020-2021 forecasted to be paid out in June, 2022 have not been requested by property.
- Vision & Offerings Understood - \$760K under budget
 - Marketing expense is under budget \$195K and funds allocated to the traffic study and streetscape design work is under budget \$500K.

Sept. 2022 Variance from Budget Highlights

- Governance & Service Known for Excellence - \$226K over budget
 - Reserves for refunds of assessments is over budget \$200K due to more property protests than forecasted.
 - Communications to stakeholders is over budget \$13K and insurance and admin cost are \$9K more than forecasted.
- Capital Improvement - \$1.4 million under budget
 - Public Realm – Banners are under budget \$163K due to a hold on the project until time permits and Prairie Street project is under budget \$135K.
 - Wayfinding & Street Signs are under budget \$215K, Congress St. Bridge project is under budget \$270K and Southeast Sidewalks TxDot project authorized in 2021 is under budget \$563K.

Check register for September, 2022

- Total checks issued in September 2022 were \$784K.
 - Central Houston, Inc. - \$197,548
 - Street Art Mankind Corp - \$89,500
 - Seal Security Solutions, LLC - \$65,188
 - Associated Landscape Services - \$51,747
 - Chevron USA Inc. - \$48,060
 - Central Houston Civic Improvement - \$33,726
 - ❖ Block by Block invoice for September of \$387,288 was paid after 9/30



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 September 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
October 7, 2022

**Houston Downtown Management District
Governmental Fund Balance Sheets and
Statement of Net Position
September 30, 2022 and September 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)
Assets						
Cash	\$ 9,888,226	\$ 5,145,615	\$ 15,033,841	\$ 11,518,454	\$ 4,601,780	\$ 16,120,234
Assessments Due	207,190	19,273	226,463	212,717	19,788	232,505
Accounts Receivable	623,029	-	623,029	776,159	4,800	780,959
Prepaid Expense	26,235	-	26,235	26,235	-	26,235
Inventory	-	-	-	-	-	-
Property & Equipment, Net	582,492	4,403	586,895	734,218	20,335	754,553
Right of Use Lease Asset 1313 Main, Net	2,703,348	-	2,703,348	-	-	-
Intercompany Rec/Pay	88,498	(88,498)	-	19,121	(19,121)	-
Total Assets	<u>\$ 14,119,018</u>	<u>\$ 5,080,792</u>	<u>\$ 19,199,811</u>	<u>\$ 13,286,903</u>	<u>\$ 4,627,582</u>	<u>\$ 17,914,485</u>
Liabilities						
Accounts Payable & Accrued Expenses	\$ 1,034,849	\$ 43,000	\$ 1,077,849	\$ 1,447,310	\$ 35,000	\$ 1,482,310
Lease Liability 1313 Main	2,808,508	-	2,808,508	-	-	-
Deferred Revenue & Reserve for Refunds	460,407	42,588	502,994	824,848	76,622	901,470
Total Liabilities & Deferred Revenue	<u>4,303,763</u>	<u>85,588</u>	<u>4,389,351</u>	<u>2,272,158</u>	<u>111,622</u>	<u>2,383,780</u>
Fund Balances						
Unreserved, Undesignated	9,015,255		9,015,255	10,214,745		10,214,745
Unreserved, Designated for Catastrophy	800,000		800,000	800,000		800,000
Reserved for Capital Projects		4,995,205	4,995,205		4,515,960	4,515,960
	<u>9,815,255</u>	<u>4,995,205</u>	<u>14,810,460</u>	<u>11,014,745</u>	<u>4,515,960</u>	<u>15,530,705</u>
Total Liabilities, Deferred Revenue & Fund Balances	<u>\$ 14,119,018</u>	<u>\$ 5,080,792</u>	<u>\$ 19,199,811</u>	<u>\$ 13,286,903</u>	<u>\$ 4,627,582</u>	<u>\$ 17,914,485</u>

Houston Downtown Management District
Statement of Activities
Nine Months Ended September 30, 2022

	Operating YTD Actual	Capital YTD Actual	Total YTD Actual	YTD Budget	Fav (Unfav) Variance
Revenues					
Assessment Revenue	\$ -	\$ -	\$ -	\$ -	\$ -
Operations Revenue	432,801	-	432,801	379,315	53,486
Project Revenue	102,721	-	102,721	106,875	(4,154)
Other Income	68,093	-	68,093	37,500	30,593
Interest Income	90,889	38,176	129,066	12,000	117,066
Total Revenues	\$ 694,504	\$ 38,176	\$ 732,681	\$ 535,690	\$ 196,991
Expenses					
Downtown Feels Safe & Comfortable at All Times					
Collaboration to Maintain Low Crime Rate	\$ 1,725,938	\$ -	\$ 1,725,938	\$ 2,263,116	\$ 537,178
Reduced Presence of Homeless & Street Persons	476,075	-	476,075	982,884	506,809
Downtown Sidewalks are Comfortably Lighted	86,774	-	86,774	180,916	94,142
Downtown Clean & Well-Kept Appearance	3,419,887	-	3,419,887	3,411,505	(8,382)
Remove Signs of Disorder in Downtown	31,854	-	31,854	30,958	(897)
Prepare for Emergencies	79,261	-	79,261	88,948	9,687
	5,819,790	-	5,819,790	6,958,327	1,138,537
Public Realm is Charming, Inviting, Beautiful & Celebrates the Life of the City					
Key Pedestrian Streets are Inviting	344,692	-	344,692	358,551	13,859
Public Spaces Managed, Programmed, & Delightful	680,239	-	680,239	933,992	253,753
Place of Civic Celebration	927,027	-	927,027	1,398,221	471,194
	1,951,958	-	1,951,958	2,690,765	738,807
Accessible to Region & Easy to Get Around					
Effective Transit Access More Places, More Hours	8,322	-	8,322	158,349	150,027
Convenient Circulation Without Personal Vehicle	-	-	-	-	-
Easy To Find Way Around	58,013	-	58,013	116,230	58,217
Connect Neighbors & Districts Inside/Outside Downtown	7,749	-	7,749	7,875	126
Convenient, Understandable & Managed Parking	16,402	-	16,402	7,917	(8,486)
	90,486	-	90,486	290,371	199,885
Vibrant, Sustainable Mixed-Use Place					
Best Place to Work in Region	303,538	-	303,538	304,396	858
Exciting Neighborhoods to Live In	567,956	-	567,956	864,613	296,657
Competitive Shopping Place	13,087	-	13,087	13,275	188
Remarkable Destination for Visitors	23,402	-	23,402	47,160	23,758
	907,983	-	907,983	1,229,444	321,461
Downtown's Vision & Offering Understood By All					
Market to Region	796,465	-	796,465	991,647	195,182
Promote Downtown's Ease of Use	22,643	-	22,643	21,117	(1,527)
Vision/Development Framework Understood By All	410,853	-	410,853	950,986	540,133
Tools to Assist Continued Redevelopment	55,038	-	55,038	45,844	(9,194)
Develop & Maintain Information to Support Downtown	28,003	-	28,003	62,979	34,975
	1,313,003	-	1,313,003	2,072,573	759,570
District Governance & Service Known for Excellence					
Engage Stakeholders in Decision Making	733,791	17,021	750,812	546,225	(204,587)
Communications to Owners, Tenants & Others	38,901	-	38,901	25,554	(13,347)
Preservation of Districts' Capital Assets	43,976	-	43,976	36,050	(7,926)
	816,667	17,021	833,688	607,829	(225,860)
Capital Improvement & Expenditures					
Downtown Feels Safe & Comfortable	-	-	-	-	-
Public Realm is Charming, Inviting, & Beautiful	-	260,256	260,256	577,500	317,244
Accessible to Region & Easy to Get Around	-	130,996	130,996	1,177,000	1,046,004
Vibrant, Sustainable Mixed-Use Place	-	83,642	83,642	86,000	2,358
Downtown's Vision & Offering Understood By All	-	-	-	-	-
Capital Replacement Expenditure	-	192,129	192,129	195,250	3,121
	-	667,023	667,023	2,035,750	1,368,727
Total Expenses	\$ 10,899,886	\$ 684,044	\$ 11,583,931	\$ 15,885,057	\$ 4,301,126
Depreciation Expense	65,219	9,848	75,066	73,615	(1,451)
Excess of Revenue Over Expenses GAAP Basis	\$ (10,270,601)	\$ (655,715)	\$ (10,926,316)	\$ (15,422,982)	\$ 4,496,666

Houston Downtown Management District
Statement of Activities
Nine Months Ended September 30, 2022 and September 30, 2021

