



Downtown  
Redevelopment  
Authority

## **Board of Directors Meeting**

April 11, 2023

Tax Increment Reinvestment Zone, Number Three  
City of Houston

**Downtown Redevelopment Authority**  
Tax Increment Reinvestment Zone Number Three, City of Houston

**Board of Directors Meeting**  
**April 11, 2023**

**TABLE OF CONTENTS**

---

	<u>Page</u>
<b>Minutes of Previous Meetings</b>	
a. Authority & Zone – March 14, 2023.....	<b>3</b>
<b>Financials – Summary</b> .....	<b>7</b>
a. Check Registers – March 14 2023 .....	11
b. Third Quarter Financials.....	12
c. Third Quarter Investment Report.....	16
<b>Project Spotlight: Cross-Organizational Rebranding</b> .....	<b>No Materials</b>
<b>Presentation and Update on the Cotswold Fountains</b> .....	<b>No Materials</b>
<b>Presentation of Block-Face Study to Connect Downtown</b> .....	<b>No Materials</b>
<b>Presentation of Retail/Storefront Activation Initiative</b> .....	<b>No Materials</b>
<b>Other Business</b>	
a. Project Status/Goal-Based Updates.....	17

**MINUTES OF THE REGULAR MEETING  
OF THE  
DOWNTOWN REDEVELOPMENT AUTHORITY**

March 14, 2023

The Board of Directors (the “Board”) of the Downtown Redevelopment Authority (the “Authority”) convened in regular session, in person and open to the public, at the Authority’s office, located at 1221 McKinney Street, Suite 4250, Houston, TX 77010, on the 14<sup>th</sup> of March 2023, and the roll was called of the duly constituted officers and members of the Board, to wit:

Curtis Flowers	Chair
Michele Sabino	Vice Chair
Barry Mandel	Secretary
Regina Garcia	Director
Keith Hamm	Director
James Harrison	Director
Sherman Lewis	Director
Tiko Reynolds-Hausman	Director
William Taylor	Director

and all of said persons were present except for Director Lewis. Also present were Allen Douglas, Executive Director; Kris Larson, President; Jana Gunter, Director of Finance; and Jamie Perkins, Executive Assistant & Paralegal, all with the Authority; David Gwin, Economic Development Manager; Albert Sanchez; Director of Strategic Initiatives; and Ann Taylor, Director of Engagement; all with Central Houston, Inc. (“CHI”); Brett DeBord, Director of Operations & Capital Projects; and Lonnie Hoogeboom, Director of Planning & Urban Design; all with the Houston Downtown Management District (“HDMD”); and Algenita Davis, Government and Community Affairs Officer.

Additionally, guests invited to present at the meeting included Mike Nichols, President & CEO and Catherine Villarreal, Director of Communications, both with Coalition for the Homeless. Andrew Busker with the City of Houston Office of Economic Development attended from the public.

**DETERMINE QUORUM; CALL TO ORDER**

Chair Flowers conducted a roll call. A quorum was established, and the meeting was called to order at 12:10 PM.

**INTRODUCTION OF GUESTS AND PUBLIC COMMENTS**

Chair Flowers invited all meeting attendees to introduce themselves and welcomed all. Next, he asked if there were any comments from the public. There were no comments from the public.

**MINUTES OF PREVIOUS MEETING**

The Board considered approving the minutes of the February 14, 2023 regular joint board meeting. Hearing no questions or need for discussion; Chair Flowers made a motion, moved by Director Harrison and seconded by Director Garcia, and the minutes of the February 14, 2023 regular joint board meeting were approved as presented.

**FINANCE & ADMINISTRATION**

**Check Register – February 2023**

Chair Flowers called on Jana Gunter to provide updates from finance and administration. Ms. Gunter shared highlights from the check register for the month ending February 28, 2023. None of the Directors had questions and discussion did not take place.

A motion to accept was entertained by Chair Flowers; moved by Secretary Mandel and seconded by Director Harrison, and the February check register was accepted as presented.

### **PRESENTATION: HOUSTON'S PROGRESS ON ENDING HOMELESSNESS**

Next, Chair Flowers called on Executive Director Douglas to introduce Mike Nichols, President & CEO of the Coalition for the Homeless. Executive Director Douglas introduced Mr. Nichols and provided a brief background of the Authority's involvement with the ongoing community-wide effort of ending homelessness. Mr. Nichols shared a thorough presentation on the Coalition's efforts and strategies used in working with local and governmental agencies to streamline services and remove barriers to housing homeless individuals. Questions were asked and answered. No further action was required.