	Operating YTD Actual	Capital YTD Actual	2022 Total YTD Actual	2021 Total YTD Actual	Fav (Unfav) Variance
Revenues					
Assessment Revenue	\$ -	\$ -	\$ -	\$ -	\$ -
Operations Revenue	432,801	-	432,801	355,256	77,545
Project Revenue	102,721	-	102,721	156,781	(54,060)
Other Income	68,093	-	68,093	62,021	6,072
Interest Income	90,889	38,176	129,066	11,875	117,191
Total Revenues	\$ 694,504	\$ 38,176	\$ 732,681	\$ 585,933	\$ 146,748
Expenses					
Downtown Feels Safe & Comfortable at All Times					
Collaboration to Maintain Low Crime Rate	\$ 1,725,938	\$ -	\$ 1,725,938	\$ 1,761,322	\$ 35,384
Reduced Presence of Homeless & Street Persons	476,075	-	476,075	999,810	523,735
Downtown Sidewalks are Comfortably Lighted	86,774	-	86,774	71,645	(15,129)
Downtown Clean & Well-Kept Appearance	3,419,887	-	3,419,887	3,015,679	(404,208)
Remove Signs of Disorder in Downtown	31,854	-	31,854	31,638	(217)
Prepare for Emergencies	79,261	-	79,261	83,176	3,915
	5,819,790	-	5,819,790	5,963,270	143,481
Public Realm is Charming, Inviting, Beautiful & Celebrates the Life of the City					
Key Pedestrian Streets are Inviting	344,692	-	344,692	270,981	(73,711)
Public Spaces Managed, Programmed, & Delightful	680,239	-	680,239	604,112	(76,126)
Place of Civic Celebration	927,027	-	927,027	931,208	4,181
	1,951,958	-	1,951,958	1,806,301	(145,657)
Accessible to Region & Easy to Get Around					
Effective Transit Access More Places, More Hours	8,322	-	8,322	158,501	150,179
Convenient Circulation Without Personal Vehicle	-	-	-	23,231	23,231
Easy To Find Way Around	58,013	-	58,013	78,479	20,466
Connect Neighbors & Districts Inside/Outside Downtown	7,749	-	7,749	6,461	(1,288)
Convenient, Understandable & Managed Parking	16,402	-	16,402	5,730	(10,673)
	90,486	-	90,486	272,401	181,915
Vibrant, Sustainable Mixed-Use Place					
Best Place to Work in Region	303,538	-	303,538	236,789	(66,749)
Exciting Neighborhoods to Live In	567,956	-	567,956	381,933	(186,023)
Competitive Shopping Place	13,087	-	13,087	19,138	6,051
Remarkable Destination for Visitors	23,402	-	23,402	38,154	14,752
	907,983	-	907,983	676,013	(231,969)
Downtown's Vision & Offering Understood By All					
Market to Region	796,465	-	796,465	985,079	188,614
Promote Downtown's Ease of Use	22,643	-	22,643	19,286	(3,357)
Vision/Development Framework Understood By All	410,853	-	410,853	596,450	185,597
Tools to Assist Continued Redevelopment	55,038	-	55,038	62,793	7,754
Develop & Maintain Information to Support Downtown	28,003	-	28,003	31,887	3,883
	1,313,003	-	1,313,003	1,695,494	382,491
District Governance & Service Known for Excellence					
Engage Stakeholders in Decision Making	733,791	17,021	750,812	535,316	(215,496)
Communications to Owners, Tenants & Others	38,901	-	38,901	25,609	(13,292)
Preservation of Districts' Capital Assets	43,976	-	43,976	37,049	(6,926)
	816,667	17,021	833,688	597,975	(235,714)
Capital Improvement & Expenditures					
Downtown Feels Safe & Comfortable	-	-	-	-	-
Public Realm is Charming, Inviting, & Beautiful	-	260,256	260,256	145,000	(115,256)
Accessible to Region & Easy to Get Around	-	130,996	130,996	417,821	286,826
Vibrant, Sustainable Mixed-Use Place	-	83,642	83,642	74,018	(9,624)
Downtown's Vision & Offering Understood By All	-	-	-	-	-
Capital Replacement Expenditure	-	192,129	192,129	80,965	(111,164)
	-	667,023	667,023	717,805	50,782
Total Expenses	\$ 10,899,886	\$ 684,044	\$ 11,583,931	\$ 11,729,259	\$ 145,329
Depreciation Expense	65,219	9,848	75,066	83,950	8,883
Excess of Revenue Over Expenses GAAP Basis	\$ (10,270,601)	\$ (655,715)	\$ (10,926,316)	\$ (11,227,276)	\$ 300,960

Houston Downtown Management District

Variance Analysis

Nine Months Ended September 30, 2022

Operating Budget

Revenue

1) Operations revenue is over budget \$66K in Metro bus stop cleaning, under budget (\$6K) in trash program subscriptions and under budget (\$6K) in Main Street fountain reimbursements. Project revenue is over budget \$8K for Market Square Park, and under budget (\$12K) in DRA project reimbursements for Allen Parkway due to timing. Other Income is over budget \$17K in Bingo proceeds, Salary reimbursements \$43K to Central Houston, Inc. for 2021, not included in the 2022 budget and Miscellaneous Income is under budget (\$29K). Interest income is ahead of budget \$117K due to more favorable rates than projected.

Expenses

- 2) Goal 1a-Collaboration to Maintain Low Crime Rate-Under budget (\$427K) in Downtown Public Safety Guides, (\$8K) in Law Enforcement Support, (\$31K) in PIT Program, (\$58K) in Private Security and under budget (\$13K) in staffing.
- 3) Goal 1b-Reduced Presence of Homeless & Street Persons-Under budget (\$512K) in homeless outreach programs. Over budget \$5K in staffing.
- 4) Goal 1c-Downtown Sidewalks are Comfortably Lighted-Under budget (\$94K) in Street Lighting Expense, amenities and maintenance.
- 5) Goal 1d-Downtown Noted for Cleanliness & Well-Kept Appearance- Over budget \$43K in Paver repair and maintenance, over budget \$10K in Irrigation maintenance and repair and over budget \$75K in the Operations center due to write-offs of the work-in-process costs for the generator and amortization of the Right of Use Lease asset for 1313 Main. Under budget (\$6K) in Street Teams cleaning sidewalks and bus stops, under budget (\$52K) in Trash Collection, (\$43K) in Landscaping and tree maintenance, and (\$18K) in staffing.
- 6) Goal 1f-Prepare for Emergencies-Under budget (\$10K) in Emergency Operations Center-monitoring equipment, generator and staffing.
- 7) Goal 2a-Key Pedestrians Streets are Inviting - Under budget (\$20K) in floral displays and over budget \$6K in staffing.
- 8) Goal 2b-Key Public Spaces Programmed and Delightful-Under budget (\$50K) in Main Street Square maintenance, (\$114K) in Trebly Park maintenance, (\$68K) in Event programming and (\$31K) in staffing. Over budget \$8K in Market Square Park maintenance.
- 9) Goal 2c-Place of Civic Celebration-Under budget (\$80K) in Art Blocks program, (\$40K) in seasonal banner program, (\$21K) in banner/pot maintenance, (\$27K) on Allen Parkway Maintenance reimbursed by DRA, (\$320K) in holiday logistics and installation and (\$32K) for Retail Support - Holiday Promotions. Over budget \$50K in staffing.
- 10) Goal 3a-Effective Transit Access More Places-Under budget (\$150K) due to the Fort Bend County Park and Ride is not providing services to downtown.
- 11) Goal 3c-Easy to Find Way Around-Under budget (\$37K) for Wayfinding contractor expense and (\$30K) for the Above & Below Map. Over budget \$8K in staffing.
- 12) Goal 3e-Convenient, Understandable & Managed Parking-Over budget \$8K in staffing.
- 13) Goal 4b-Exciting Neighborhoods To Live In-Under budget (\$273K) due to DLI payouts for years 2020-2021 forecasted to be paid out in June, 2022 have not been requested by property owners. Under budget (\$23K) in staffing.
- 14) Goal 4d-Remarkable Destination for Visitors-Under budget (\$24K) in staffing.
- 15) Goal 5a-Market to Region-Under budget (\$195K) in marketing expenditures.
- 16) Goal 5c-Vision/Development - Under budget (\$300K) committed to a traffic study not yet funded, (\$200K) for streetscape design work and under (\$44K) in staffing. Over budget \$4K in landscape architectural consulting fees.
- 17) Goal 5d-Tools to Assist Continued Redevelopment - Over budget \$9K in staffing.
- 18) Goal 5e-Develop & Maintain Information to Support Downtown - Under budget (\$35K) in staffing.
- 19) Goal 6a-Complete engagement by all stakeholders in District - Over budget \$178K in reserves for refunds of assessments due to property value protests, contract services for legal, audit and assessment collection and marketing and communications, \$3K in operations, \$8K in planning design & construction, \$3K in economic development and \$15K in staffing.
- 20) Goal 6b-Communication to Owners, Tenants & Others - Over budget \$13K in staffing.
- 21) Goal 6c-Preservation of District's Capital Assets - Over budget \$9K in insurance expense due to renewals coming in higher than forecasted.

Capital Budget

- 22) Under budget (\$163K) for banners, (\$20K) for Trebly Park furnishings and (\$135K) for the Prairie Street project.
- 23) Under budget (\$65K) for vehicular and pedestrian wayfinding, (\$150K) for updated street signs, (\$270K) for the Congress St. Bridge project and under budget (\$563K) for southeast sidewalks TxDOT project. Over budget \$2K for bicycle facilities/connections.
- 24) Over budget \$28K in Retail Challenge grants due to a payment forecasted for 2021 was paid in 2022 and under budget (\$30K) due to DLI payments forecasted to be paid in June, 2022 have not been requested by property owner.
- 25) Under budget (\$2K) in assessment collection fees.

10/4/22
12:37:28 PM

HOUSTON DOWNTOWN MANAGEMENT DISTRICT

Page: 1

AP Check Register (Current by Bank)

Check Dates: 9/1/2022 to 9/30/2022

Check No.	Date	Status*	Vendor ID	Payee Name	Amount
BANK ID: A - OPERATING ACCT-JPMORGAN					101.000
1316182	09/07/22	M	7060	NEON ELECTRIC CORPORATION	\$5,036.00
**1680540	09/07/22	M	1801	DIRECTV	\$96.98
**1680545	09/07/22	M	9067	WASTE MANAGEMENT OF TEXAS, INC	\$157.35
**1680552	09/07/22	M	0598	STREET ART MANKIND CORP	\$89,500.00
**1680558	09/07/22	M	0009	THOMAS PRINTWORKS	\$10,098.12
**1680568	09/07/22	M	1733	CRITERION PICTURES	\$350.00
**1680579	09/07/22	M	9113	NCTP-CPAS PLLC	\$1,700.00
**1680584	09/07/22	M	8034	RC SOLUTIONS, INC.	\$780.00
**1680588	09/07/22	M	8552	TEXAS OUTHOUSE, INC.	\$79.13
**1680593	09/07/22	M	8609	TOUCH & AGREE PROPERTY	\$2,769.00
**1680601	09/07/22	M	9089	WE 68 LLC	\$351.50
**1680605	09/07/22	M	9081	WESTPARK COMMUNICATIONS, L.P	\$71.88
1680606	09/01/22	P	0007	1415 LOUISIANA LTD	\$7,706.26
1680607	09/01/22	P	0028	1901 MANAGEMENT LLC	\$349.42
1680608	09/01/22	P	9993	416 MAIN LLC	\$20.05
1680609	09/01/22	P	99974	ALH PROPERTIES NO TWENTY LP	\$1,383.62
1680610	09/01/22	P	0517	BLOCK 97 OWNER LLC	\$955.42
1680611	09/01/22	P	1502	CHEVRON USA INC	\$48,060.29
1680612	09/01/22	P	1656	CPI MARQ CATALYSY OWNER LP	\$4,841.67
1680613	09/01/22	P	99936	DPR EIGHTEEN25 LLC	\$3,826.56
1680614	09/01/22	P	2535	FANNIN & RUSK ASSOCIATES LP	\$2,445.05
1680615	09/01/22	P	99882	FINGER FSC CRAWFORD LTD	\$18,297.41
1680616	09/01/22	P	99947	FKM PARTNERSHIP LTD	\$2,470.05
1680617	09/01/22	P	3493	HM MARKET SQUARE LLC	\$14,611.37
1680618	09/01/22	P	9946	JAMES D. MOERS	\$292.86
1680619	09/01/22	P	5649	LINEBARGER GOGGAN BLAIR	\$6,115.38
1680620	09/01/22	P	8031	RLJ R HOUSTON HUMBLE LP	\$771.87
1680621	09/01/22	P	8131	RUSK AT SAN JACINTO PARTNERS L	\$26,848.89
1680622	09/15/22	P	1786	THOMAS WILLIAMS	\$250.00
**299500	09/01/22	M	0490	ASSOCIATED LANDSCAPE SERVICES	\$7,117.45
**299561	09/01/22	P	1225	CENTRAL HOUSTON CIVIC IMPROVEM	\$33,726.41
299562	09/08/22	P	2246	MELINDA ELLEN JOHNSON	\$1,375.00
**4224226	09/16/22	M	8355	STERLING EXPRESS SERVICES, INC	\$88.00
**4224228	09/16/22	M	0490	ASSOCIATED LANDSCAPE SERVICES	\$26,640.85
**4224234	09/16/22	M	6077	BARTLETT TREE EXPERTS	\$6,840.00
**4224237	09/16/22	M	8562	TEXAS WASTE COMPANY	\$2,042.30
**4224244	09/16/22	M	1543	CITY OF HOUSTON	\$1,054.44
**4224252	09/16/22	M	9819	BRYAN K BENNETT	\$1,762.30
**4224254	09/16/22	M	1665	COLOR SPECIALISTS LANDSCAPING	\$3,200.00
**4224256	09/16/22	M	3550	HARDY & HARDY	\$3,550.00
**4224258	09/16/22	M	4421	ISLAND GRILL	\$1,096.55
**4224260	09/16/22	M	4441	IT EQUIPMENT FINANCING,LLC	\$304.73
**4224262	09/16/22	M	6298	JORDAN CUTLER	\$15.00
**4224265	09/16/22	M	5211	KEITH GOULD	\$41.33
**4224268	09/16/22	M	3395	LEONARD LOCKETT, JR	\$200.00
**4224272	09/16/22	M	5634	LESLIE'S SWIMMING POOL SUPPLY	\$759.76
**4224274	09/16/22	M	9888	MAURICE DUHON JR.	\$300.00
**4224278	09/16/22	M	5961	MELISSA TAYLOR	\$1,575.00
**4224280	09/16/22	M	5703	MICHAEL LOESSIN	\$500.00
**4224282	09/16/22	M	9948	ORKIN PEST CONTROL	\$120.00
**4224284	09/16/22	M	8552	TEXAS OUTHOUSE, INC.	\$295.40
**4224288	09/16/22	M	0843	THE BLACK SHEEP AGENCY	\$13,387.50
**4224292	09/16/22	M	3948	THE HARRIS CENTER FOR	\$10,331.67
**4224294	09/16/22	M	9083	WHOLESALE ELECTRIC SUPPLY	\$787.76
**5753363	09/22/22	M	0490	ASSOCIATED LANDSCAPE SERVICES	\$17,033.51
**5753372	09/22/22	M	2761	FILM LAB CREATIVE	\$24,637.50

* Check Status Types: "P" - Printed ; "M" - Manual ; "V" - Void (Void Date); "A" - Application; "E" - EFT

** Denotes broken check sequence.

10/4/22
12:37:28 PM

HOUSTON DOWNTOWN MANAGEMENT DISTRICT

Page: 2

AP Check Register (Current by Bank)

Check Dates: 9/1/2022 to 9/30/2022

Check No.	Date	Status*	Vendor ID	Payee Name	Amount
**5753377	09/22/22	M	5987	MAINTENANCE TO GO	\$36,288.85
**5753394	09/22/22	M	8168	SEAL SECURITY SOLUTIONS, LLC	\$65,188.00
**5753403	09/22/22	M	0353	ALL AMERICAN POLY	\$9,082.00
**5753409	09/22/22	M	1685	CONROE GOLF CARS	\$985.00
**5753413	09/22/22	M	2520	FEDEX	\$29.09
**5753417	09/22/22	M	3298	GULF COAST PAVERS, INC.	\$12,000.00
**5753423	09/22/22	M	5634	LESLIE'S SWIMMING POOL SUPPLY	\$417.09
**5753430	09/22/22	M	5540	LINCOLN COLWELL	\$1,850.00
**5753434	09/22/22	M	7783	PUBLIC CONTENT, LLC	\$7,950.00
**5753438	09/22/22	M	8552	TEXAS OUTHOUSE, INC.	\$295.40
**5753441	09/22/22	M	8609	TOUCH & AGREE PROPERTY	\$2,496.00
**6235737	09/01/22	P	1200	CENTRAL HOUSTON, INC	\$197,547.81
6235738	09/01/22	V	9/1/22	1200	
6235739	09/01/22	V	9/1/22	1200	
6235740	09/01/22	V	9/1/22	1200	
6235741	09/01/22	V	9/1/22	1200	
6235742	09/01/22	V	9/1/22	1200	
6235743	09/01/22	V	9/1/22	1200	
6235744	09/01/22	V	9/1/22	1200	
6235745	09/01/22	V	9/1/22	1200	
6235746	09/01/22	V	9/1/22	1200	
6235747	09/01/22	V	9/1/22	1200	
6235748	09/01/22	V	9/1/22	1200	
6235749	09/01/22	V	9/1/22	1200	
6235750	09/01/22	P	0009	THOMAS PRINTWORKS	\$182.81
**7532945	09/29/22	M	0490	ASSOCIATED LANDSCAPE SERVICES	\$955.00
**7532949	09/29/22	M	1726	JACQUE GONZALEZ-GARCIA	\$317.50
**7532953	09/29/22	M	5211	KEITH GOULD	\$21.06
**7532956	09/29/22	M	5710	LVA 4 HOUSTON GREENSTREET LP	\$19,996.30
**7532958	09/29/22	M	9113	NCTP-CPAS PLLC	\$1,700.00
**7532962	09/29/22	M	6321	MINER, LTD	\$851.42
**7532964	09/29/22	M	3400	RAFFLE PARKING COMPANY, LLC	\$900.00
**7532966	09/29/22	M	2550	SCOTT FINKE	\$19.81
**7532968	09/29/22	M	8993	SIGMA MARBLE & GRANITE-HOUSTON	\$762.13
**7532970	09/29/22	M	8604	TMS SOUTH	\$680.74
**7532972	09/29/22	M	9089	WE 68 LLC	\$3,972.50
**7532974	09/29/22	M	9045	WESTERN FIRST AID & SAFETY	\$186.56
**7533226	09/29/22	M	5710	LVA 4 HOUSTON GREENSTREET LP	\$797.80
**7744316	09/29/22	M	4704	JOHNSON CONTROLS SECURITY	\$642.03
BANK A REGISTER TOTAL:					\$775,133.49
BANK ID: B - CAPITAL ACCT-JPMORGAN					102.000
7536708	09/29/22	M	4560	JERDON ENTERPRISE, L.P.	\$8,430.34
BANK B REGISTER TOTAL:					\$8,430.34
GRAND TOTAL :					\$783,563.83

* Check Status Types: "P" - Printed ; "M" - Manual ; "V" - Void (Void Date); "A" - Application; "E" - EFT

** Denotes broken check sequence.

**HOUSTON DOWNTOWN MANAGEMENT DISTRICT
INVESTMENT REPORT, AUTHORIZATION AND REVIEW
FOR THE PERIOD JULY 1, 2022 THROUGH SEPTEMBER 30, 2022**

FUND	BEGINNING BAL. BOOK VALUE	BEGINNING BAL. MARKET VALUE	GAIN (LOSS) TO MARKET FILE	INTEREST EARNED / ACCRUED THIS PERIOD	NET DEPOSITS OR (WITHDRAWALS)	ENDING BALANCE BOOK VALUE	ENDING BALANCE MARKET VALUE	ENDING BALANCE % OF PORTFOLIO	AVG DAILY YIELD	AVG WAM
HDMD										
OPERATING ACCOUNTS JP MORGAN CHASE										
OPERATING	427,882.61	427,882.61	0.00	0.00	(149,802.68)	278,079.93	278,079.93	1.85%	N/A	1.00
CAPITAL	225,537.49	225,537.49	0.00	0.00	(10,680.34)	214,857.15	214,857.15	1.43%	N/A	1.00
TOTAL	653,420.10	653,420.10	0.00	0.00	(160,483.02)	492,937.08	492,937.08	3.28%		1.00
POOLED FUNDS - TEXPOOL										
OPERATING	12,625,216.02	12,625,216.02	0.00	59,930.03	(3,075,000.00)	9,610,146.05	9,610,146.05	63.92%	2.1575%	22.00
CAPITAL	4,903,622.35	4,903,622.35	0.00	27,135.30	0.00	4,930,757.65	4,930,757.65	32.80%	2.1919%	12.00
TOTAL	17,528,838.37	17,528,838.37	0.00	87,065.33	(3,075,000.00)	14,540,903.70	14,540,903.70	96.72%		
TOTAL HDMD	18,182,258.47	18,182,258.47	0.00	87,065.33	(3,235,483.02)	15,033,840.78	15,033,840.78	100.00%		

**COMPLIANCE
STATEMENT
REVIEW**

**** THE INVESTMENTS (REPORTED ON ABOVE) FOR THE PERIOD ARE, TO THE BEST OF OUR KNOWLEDGE, IN COMPLIANCE WITH THE INVESTMENT STRATEGY EXPRESSED IN THE DISTRICT'S INVESTMENT POLICY AND THE PUBLIC FUNDS INVESTMENT ACT.

**** THIS REPORT AND THE DISTRICT'S INVESTMENT POLICY ARE SUBMITTED TO THE BOARD FOR ITS REVIEW AND TO MAKE ANY CHANGES THERETO AS DETERMINED BY THE BOARD TO BE NECESSARY AND PRUDENT FOR THE MANAGEMENT OF THE DISTRICT FUNDS.