### **OTHER BUSINESS**

#### Goal-Based Updates

Executive Director Douglas referred to the Goal-Based updates in the materials previously provided, which contained notable items and updates based on each goal for the month of March. Discussion ensued and questions were asked and answered. No further action was needed.

#### CHI's Top 20 for 2023

President Larson gave a brief overview of Central Houston's Top 20 projects for 2023. He referred to the trifold handout provided which summarizes these projects and touched on each effort, including More Space Main Street 2.0, repairs to the Cotswold Fountains, consolidating and refreshing the brand identity of the Association and affiliate organizations, additional murals for the Bigger Art, Bigger Change project, and a pilot for a new farmers market. Discussion ensued and questions were asked and answered. No further action was required.

### **NEXT MEETINGS**

Chair Flowers announced the next Board and Committee meetings are scheduled on the following dates and times and encouraged Board members not currently serving on a committee to attend:

- Thrive Downtown – Wednesday, March 15<sup>th</sup> at 12:00 PM
- Engage Downtown – Thursday, March 16<sup>th</sup> at 12:00 PM
- Enhance Downtown – Monday, March 20<sup>th</sup> at 12:00 PM
- Connect Downtown – Tuesday, March 21<sup>st</sup> at 9:00 AM
- Board of Directors – Tuesday, April 11<sup>th</sup> at 12:00 PM

### **ADJOURNMENT**

There being no further business to come before the Board, a motion was called to adjourn at 1:28 PM.

---

Barry Mandel, Secretary  
Downtown Redevelopment Authority  
("Authority")

**MINUTES OF THE REGULAR MEETING  
OF THE  
TAX INCREMENT REINVESTMENT ZONE NUMBER THREE**

March 14, 2023

The Board of Directors (the "Board") of the Tax Increment Reinvestment Zone Number Three (the "Zone") convened in regular session, in person and open to the public, at the Zone's office, located at 1221 McKinney Street, Suite 4250, Houston, TX 77010, on the 14<sup>th</sup> of March 2023, and the roll was called of the duly constituted officers and members of the Board, to wit:

Curtis Flowers	Chair
Michele Sabino	Vice Chair
Barry Mandel	Secretary
Regina Garcia	Director
Keith Hamm	Director
James Harrison	Director
Sherman Lewis	Director
Tiko Reynolds-Hausman	Director
William Taylor	Director

and all of said persons were present except for Director Lewis. Also present were Allen Douglas, Executive Director; Kris Larson, President; Jana Gunter, Director of Finance; and Jamie Perkins, Executive Assistant & Paralegal, all with the Zone; David Gwin, Economic Development Manager; Albert Sanchez; Director of Strategic Initiatives; and Ann Taylor, Director of Engagement; all with Central Houston, Inc. ("CHI"); Brett DeBord, Director of Operations & Capital Projects; and Lonnie Hoozeboom, Director of Planning & Urban Design; all with the Houston Downtown Management District ("HDMD"); and Algenita Davis, Government and Community Affairs Officer.

Additionally, guests invited to present at the meeting included Mike Nichols, President & CEO and Catherine Villarreal, Director of Communications, both with Coalition for the Homeless. Andrew Busker with the City of Houston Office of Economic Development attended from the public.

**DETERMINE QUORUM; CALL TO ORDER**

Chair Flowers conducted a roll call. A quorum was established, and the meeting was called to order at 12:10 PM.

**INTRODUCTION OF GUESTS AND PUBLIC COMMENTS**

Chair Flowers invited all meeting attendees to introduce themselves and welcomed all. Next, he asked if there were any comments from the public. There were no comments from the public.

**MINUTES OF PREVIOUS MEETING**

The Board considered approving the minutes of the February 14, 2023 regular joint board meeting. Hearing no questions or need for discussion; Chair Flowers made a motion, moved by Director Harrison and seconded by Director Garcia, and the minutes of the February 14, 2023 regular joint board meeting were approved as presented.