SIGNATURE

ROBBIE JONES
TREASURER

TED ZWIEG
VICE PRESIDENT

LESLIE ASHBY
CHAIRMAN

KRIS LARSON
PRESIDENT - CEO

ACTION ITEM	Authorize expenditure with Utility Tax Services, LLC (UTS) for professional assessment and collection services.
SERVICE PLAN	2021-2025
Account Code	915.600 590.802
Budget & Year	\$52,000 \$ 8,000 2023
REQUEST	Not to exceed \$60,000
DESCRIPTION	UTS acts as assessor/collector of the District's annual assessments. In this capacity, the services include: 1) preparing and maintaining the assessment roll; 2) noticing property owners of public hearings concerning assessment rolls and representing the District at public hearings; 3) preparing and mailing annual assessment bills; 4) collecting assessments; and 5) managing accounts protesting valuations, including issuing status reports and authorizing refunds for settled cases.
DISCUSSION	<p>Interstate Tax Management Services (ITM) has been the assessor/collector for the District for many years. In September 2019, the District renewed its agreement with ITM and entered into a 3-year service agreement for professional assessment and collection services. The District is entering into its final year of this agreement for services in the 2022 tax year.</p> <p>In March 2021, ITM merged its operations, staff, and service agreements into the operations of UTS and, as of the effective date, UTS assumed all of the duties, tasks and responsibilities of the ITM service agreements.</p> <p>UTS is currently performing work in preparation for the 2022 tax year and following action taken by the Board at the November 2022 meeting, UTS will issue the 2022 assessment bills and began its collection services. This request seeks Board authorization of the annual expenditure related to 2022 roll development as well as services related to collection and reconciliation of collections.</p>
DBE Participation	Individuals wishing to provide assessor/collector services to special districts must be licensed by and registered with the Texas Board of Tax Professional Examiners. UTS is not certified as a DBE.

BLOCK X BLOCK

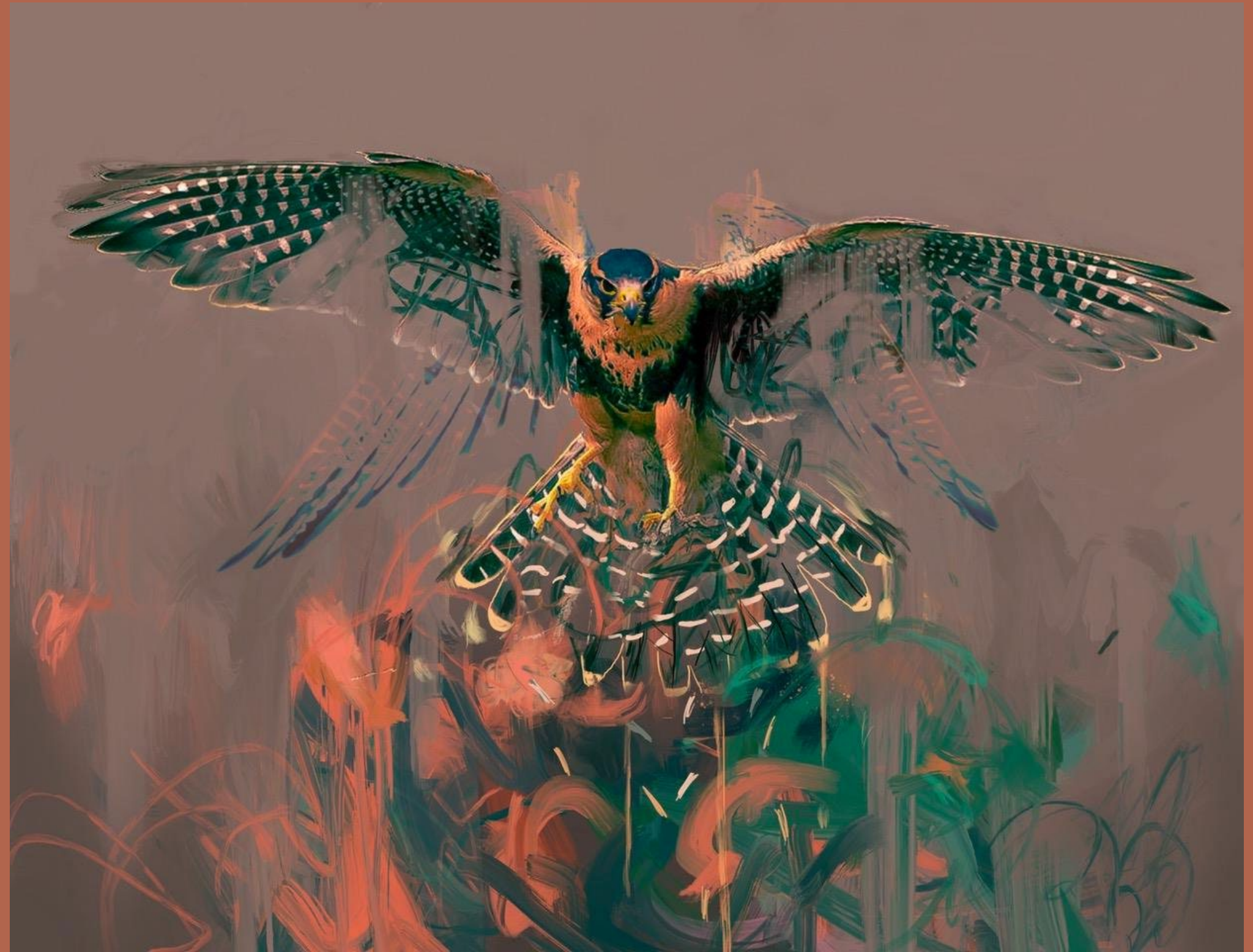
Big Art. Bigger Change.

Downtown Houston's largest open-air museum starts on October 15. We're excited to present a first look at the murals, themes and opening event.



CLIMATE CHANGE

Hilton Americas Hotel











HOUSTON OUTDOORS

Four Seasons Hotel






FOUR SEASONS
HOTEL

COFFEE FOOD Wine

ROUSEAU BLVD





1100 HOUSTON CENTER
Austin

CLEARANCE 12'

CLEARANCE 12'

CAUTION
12'
CLEARANCE

CAUTION
12'
CLEARANCE

FOUR SEASONS
HOTEL
HOUSTON

FOUR SEASONS
HOTEL
HOUSTON

STREET ART
FOR MANKIND
@StreetArtMankind

SJ63AJ

SKYJACK

Herc

SKYJACK



CLEARANCE 12'

CLEARANCE 12'

SKYJACK SJ85 AJ

HOUSTON CENTER Austin

12'

40-032

GREEN ENERGIES

GreenStreet





SPACES.
RENTAL
SERVICES
844.6.SPACES
SPACES.COM

M&S

M&S

M&S

GREEN STREET

FedEx

Dallas



SPACES.
844.6.SPACES
spacesworks.com

Las ciudades
en la
mancha y
las palmeras
en la
mancha.

Fannin

ONE WAY

M&S

M&S
SANDWICHES - STEAKS - OYSTERS
844. 7274

M&S

ONE WAY

STREET ARTS
FOR MARCHING

GREENSTREET

HOUSTON HOUSE

I FEEL
LOVE YOU







HUMAN RIGHTS

Sam Houston Hotel





SAM HOUSTON
HOTEL

Freedom

SAM HOUSTON
HOTEL



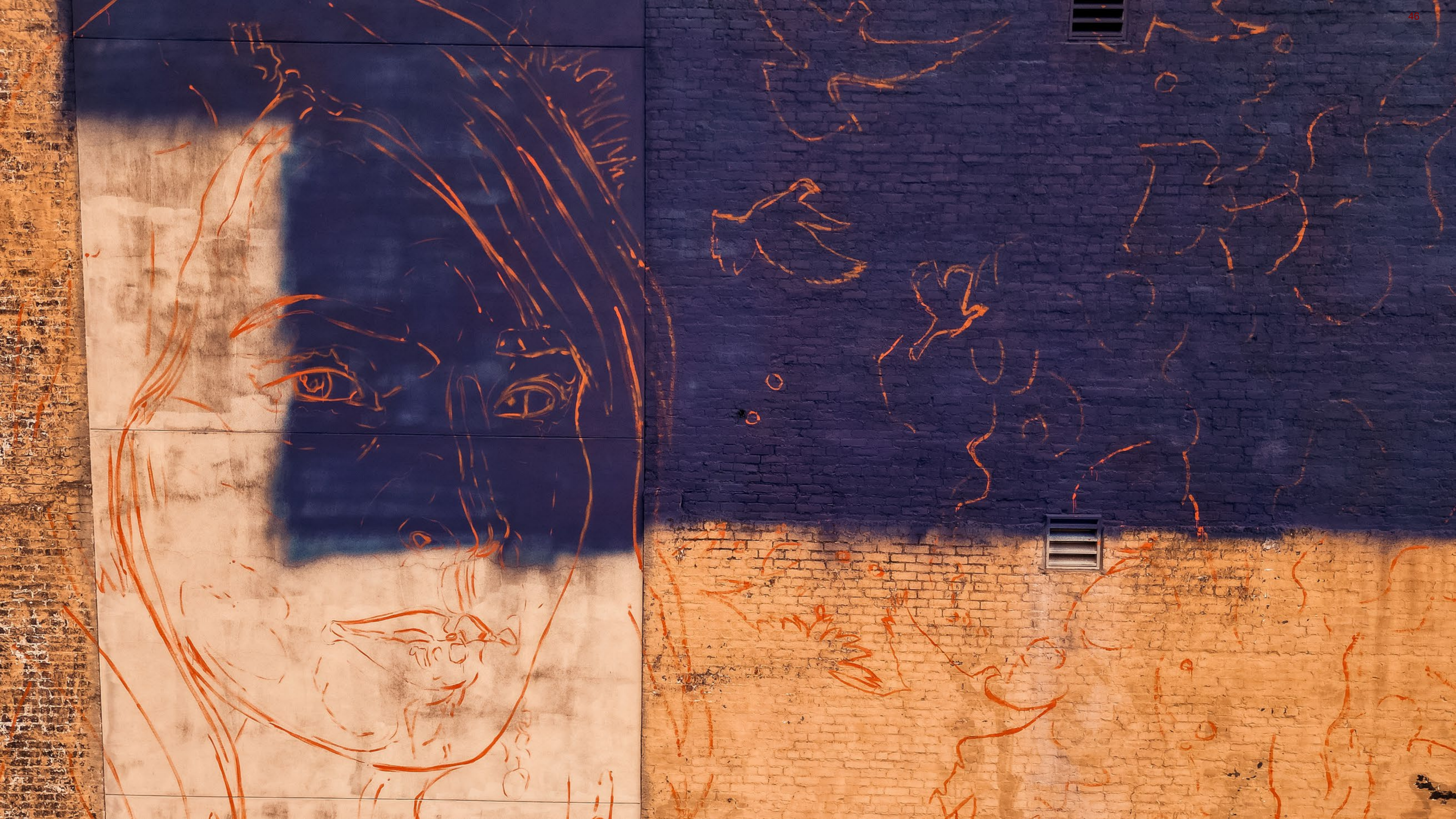




INNOVATION

Republic Building











SOCIAL EQUITY

Scanlan Building











GLOBAL CITY

Cotton Exchange









VIP EVENT

- 10 am @ 400 Main Street (parking lot adjacent to the Scanlan Building)
- Remarks from local officials, Street Art for Mankind, etc.
- Bike presentations
- TSU Drumline
- "Walk for Social Change" with SAM curators to visit each mural & hear from artists.