**FINANCE & ADMINISTRATION**

**Check Register – February 2023**

Chair Flowers called on Jana Gunter to provide updates from finance and administration. Ms. Gunter shared highlights from the check register for the month ending February 28, 2023. None of the Directors had questions and discussion did not take place.

A motion to accept was entertained by Chair Flowers; moved by Secretary Mandel and seconded by Director Harrison, and the February check register was accepted as presented.

### **PRESENTATION: HOUSTON'S PROGRESS ON ENDING HOMELESSNESS**

Next, Chair Flowers called on Executive Director Douglas to introduce Mike Nichols, President & CEO of the Coalition for the Homeless. Executive Director Douglas introduced Mr. Nichols and provided a brief background of the Zone's involvement with the ongoing community-wide effort of ending homelessness. Mr. Nichols shared a thorough presentation on the Coalition's efforts and strategies used in working with local and governmental agencies to streamline services and remove barriers to housing homeless individuals. Questions were asked and answered. No further action was required.

### **OTHER BUSINESS**

#### Goal-Based Updates

Executive Director Douglas referred to the Goal-Based updates in the materials previously provided, which contained notable items and updates based on each goal for the month of March. Discussion ensued and questions were asked and answered. No further action was needed.

#### CHI's Top 20 for 2023

President Larson gave a brief overview of Central Houston's Top 20 projects for 2023. He referred to the trifold handout provided which summarizes these projects and touched on each effort, including More Space Main Street 2.0, repairs to the Cotswold Fountains, consolidating and refreshing the brand identity of the Association and affiliate organizations, additional murals for the Bigger Art, Bigger Change project, and a pilot for a new farmers market. Discussion ensued and questions were asked and answered. No further action was required.

### **NEXT MEETINGS**

Chair Flowers announced the next Board and Committee meetings are scheduled on the following dates and times and encouraged Board members not currently serving on a committee to attend:

- Thrive Downtown – Wednesday, March 15<sup>th</sup> at 12:00 PM
- Engage Downtown – Thursday, March 16<sup>th</sup> at 12:00 PM
- Enhance Downtown – Monday, March 20<sup>th</sup> at 12:00 PM
- Connect Downtown – Tuesday, March 21<sup>st</sup> at 9:00 AM
- Board of Directors – Tuesday, April 11<sup>th</sup> at 12:00 PM

### **ADJOURNMENT**

There being no further business to come before the Board, a motion was called to adjourn at 1:28 PM.

---

Barry Mandel, Secretary  
Tax Increment Reinvestment Zone  
Number Three ("Zone")

---

Barry Mandel, Secretary  
Tax Increment Reinvestment Zone  
Number Three ("Zone")

# Check register for March, 2023

---



- Total checks issued in March 2023 were \$159,000.
  - Central Houston
    - Administrative Contractors - \$120,415
  - Bracewell
    - Legal Fees - \$23,600
  - Bagby Street
    - Main Lane Industries - \$9,800



# Statement of Net Position, March 31, 2023

---

- Investments are \$14.0 million
- Accounts Payable & Accrued Expense are \$1.5 million.
  - DLI payments outstanding of \$776K
    - The Star - \$776,323
  - Retainage Payable – Trebly Park of \$496K
  - Due to HDMD – Allen Parkway Reimbursement - \$55K
  - Economic Development Grants outstanding \$17K
    - 723 Main/AC Collection - \$16,821
- Bonds Payable – 2015 1<sup>st</sup> Bond Payment Due \$775,000 in FY2023





# Statement of Activities, March 31, 2023

---

- Tax Increment of \$20.5 million is \$1.6 million less than budget due to lower property values than forecasted.
- HISD Adjustment of \$1.6 million is \$1.6 million less than budget due to lower property values than forecasted.
- Project Costs are \$13.8 million, \$3.8 million higher than projected due primarily to the 2023 funding of the Lynn Wyatt Square budgeted in 2022 scheduled to open in April 2023.



# Cash & Investments, March 31, 2023

---

- Cash balance - \$489,588
- Investment Funds
  - Logic Increment - \$9.097 million
  - Morgan Stanley Investment Fund
    - Debt Service - \$36K, interest payments are issued in September and March.
    - Bond Reserve - \$4.447 million



**Downtown Redevelopment Authority**  
**Statement of Net Position**  
**March 31, 2023 and March 31, 2022**

	<b>2023</b>	<b>2022</b>
	<b>YTD Balance</b>	<b>YTD Balance</b>
	<u>                    </u>	<u>                    </u>
<b>Assets</b>		
Cash	\$ 489,588	\$ (181,519)
Investments - Project Funds	-	-
Investments - Debt Service	4,490,102	4,373,236
Investments - General	9,096,919	10,033,131
Tax Increments Receivable	18,073,283	18,486,731
Other Receivables & Prepaid Expenses	70,061	118,776
Capital Assets, Net	10,736,710	11,324,867
Cost of Issuance	365,087	395,301
	<u>                    </u>	<u>                    </u>
<b>Total Assets</b>	<u>\$ 43,321,749</u>	<u>\$ 44,550,523</u>
<b>Liabilities</b>		
Accounts Payable & Accrued Expenses	\$ 1,514,117	\$ 446,391
Accrued Interest Payable	180,979	174,598
Lease Liabilities Due in One Year	271,752	-
Lease Liabilities Due After One Year	10,794,814	11,462,184
Notes Payable Due in One Year	-	-
Bonds Payable Due in One Year	2,250,000	1,405,000
Notes Payable Due After One Year	-	-
Bonds Payable Due After One Year	42,616,278	45,864,419
	<u>                    </u>	<u>                    </u>
<b>Total Liabilities</b>	<u>57,627,941</u>	<u>59,352,592</u>
<b>Net Position</b>		
Net Position	(14,306,191)	(14,802,070)
	<u>                    </u>	<u>                    </u>
<b>Total Liabilities &amp; Net Position</b>	<u>\$ 43,321,749</u>	<u>\$ 44,550,523</u>

**Downtown Redevelopment Authority**  
**Statement of Activities**  
**For the quarter ended March 31, 2023**

	<b>2023</b> <b>Q3 Actual</b>	<b>2023</b> <b>YTD Actual</b>	<b>2023</b> <b>YTD Budget</b>	<b>Fav (Unfav)</b> <b>Variance</b>
<b>Revenues</b>				
Tax Increments	\$ 6,835,266	\$ 20,505,797	\$ 22,136,182	(1,630,386)
Other Revenues	168	168	-	168
Interest Income	167,103	475,950	18,750	457,200
<b>Total Revenues</b>	<b>\$ 7,002,536</b>	<b>\$ 20,981,914</b>	<b>\$ 22,154,932</b>	<b>\$ (1,173,018)</b>
<b>Transfers</b>				
Administrative Fees	284,998	854,995	854,995	0
HISD Adjustment	554,402	1,663,205	3,293,591	1,630,386
	839,400	2,518,199	4,148,585	1,630,386
<b>Net Revenues</b>	<b>\$ 6,163,136</b>	<b>\$ 18,463,715</b>	<b>\$ 18,006,347</b>	<b>\$ 457,368</b>
<b>Expenses</b>				
Project Costs	1,973,888	11,973,748	8,025,415	(3,948,333)
Accounting	-	-	2,500	2,500
Auditing	-	19,228	18,000	(1,228)
Administrative Contractor	181,836	416,118	525,000	108,882
Legal Fees	-	2,069	13,500	11,431
Insurance	1,509	4,043	18,750	14,707
Consulting Fees	5,900	13,040	25,000	11,960
Office Expense	10,222	34,539	5,625	(28,914)
Interest Expense - Bonds	111,281	1,340,826	1,338,321	(2,506)
Cost of Issuance	7,554	22,661	22,660	(0)
<b>Total Expenses</b>	<b>\$ 2,292,189</b>	<b>\$ 13,826,272</b>	<b>\$ 9,994,771</b>	<b>\$ (3,831,501)</b>
<b>Change in Net Position</b>	<b>3,870,947</b>	<b>4,637,443</b>	<b>8,011,576</b>	<b>(3,374,133)</b>
Net Position Beginning of Year		(18,943,634)	(18,943,634)	-
<b>Net Position End of Period</b>		<b>\$ (14,306,191)</b>	<b>\$ (10,932,058)</b>	<b>\$ (3,374,133)</b>

**Downtown Redevelopment Authority**  
**Statement of Activities**  
**For the quarter ended March 31, 2023 and March 31, 2022**