YOU'RE INVITED ON AN EXCLUSIVE TOUR OF DOWNTOWN HOUSTON'S OPEN-AIR MUSEUM.

BIG ART. BIGGER CHANGE.

OCTOBER 15, 2022
10:00AM AT 400 MAIN STREET

Join us on October 15th as we celebrate the unveiling of Big Art. Bigger Change. We'll kick off the party with mimosas and pastries as well as special guests, including the TSU marching band and remarks from our local elected officials. You can also sign up to view the murals on a private VIP walking tour. Note: the tour is approximately one mile long so please bring comfortable shoes.

FEATURING MURALS BY: Sonny Sundancer, Cristian Blanxer with Bimbo Adenugba, Emily Ding, Victor Ash, Carlos Alberto GH, Lula Goce, Case Maclaim, and Ana Marietta

RSVP to Jenna Beasley
at jenna@downtowndistrict.org



BIG ART. BIGGER CHANGE.

OCTOBER 15, 2022 | ALL DAY. ALL OVER DOWNTOWN.

COMMUNITY EVENT

- 11 am - 4 pm
- All Access Art Market
- Art cars + photo ops
- Food truck alley
- Kids Zone
- UHD Mariachi, DJ sets, breakdancing competition
- Non - profit pop - ups

WE'RE TURNING DOWNTOWN HOUSTON INTO AN OPEN-AIR MUSEUM.

Beginning on October 15, we're revealing a series of massive, one-of-a-kind murals painted on iconic buildings across the district. Downtown Houston is partnering with Street Art for Mankind, All Access Art Show and TotalEnergies for a day of art, music, celebration and conversation around social change.



EVENT LOCATION & DETAILS

MURALS

- 1 **Sonny Sundancer**
Theme: Climate Change
Hilton Americas / 1600 Lamar St.
- 2 **Emily Ding**
Theme: Quality of Life
Four Seasons / 1300 Lamar St.
- 3 **Carlos Alberto GH**
Theme: Green Energies
1201 Fannin St.
- 4 **Cristian Blanxer + Bimbo Adenugba**
Theme: Legacy
1111 Main St. Garage
- 5 **Victor Ash**
Theme: Human Rights
1117 Prairie St.
- 6 **Lula Goce**
Theme: Innovation
1018 Preston St.
- 7 **Case Maclaim**
Theme: Social Equity & Human Rights
405 Main St.
- 8 **Ana Marietta**
Theme: Sharing the World
202 Travis St.
- 9 **Belin**
Theme: Quality Education for All
(Coming later this year)
805 Franklin St.

ACTIVITIES 11:00AM - 4:00PM

- 10 **Low Riders & Art Cars**
Main St. between Prairie & Rusk
- 11 **Photo Booth**
Main St. between Capitol & Rusk
- 12 **Beer Garden**
Finn Hall, 712 Main St.
- 13 **Kids Zone**
Main St. between Rusk & Walker
Fun for everyone. Dance classes, kids crafts, and a chance to take photos with your favorite movie characters.
- 14 **Art Market**
Main St. between Lamar & McKinney
Free tote bags, caricature artists, chalk art, free t-shirt screen printing and more.
- 15 **Food Truck Alley**
Lamar St. between Main & Fannin

LIVE ENTERTAINMENT 11:00AM - 4:00PM

- 16 **SoundStage at Main St. & Lamar St.**
DJ Sets: 11AM - 2PM
Hip Hop Dance Battle: 2PM - 4PM

MURAL ROUTE

Self guided tour. Begins at Hilton Americas (Polk St. & Jackson St.) and ends at the Franklin St. Garage (805 Franklin St.)
Route marked in red.

PARKING LOTS & RAMPS

Avenida South Garage, 1710 Polk St.
GreenStreet Garage, 1320 Fannin St.
One Market Square Garage, 800 Preston St.
Visit downtownhoustonparking.org for an interactive map which shows all garages, surface lots and on-street parking available in Downtown Houston.

#DowntownHouston
@downtownhouston
/visitdowntownhouston
@downtown.houston



SCAN FOR MORE





BEGINS OCT. 15, 2022

**BIGGER
CHANGE
FOR A
BETTER
WORLD.**

**BIG ART.
BIGGER
CHANGE.**



**ALL
ACCESS
ARTSHOW**

ACTION ITEM	Authorize execution of the inter-local agreement with METRO for the District to continue to be the downtown bus stop cleaning contractor.
SERVICE PLAN	2021-2025
Account Code	506.013
Budget & Year	\$275,000 2023
REQUEST	None (revenue)
DESCRIPTION	This action allows the District to continue to be METRO's contractor for bus stop cleaning in downtown for the next three years.
DISCUSSION	This action is contingent on METRO receiving authorization from their board for the District to be the downtown bus stop cleaning contractor. The agreement sets the scope and pricing for cleaning bus stops for the next three years. The District will utilize BBB personnel to perform the daily task of removing trash and graffiti from the bus stops and a pressure washing DBE sub-contractor to pressure wash all the designated METRO stops on the scheduled nights. The District will continue to invoice METRO quarterly and the amount is recorded under revenues to the District. The District will receive approximately \$865,000 over the three years.
M/WBE Participation	Currently the District utilizes a DBE for the pressure washing portion of the scope.

ACTION ITEM Authorize execution of agreement and related expenditures with inCon-Trol Water Systems for the maintenance of the Main Street Square Fountain and the Cotswold fountains.

SERVICE PLAN	2021-2025		
Account Code	835.202	443.210 (new code)	443.220 (new code)
Budget	\$140,000	\$116,000	\$75,000

REQUEST Not to exceed \$331,000

DESCRIPTION Expenditures will cover cost for inCon-Trol Water Systems to perform daily maintenance on the Main Street Square Fountain and the Cotswold fountains. The scope of work will include: five days a week of cleaning the fountain, chemical treatments, inspection of fountain equipment, daily inspection logs, water screen cleaning, and jump/pop jet adjustment and timing.

DISCUSSION The District recently completed a RFP for the maintenance of Main Street Square Fountain in which five prospective contractors responded to the proposal. Upon review of the bids, Staff's recommendation to award the contract to inCon-Trol Water Systems was brought before the Maintenance Operations Committee on August 16, 2022. The Maintenance Operations Committee vetted and approved the recommendation to award the contract to inCon-Trol Water Systems.

This action allows the fountain to be inspected and be maintained by qualified technicians that specialize in fountain maintenance. The District shares the fountain maintenance expenses with the adjacent properties, 1000 Main and 1021 Main, where a portion of the yearly expenditures are billed back to the properties on a quarterly basis.

Additionally, there was an alternate in the RFP to provide costs to maintain the eleven (11) Cotswold fountains located on Prairie, Preston and Congress. The District has been in discussions with Houston First regarding the operation and maintenance of these fountains and has agreed in principle to provide maintenance to the Cotswold fountains. The maintenance and repair costs for the Cotswold fountains will be fully reimbursed by Houston First.

The initial agreement with in-Con-trol is for 14 months and will expire on December 31, 2023. There are two possible annual renewals if both parties agree to extend the agreement after the initial term.

DBE Participation

inCon-Trol Water Systems does not qualify as a DBE but plans to utilize DBE suppliers and potential sub-contractors when needed.

ACTION ITEM	Authorize President/CEO to execute an agreement with Houston First to take over the responsibility for the maintenance and repairs of the Cotswold fountains.
SERVICE PLAN	2021-2025
Account Code	510.810 (New Revenue Code)
Budget Years	2022 - 2023
Budget Amount	\$ 115,900 (Revenue)
REQUEST	N/A
DESCRIPTION	Houston First will fully reimburse the District for maintenance and repair costs of the eleven (11) Cotswold fountains from November 1, 2022 through December 31, 2023.
DISCUSSION	Houston First has agreed for the District to take over the maintenance responsibility to perform daily tasks to keep the Cotswold fountains operational and properly maintained. The District will utilize inControl Water Systems to perform the work and will invoice Houston First on a monthly basis for all associated costs pertaining to the Cotswold fountains.
DBE Participation	N/A

ACTION ITEM	Authorize President/CEO to execute an agreement and related expenditures for additional art consultant work.
SERVICE PLAN	2021-2025
Account Code	633.391
Budget Amount	\$36,000 2022
REVISED REQUEST	Not to exceed \$50,400 (\$14,400 increase from prior authorization)
DESCRIPTION	This additional authorization amount allows us to continue working with Weingarten Art Group on our various art projects through the end of 2022.
DISCUSSION	Since the start of 2022, we have added two additional art projects at Trebly Park, which required additional consultant work from Weingarten to complete these projects. One of these is our holiday art installation, so we want to extend our agreement through the end of the year in order to ensure the project is delivered in the best way possible. The overage will be negated by underspending with other budget codes.
DBE PROGRAM	Vendor is not DBE certified