	<b>2023</b>	<b>2022</b>	<b>Fav (Unfav)</b>
	<b>YTD Actual</b>	<b>YTD Actual</b>	<b>Variance</b>
<b>Revenues</b>			
Tax Increments	\$ 20,505,797	\$ 21,246,586	(740,790)
Other Revenues	168	-	168
Interest Income	475,950	8,580	467,369
<b>Total Revenues</b>	<b>\$ 20,981,914</b>	<b>\$ 21,255,167</b>	<b>\$ (273,252)</b>
<b>Transfers</b>			
Administrative Fees	854,995	871,411	16,417
HISD Adjustment	1,663,205	1,974,370	311,165
	<u>2,518,199</u>	<u>2,845,781</u>	<u>327,582</u>
<b>Net Revenues</b>	<b>\$ 18,463,715</b>	<b>\$ 18,409,386</b>	<b>\$ 54,329</b>
<b>Expenses</b>			
Project Costs	11,973,748	8,925,187	(3,048,561)
Municipal Services	-	(1,458)	(1,458)
Accounting	-	-	-
Auditing	19,228	17,500	(1,728)
Administrative Contractor	416,118	276,064	(140,055)
Legal Fees	2,069	8,403	6,334
Insurance	4,043	2,617	(1,426)
Consulting Fees	13,040	7,828	(5,213)
Office Expense	34,539	8,259	(26,281)
Interest Expense - COH	-	-	-
Interest Expense - Bonds	1,340,826	1,381,133	40,306
Cost of Issuance	22,661	22,661	-
<b>Total Expenses</b>	<b>\$ 13,826,272</b>	<b>\$ 10,648,192</b>	<b>\$ (3,178,080)</b>
<b>Change in Net Position</b>	<b>4,637,443</b>	<b>7,761,194</b>	<b>(3,123,751)</b>
Net Position Beginning of Year	(18,943,634)	(22,563,263)	3,619,629
<b>Net Position End of Period</b>	<b>\$ (14,306,191)</b>	<b>\$ (14,802,069)</b>	<b>\$ 495,878</b>

**Downtown Redevelopment Authority**  
**Project Cost Detail**  
**For the Nine Months ended March 31, 2023**

	<b>2023 YTD Actual</b>	<b>2023 YTD Budget</b>	<b>Fav (Unfav) Variance</b>
<b>Project Costs</b>			
<b>Capital Improvement Projects</b>			
Southern Downtown Pocket Park	1,296,488	1,092,000	(204,488)
Bagby Street Improvements	462,187	-	(462,187)
NHHIP Civic Opportunities	70,935	250,000	179,065
Lynn Wyatt Square For The Performing Arts	7,556,869	-	(7,556,869)
<b>Total Capital Improvement Projects</b>	<b>9,441,748</b>	<b>\$ 1,342,000</b>	<b>\$ (8,099,748)</b>
Future Project Costs	-	750,000	750,000
Buffalo Bayou Park	1,387,585	1,309,360	(78,226)
806 Main/JW Marriott	(537)	195,258	195,795
Hotel Alessandra	-	55,482	55,482
Holiday Inn/Savoy Hotel	-	22,044	22,044
723 Main/AC Hotel	-	12,994	12,994
Downtown Living Initiative	15,006	-	(15,006)
Economic Development/Retail Program	96,838	45,000	(51,838)
Texaco Building/The Star	(47,531)	305,678	353,209
SkyHouse Houston	-	234,747	234,747
Fairfield Block 334	-	149,033	149,033
Hines Market Square	-	359,012	359,012
Market Square Tower	-	540,516	540,516
SkyHouse Main	-	243,296	243,296
Fairfield Residential	-	212,630	212,630
Hike & Bike Trails East of Allens Landing	448,719	500,000	51,281
Downtown Launchpad	379,555	373,365	(6,190)
Gener8tor	250,000	250,000	-
Montrose Bridge at Allen Parkway	-	750,000	750,000
Targeted Blight Remediation	2,364	375,000	372,636
<b>Total Developer/Project Reimbursements</b>	<b>2,532,000</b>	<b>6,683,415</b>	<b>4,151,415</b>
<b>Total Project Costs</b>	<b>11,973,748</b>	<b>\$ 8,025,415</b>	<b>\$ (3,948,333)</b>