ACTION ITEM	Authorize executive director to sign an agreement and related expenditures for Trebly Park holiday décor.
SERVICE PLAN	2021-2025
Account Code	834.207
Budget Amount	\$850,000 2022
REQUEST	\$35,000
DESCRIPTION	<p>This additional authorization amount allows us to cover holiday décor expenses related to Trebly Park, which will open on December 2, 2022.</p> <p>We are working with Weingarten Art Group to create a unique holiday décor installation. We've enlisted two artists to submit proposals for a "sweets" themed holiday installation, which will add another artist installation at the park, as well as fit with our holiday programming at Trebly Park.</p>
DISCUSSION	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.
DBE PROGRAM	Vendor is not DBE certified



MEMORANDUM

October 13, 2022

TO: Board of Directors
FROM: Brett DeBord, Director of Operations and Capital Projects
RE: Operations Update

FACILITIES UPDATE: (Scott Finke, Operations Manager)

METRO bus stop cleaning:

We are in the process of renewing the interlocal agreement with METRO for the District to continue to clean and pressure wash the bus stops in downtown. We have provided pricing for 3 years and METRO is going through their internal approvals and plans to take the agreement to their Board in November. *(See related action item for authorization to sign agreement for bus stop cleaning)*

Fountain Maintenance:

The District completed a RFP process for contractors to provide proposals for daily maintenance of the Main Street Square fountain which also included an alternate for the maintenance of the eleven (11) Cotswold fountains located along Prairie, Preston, and Congress. Staff has been engaged in discussions with Houston First to take over the maintenance and repairs of the Cotswold fountains, in which the District would be reimbursed 100% of the costs for all maintenance and necessary repairs. *(See related action items for Main Street Square and Cotswold fountains maintenance and repairs agreement, expenses, and reimbursement)*

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

Landscaping:

Twenty-seven (27) of the new Mexican Sycamores on Allen Parkway were pruned to provide better visibility for drivers. Plant replacements were completed at Market Square Park and the pruning of all trees in the Park is scheduled to be completed in October. Maintenance To Go has been repairing numerous irrigation breaks throughout

MEMORANDUM

October 13, 2022

Page 2 of 3

downtown due to boring companies hitting and damaging the irrigation lines while installing fiber optics under the sidewalks.

Block By Block:

Block By Block has scored a 4.21 for the month of September, which is a decrease from the 4.27 score in August. Block By Block reduced the number of cleaning ambassadors in the Skyline District to deploy more resources in the Historic and County Districts. This helped the Historic & County Districts to achieve higher scores, while only seeing a slight decrease in the Skyline District. Graffiti removals dropped from 1,433 in August to 1,196 in September. Ambassadors have been doing a great job of reporting safety and environmental hazards that they come across in the field. Approximately 152 tons of trash were disposed in September, which is the highest amount since last October.

Homeless Encampments:

Weekend feedings at the surface lots along Hamilton and Commerce have impacted the amount of litter that needs to be removed during the Monday clean ups. The tent count along Chartres and Hamilton remains in the low 60's, with most of the tents being located on Hamilton across the street from the Star of Hope. A clean up was completed at Allen's Landing prior to the Mayor's hosting of foreign dignitaries at the location.

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

The Contractor has begun the layout work on the planter rails and 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.

Trebley Park Project:

The Contractor is anticipating on receiving their Temporary Certificate of Occupancy within the next week. The tenant, Tout Suites, is scheduled to move in the cafe the week of October 17 to begin their 45-day burn-in period prior to the grand opening, scheduled for early December. Kitchen equipment will be reviewed and tested along with the installation of the remaining interior and exterior furniture. The art mural inside the café by artists Kill Joy and the gateway art installation, Porta Pigmenta, at the corner of Fannin and Bell were recently completed.

MEMORANDUM

October 13, 2022

Page 3 of 3

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

Downtown Public Safety Guides:

The overall green interactions decreased in September at 9,007 compared to 10,169 in August. The past few months have reflected a slight downward trend in overall ambassador engagements which is likely due to a decrease in people in downtown as we transitioned from summer to fall. Additionally, we have experienced a high rate of turnover in the DPSG position which also impacts the numbers. As a result, the civility interactions also decreased with 11,535 in September compared to 15,881 in August. The amount of loitering in Main Street Square has increased; therefore, Block by Block has deployed our trike daily to that location which has deterred that population from the area.

Off Duty HPD:

The Off Duty Officer engagements dipped to 258 in the month of September compared to 278 in August, which is likely due to the same reasons we've experienced with our DPSGs. We are currently working with our Off Duty team to develop more efficient and effective deployment methods. Since the onset of COVID we have dealt with issues of hiring and retaining staff. HPD has instituted many required on duty programs which have negatively impacted officers' availability for extra job employment.

SEAL:

This month SEAL received 401 calls for service to the hotline which is the highest number of calls since the inception of the program. SEAL has responded to calls regarding scooters, go-carts, belligerent patrons, BMV concerns and basic calls just requesting their presence for events. SEAL's overall popularity in usage has continued to grow.

Positive Interactions

159,982

Total

Homeless Count

400

Average

Sidewalk Cleaning

4.27

Average

Garbage Disposed (Tons)

1238

Total

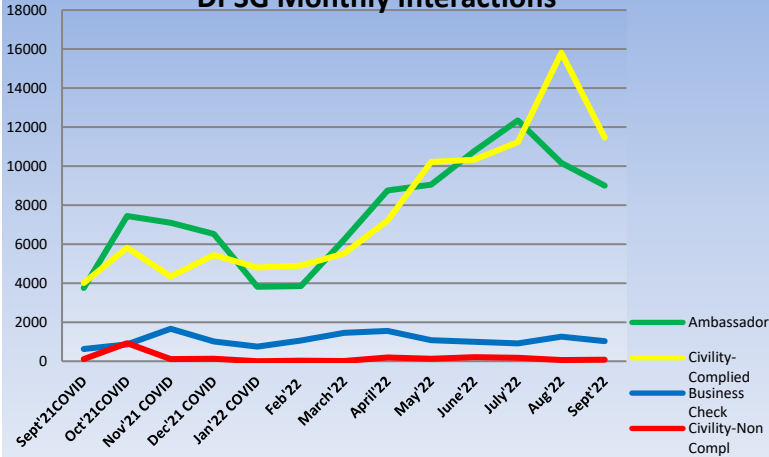
Reliability Report

75%

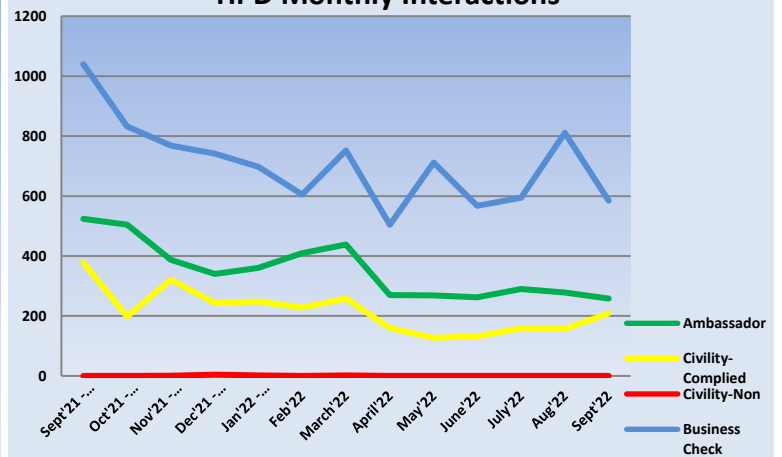
Average

Safety & Quality Control

DPSG Monthly Interactions



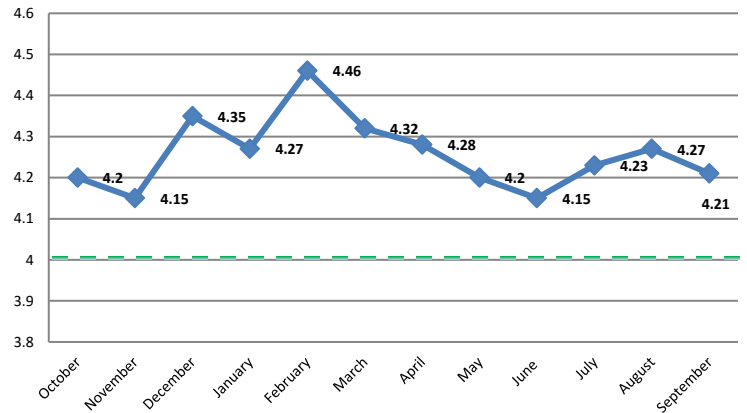
HPD Monthly Interactions



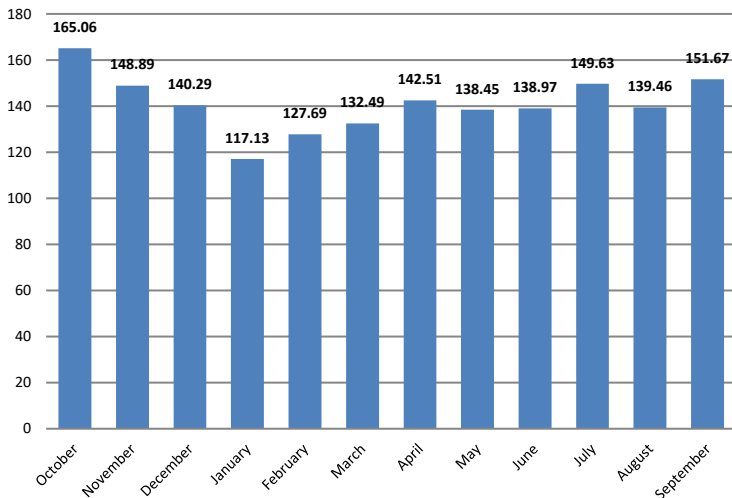
Homeless Count



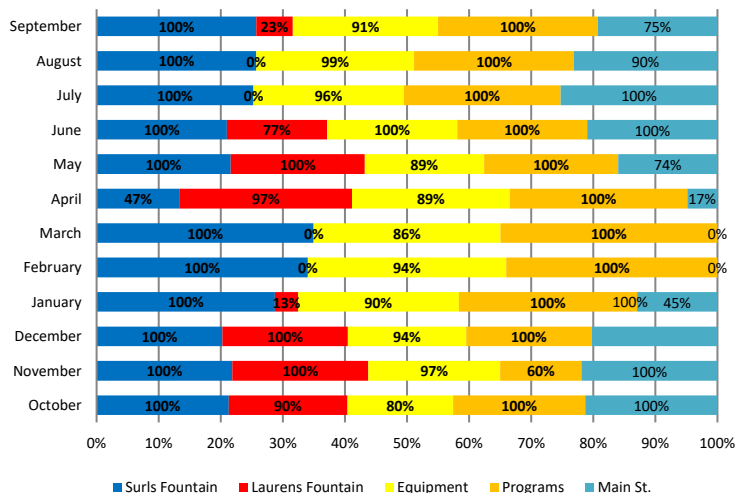
Sidewalk Cleaning



Garbage Disposed (Tons)



Reliability





MEMORANDUM

October 8, 2022

TO: Board of Directors

FROM: Robert C. Pieroni

RE: Economic Development Program Update

Update on the Office Market: The Downtown office market recently experienced a few positive wins, with big renewals of two headquarters, including EOG Resources' 374,000 SF at Heritage Plaza, and Baker Botts' 172,300 SF at 910 Louisiana (One Shell Plaza), with EOG Resources' deal marking the largest lease of the year. Hines relocated from its headquarters at Williams Tower into 188,000 SF at Texas Tower in the, which was completed earlier this year. With flight to quality a major driver of leasing decisions. Despite the positive increase, overall decisions surrounding real estate needs have been put on hold for the time being. That has been evidenced by key industry performance matrix. Downtown has a 23.7% vacancy rate, which is among the highest in region (Regional Average 18.9%). Leasing activity, which, even though it has improved, remains below pre-pandemic norms. Downtown has seen over 2.0M square feet of year-to-date leasing activity in 160 deals.

Return-to-office: Much of the local office-using workforce in Downtown is still largely a hybrid remote schedule. However, the return-to-office rate continues to climb for the second straight month increasing to 55.7%, which is 8.5% above the National average of the 10 largest metros according to Kastle access control systems.

National return-to-office (RTO) coverage:

- [Washington Post's](#) coverage of RTO trends
- [Wall Street Journal's](#) coverage of RTO trends
- [Fox Business's](#) coverage of RTO trends

Policy & Program Development: With the flight to quality in Downtown Houston's office market, coupled with the reduction in demand for office space due to the shift to hybrid and remote work, older but non-historic office buildings constructed in the 1970s, 1980s and 1990s are expected to experience tenancy challenges resulting in widespread structural vacancy and obsolescence. As with the redevelopment of historic structures, there are extensive and unique costs involved in office-to-residential, office-to-institutional and other modes of adaptive use conversions. Critically, conversion costs occur on top of the base cost/investment in the pre-conversion structure and building owners will pay carrying costs during any adaptive reuse construction. The economic challenges of conversion will most likely require an incentive program to encourage adaptive reuse in much the same way that historic structures receive tax credits for renovation, or through a program similar to the Downtown Living Initiative that incentivized the construction of mid- and high-rise residential structures in the Downtown Houston market. Noting the challenges, we regard adaptive reuse as a formidable opportunity

MEMORANDUM**October 10, 2022**

Page 2 of 2

for advancing Downtown Houston's residential capacity and for creatively reimagining former office space Downtown.

Pursuant to the DRA Board's recommendation, Staff will post an RFP in October 13 seeking proposals for a consulting firm to conduct third-party feasibility studies on select buildings participating in exploring adaptive reuse of vacant office space. The feasibility studies are intended to assist participating property owners in developing proformas for multiple adaptive reuse scenarios once the program is formed, authorized by the DRA Board and approved by Houston City Council. These scenarios will provide a means to identify and appropriately assess the efficacy of the currently known financing tools that may be utilized to bridge capital or operational funding gaps related to office building conversions.

Residential: Downtown Houston's multifamily market solidified its status as a true live/work/play environment in recent years, and residents pay a notable premium \$2.40-SF/MO to live Downtown. Demand for urban living remains strong, though it has moderated relative to the trend that took hold in 2021. Vacancies remain slightly higher than the regional at 83.0%, due to the supply-heavy additions of 1,300+ new units. Despite the supply increase the 12-month absorption continues to impress, as Downtown has seen 309 units rented over the past 12 months.

Houston continues to rank as one of the top markets in the country for population growth, and the metro as a whole remains remarkably affordable when it comes to the cost of apartment living, but there are exceptions. None more so perhaps than in the Downtown Houston Submarket, which commands \$2,346/MO on average, eclipsing the metro's \$1,272/MO average price point.

Hospitality: Downtown draws both locals and out-of-town visitors alike with its vibrant entertainment and hospitality district. In fact, Downtown had over 3.3 million visitors in the month of September. The Downtown hospitality market is comprised of 8,400+ hotel rooms spread across 28 properties, including large convention hotels, luxurious five-star accommodations and beautiful historic options. In the month of September (August Data*) hotel occupancy reached 50.6%, which is 90.3% recovered from a 5-year September pre-pandemic average (2015-2019). Other key performance indicators continue to remain stable: Average Daily Rate (ADR) \$177.81; Revenue Per Available Room (RevPAR) \$90.04; and Monthly Revenue \$23,587,485.

Innovation Update: gener8tor's pre-accelerator program, gBETA, has selected 5 Houston Startups for its fall cohort. In addition, on October 14th, gener8tor will kick off their Italian startups cohort as part of the Italian Trade Agency's Global Startups Program. This is the second year in a row that a Downtown Launchpad resident tenant has been awarded the contract to host this prestigious international program.

MassChallenge, has selected their 2022 US Early-Stage program. Many of these startups have joined us in Houston during the first week of October for the inaugural Market Access Program. Nearly 70 startups came to Houston for the Market Access Program. The Market Access Program is a new offering for MassChallenge community members. MassChallenge will

MEMORANDUM**October 10, 2022**

Page 3 of 2

organize a series of fixed duration “micro-programs” with the focused goal of helping founders build their network with key stakeholders in MassChallenge’s physical communities around the United States. Houston’s Market and Access Program was a partnership with MassChallenge, Softeq, and Houston Exponential.

Impact Hub, continue to provide valuable resources to the community including their recent launch #ImpactSocial, a livestream series, which features Impact Hub Houston members and the impact they are making in our local and global community. On October 7th, Impact Hub Houston in partnership with Born Global Ventures, Houston Exponential, TECH23, LSA Global HQ, Dell Technologies Dell for Startups, Born Global Community, hosted an event at Downtown Launchpad to celebrate the contributions of Hispanic innovators, discuss the challenges and resources for Latino entrepreneurs and showcase startups featuring Latino founders.

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



MEMORANDUM

October 10, 2022

TO: Board of Directors

FROM: Lonnie Hoogeboom

RE: Planning & Design and Capital Projects Update

Downtown Living Initiative: At close of 3Q 2022, fourteen DLI projects (3,690 units) are completed and listed here in completion order: SoDo on Main (north and south towers, formerly "SkyHouse Downtown" and "SkyHouse Main"), Block 334, Market Square Tower, The Star, Aris Market Square, Eighteen25, 1414 Texas Avenue, Catalyst, 1711 Caroline, The Marlowe, Camden Downtown, The Parkside Residences; and *on September 16, 2022, Fairfield Residential provided the Authority with the Temporary Certificate of Occupancy (TCO) – issued September 16, 2022 – in continued compliance with the terms of the agreement for their development on Block 387: 1810 Main.* One District project remains under agreement for future construction (Camden / Block 346 – 275 units). With fourteen projects completed and each receiving the respective reimbursements for the DLI Program, there remain fifteen active development agreements, as follows:

District's DLI Program:	2,063 units under agreement	/	275 units planned
		/	0 units under construction
		/	1,788 units completed
Authority's DLI Program:	2,188 units under agreement	/	0 units planned
		/	0 units under construction
		/	2,188 units completed
<hr/>			
TOTAL DLI Program:	4,251 units under agreement	/	275 units planned
		/	0 units under construction
		/	3,976 units completed

North Houston Highway Improvement Project (NHHIP): The NHHIP remains on "pause" by order of the Federal Highway Administration (FHWA) as it investigates Title VI civil rights and environmental compliance regulations. Voluntary reconciliation between TxDOT and FHWA is in progress. On this matter, staff participated in an online interview with FHWA on March 14, 2022; and as requested by FHWA, staff provided supplementary information on April 7, 2022.

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. Currently, the focus is on Segment 3

MEMORANDUM

October 10, 2022

Page 2 of 3

garden bridges with staff and consultant focus on those bridges in Segments 3C & 3D, with design information to be reviewed with TxDOT and then shared with agency-stakeholders in Segments 3A & 3B over latter half of October.

Southeast Sidewalks: On August 4, 2022, staff issued to TxDOT the Design Summary Report (DSR). TxDOT conducted an internal Design Concept Conference (DCC) and provided comments to District staff, for which responses have been issued. Staff and consultants have also applied for a TxDOT Connect account to administer the Advance Funding Agreement (AFA). 90% construction documents have been submitted by Huitt-Zollars and are under review by staff to confirm final requirements per the DCC and AFA. TxDOT has the project letting scheduled for May 2023.

North Canal: Houston Public Works (HPW) project manager and project consultant, HDR, have previously presented to downtown agency stakeholders the project status in a meeting of the City's Technical Review Committee. Based on the Preliminary Engineering Report (PER) for the project's three geographies and multiple resiliency solutions at each area, ten design alternatives were developed including the respective hydrology / hydraulic (H&H) benefits and construction cost estimates.

Staff met with Steve Costello, the City's Chief Recovery Officer on August 11, 2022, and received a generally favorable update as to the project's status. While there are budgetary constraints relative to the FEMA grant, the City maintains the project is still on schedule for delivery in 2027.

North San Jacinto – Design Concept Review (DCR): Having received the City's initial approval to advance this project and now with the North Canal and NHHIP both resolving towards more definitive status, staff will resume the effort to prepare and issue a Request for Qualifications (RFQ) for the proposed North San Jacinto streetscape and bikeway improvements – from Commerce Street to the NHHIP frontages – plus the two block stretch of Wood Street – from Main to North San Jacinto.

Congress Street Bridge: Staff has adjusted the potential scope for the project to include the southwest corner of the Smith and Franklin intersection for sidewalk accessibility. Staff is finalizing a project budget for the Congress Bridge and its signalized intersections at Smith and Franklin and at Congress and Franklin. Staff has requested a project and budget review with Lovett Commercial to obtain its commitment to shared funding. Once that obligation is in place, staff will process a DCR Intake Form with HPW and then initiate an RFQ for professional design-engineering services.

Main Street: For the area currently covered by the More Space Program, between Congress and Capitol, staff met with City personnel to consider the continuation of the program in a more permanent fashion. Staff is in preliminary stages of preparing an

MEMORANDUM

October 10, 2022

Page 3 of 3

RFQ to procure design-engineering consultants to convert and activate the public realm in support of local businesses with a more unified plan of sidewalk cafes and modified pedestrian-bicycle utilization of the right-of-way. With the accommodation of emergency services, the roadway will be closed to vehicular traffic in most block segments. The current More Space program expires in March 2023, but is likely to be extended for a short duration while the more permanent solution is implemented with the City and corridor stakeholders.

Downtown Redevelopment Authority / TIRZ 3 Update: Staff is focused on construction of these capital projects for the Authority, as recommended in [Plan Downtown](#).

- **Bagby Street Improvements:** See Director DeBord's "Operations and Construction Update" for current project status including punch-list item corrections.
- **Trebly Park:** Construction was initiated on March 15, 2021. See Director DeBord's "Operations and Construction Update" for current project status. Building and site Temporary Certificates of Occupancy (TCO) and the associated inspections are expected in the current week, with café tenant, Tout Suite, scheduled to move-in for staff training on October 17, 2022. Trebly Park is scheduled for public opening in early-December, likely with a soft opening for neighbors on December 2, 2022 and general public on December 3, 2022. In addition to supporting the construction team, planning and design staff are focused on the purchase and installation of the following: park and building signage, miscellaneous furnishings for District operations and programming, Bicycle station installation, delivery of Owner-furnished Contractor-installed items, and tenant coordination with Tout Suite. As part of the District's Art Blocks program, the temporary sculpture "Porta Pigmenta" has been fully installed at the Fannin and Bell gateway corner. As part of the Authority's permanent construction, an interior artwork, "Home," has been installed inside the café.
- Staff continues to monitor construction progress at Lynn Wyatt Square in monthly site meetings and related application for payment processing with Houston First Corporation. The Square is slated to receive the TCO in the first quarter of 2023.

PD&CP Committee: This Committee held a meeting on September 29, 2022 to preview the 2023 transition to Collaborative Committees as an aspect of the Strategic Alignment Plan (SAP). General discussion of the SAP Goals, Objectives, and 2023 Tactics was the meetings focus, particularly Goal 3 related to street-level connectivity and vibrancy.

As a standing calendar invitation, the next monthly meeting is scheduled for October 27, 2022, 12:00-1:30 PM, at which time more specific information will be presented as to 2023 draft budgets for Planning & Design Projects and Capital Projects, in preparation for the District's November 10, 2023 Board meeting.



MEMORANDUM

October 13, 2022

TO: Board of Directors

FROM: Shelby Pipken, Director of Marketing and Communications

RE: Marketing/Communications 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 August had a **total circulation of 79.3M** valuing at **\$952,432**. Story highlights include a *Houston Business Journal* article about Downtown Houston being number three in the U.S. for new apartment units added in the past decade, a *Washington Post* article about workers returning to offices, and a *Texas Monthly* article about our lovely Downtown Houston parks.

Big Art. Bigger Change.

You'll receive an in-depth presentation of the mural project on Thursday, but I'm excited to share more information behind the project and the event.

Big Art. Bigger Change. is Downtown Houston's first open-air art museum, with seven international artists and three local artists lending their talents to the cause. The *Big Art. Bigger Change. Art Walk* will take over a mile-long stretch of Downtown commercial building walls, block by block, promoting Sustainable Development Goals for Houston and the world. As part of the process, nine themes were chosen, and each mural was designed and curated by Street Art for Mankind to support its corresponding theme. Each mural also supports an opportunity to connect with local non-profits in our community who are doing work that contributes to the nine chosen themes.

MEMORANDUM

October 13, 2022

Page 2 of 4

Join us on October 15 as we unveil these canvases with a community-wide celebration. Stop by the All Access Art Market on Main Street, participate and watch the break dancing competition at Main & Lamar, or contribute to the community art piece at 400 Main. There will be an opportunity for you to participate in our *Big Art. Bigger Change.* art walk, either self-guided or on a pop-up tour with a local guide. Mural artists will be at their piece all day, available to answer questions or discuss their inspiration behind the art.

October 15th Event

The *Big Art. Bigger Change.* event takes place on October 15 from 11am-4pm.

We're turning Downtown into a gigantic block party to celebrate the unveiling of nine murals on some of Downtown's largest building faces!

Whether you're shopping at the All Access Art Market (with 80+ vendors), taking part in the break dancing contest (with the chance to win \$1000, cash!), or taking photos with the variety of art cars along the art walk route, Downtown will be a buzz with energy celebrating our new open-air museum.

Find out more about the activities, including a food truck alley, kids activity zone, beer garden, and a number of live DJ sets and performances (including the TSU Drumline, HSPVA, UHD Mariachi and Rice University band) by visiting bigartbiggerchange.com.

MEMORANDUM

October 13, 2022

Page 3 of 4

BIG ART. BIGGER CHANGE.

OCTOBER 15, 2022 | ALL DAY. ALL OVER DOWNTOWN.

WE'RE TURNING DOWNTOWN HOUSTON INTO AN OPEN-AIR MUSEUM.

Beginning on October 15, we're revealing a series of massive, one-of-a-kind murals painted on iconic buildings across the district. Downtown Houston is partnering with **Street Art for Mankind**, **All Access Art Show** and **TotalEnergies** for a day of art, music, celebration and conversation around social change.



EVENT LOCATION & DETAILS

<p>MURALS</p> <ul style="list-style-type: none"> 1 Sonny Sundancer Theme: Climate Change Hilton Americas / 1800 Lamar St. 2 Emily Ding Theme: Quality of Life Four Seasons / 1300 Lamar St. 3 Carlos Alberto OH Theme: Green Energies 1201 Fannin St. 4 Cristian Blaxter + Bimbo Adenugba Theme: Legacy 1111 Main St. Garage 5 Victor Ash Theme: Human Rights 1117 Prairie St. 6 Lula Goco Theme: Innovation 1018 Preston St. 7 Case Maclair Theme: Social Equity & Human Rights 405 Main St. 8 Ana Marietta Theme: Sharing the World 202 Travis St. 9 Belin Theme: Quality Education for All (Coming later this year) 805 Franklin St. <p> Indicates a photo opportunity</p>	<p>ACTIVITIES 11:00AM - 4:00PM</p> <ul style="list-style-type: none"> 10 Low Riders & Art Cars Main St. between Prairie & Rusk 11 Photo Booth Main St. between Capitol & Rusk 12 Beer Garden Finn Hall, 712 Main St. 13 Kids Zone Main St. between Rusk & Walker Fun for everyone. Dance classes, kids crafts, and a chance to take photos with your favorite movie characters. 14 Art Market Main St. between Lamar & McKinney Free tote bags, caricature artists, chalk art, free t-shirt screen printing and more. 15 Food Truck Alley Lamar St. between Main & Fannin 	<p>LIVE ENTERTAINMENT 11:00AM - 4:00PM</p> <ul style="list-style-type: none"> 16 SoundStage at Main St. & Lamar St. DJ Sets: 11AM - 2PM Hip Hop Dance Battle: 2PM - 4PM <p>MURAL ROUTE Self guided tour. Begins at Hilton Americas (Polk St. & Jackson St.) and ends at the Franklin St. Garage (805 Franklin St.) Route marked in red.</p> <p>PARKING LOTS & RAMPS Avenida South Garage, 1710 Polk St. GreenStreet Garage, 1320 Fannin St. One Market Square Garage, 800 Preston St. Visit downtownhoustonparking.org for an interactive map which shows all garages, surface lots and on-street parking available in Downtown Houston.</p>
--	--	---

#DowntownHouston
@downtownhouston
/visitdowntownhouston
@downtownhouston



MEMORANDUM

October 13, 2022

Page 4 of 4

Return to Office Programming

We're full steam ahead with RTO programming and are proud to offer four days of office programming, which we're calling "Downtown Work Perks". Find out more by visiting our [website](#).

TACO TUESDAY

The best day of the week has arrived! Every Tuesday, we're popping up at a new Downtown taco shop and gifting free tacos to Downtown employees. Claiming your free taco is easy—just text "TACO" to "1-888-384-6810" to receive instructions on how to pick up your free taco between 11am – 2pm.

LOCAL LUNCH MARKET WEDNESDAY

Starting Wednesday, October 12, Downtown's favorite food truck pop-up and market event has returned! Join us at Hermann Square for Local Lunch—an eclectic market with some of Houston's best food trucks and farmer's market vendors, taking place every Wednesday this fall. Choose your lunch from 15+ food trucks offering a variety of options—from vegan & BBQ to lobster & gyros, there's something for everyone! Shop the Local Lunch market, listen to live music or challenge your co-workers to a variety of lawn games, all while enjoying that unique Downtown energy.

LOBBIES & LIBATIONS

Kick back and relax with us at Lobbies & Libations, a happy hour for all Downtown Employees. Sponsored by Downtown Houston and Central Houston, we're popping up in Downtown's best office lobbies for an afternoon of bites & bevs, live music, raffles and more—consider this a great way to beat that mid-week slump!

[Register here for our next Lobbies & Libations on Wednesday, October 19, 2022 at Allen Center.](#)

WELLNESS THURSDAY

Take a break each Thursday for some self-care before heading into the weekend. Stop by every week for a free 15-minute massage service from LifeTime Fitness. While there, visit our puppy pop-up, sponsored by Three Little Pitties Rescue, for an endorphin boost from some cute furry friends on the last Thursday of each month. 10/06 (11am-2pm), 10/13 (2-5pm), 10/20 (11am-2pm), 10/27 (2-5pm)

COFFEE CONVERSATIONS

Network with other Downtown professionals while enjoying a free cup of java from Boomtown Coffee Roasters & Common Bond! Every Friday, meet us on the stairs at Understory for a morning filled with great coffee, delicious pastries, and good conversation. In addition, we're inviting some of Houston's movers and shakers to discuss what they're doing in our city, each week. You'll leave with new connections, fresh motivation and feel inspired for the week ahead. [Register here.](#)