**DOWNTOWN REDEVELOPMENT AUTHORITY  
INVESTMENT REPORT, THIRD QUARTER FYE 2023  
FOR THE PERIOD JANUARY 1, 2023 THROUGH MARCH 31, 2023**

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	SIMPLE INTEREST YIELD	WT AVG MAT. DAYS
<b><u>OPERATING</u></b>										
JP MORGAN CHASE OPERATING	195,007.47	195,007.47	0.00	0.00	294,580.57	489,588.04	489,588.04	3.48%	N/A	1
JP MORGAN CHASE BOND OPERATING	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00%	N/A	1
<b>TOTAL JPM</b>	<b>195,007.47</b>	<b>195,007.47</b>	<b>0.00</b>	<b>0.00</b>	<b>294,580.57</b>	<b>489,588.04</b>	<b>489,588.04</b>	<b>3.48%</b>		
<b><u>POOLED INVESTMENT FUNDS</u></b>										
LOGIC INCREMENT	11,984,218.91	11,984,218.91	0.00	112,699.63	(3,000,000.00)	9,096,918.54	9,096,918.54	64.62%	4.6463%	25
LOGIC BOND	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00%		
<b>TOTAL POOLED</b>	<b>11,984,218.91</b>	<b>11,984,218.91</b>	<b>0.00</b>	<b>112,699.63</b>	<b>(3,000,000.00)</b>	<b>9,096,918.54</b>	<b>9,096,918.54</b>	<b>64.62%</b>		
<b><u>REPURCHASE AGREEMENTS</u></b>										
BAYERISCHE LANDESBANK	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00%		
<b>TOTAL BLB</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00%</b>		
<b><u>DEBT SERVICE</u></b>										
MORGAN STANLEY INVESTMENT FUND	1,015,841.66	1,015,841.66	0.00	10,199.76	(990,203.00)	35,838.42	35,838.42	0.25%	3.0122%	1
<b><u>BOND RESERVE</u></b>										
MORGAN STANLEY INVESTMENT FUND	4,402,434.58	4,402,434.58	0.00	44,203.35	0.00	4,446,637.93	4,446,637.93	31.59%	3.0122%	1
<b><u>PLEGGED FUNDS</u></b>										
BANK OF NEW YORK MELLON	7,625.50	7,625.50	0.00	0.00	0.00	7,625.50	7,625.50	0.05%	N/A	1
<b><u>PROJECT FUNDS</u></b>										
BANK OF NEW YORK MELLON	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00%	N/A	1
<b>TOTAL BNY</b>	<b>5,425,901.74</b>	<b>5,425,901.74</b>	<b>0.00</b>	<b>54,403.11</b>	<b>(990,203.00)</b>	<b>4,490,101.85</b>	<b>4,490,101.85</b>	<b>31.89%</b>		
<b>GRAND TOTAL</b>	<b>17,605,128.12</b>	<b>17,605,128.12</b>	<b>0.00</b>	<b>167,102.74</b>	<b>(3,695,622.43)</b>	<b>14,076,608.43</b>	<b>14,076,608.43</b>	<b>100%</b>		





CENTRAL HOUSTON, INC.

# STRATEGIC ALIGNMENT PLAN UPDATES

---

APRIL 2023

# GOAL 1

## Champion major projects, initiatives and investments that improve Downtown.

**1.2:** Continue to advocate for the implementation of TxDOT's North Houston Highway Improvement Project and the Civic Opportunities that reconnect communities.

**Highlight:** Central Houston participated in a moderated panel discussion on the North Houston Highway Improvement Project (NHHIP) as part of University of Houston Downtown's President's Lecture series. CHI was joined by a representative from TxDOT and the City's Director of Transportation for a robust conversation with students, faculty, staff, and community stakeholders. The standing room only crowd engaged the panel on questions ranging from the Civic Opportunities proposed for Segment 3, to the effect construction will have on the northern reaches of Downtown, the agreements struck between the Federal Highway Administration and TxDOT, and the timing and phasing of the construction.

### Participating Agencies:



**1.3:** Plan collaboratively for Downtown's evolving edges, connections, and major attractions.

**Highlight:** Central Houston coordinated inter-agency meetings between TxDOT and Midtown and OST/Almeda TIRZs to advance planning among these entities on Segments 3A & 3B of the NHHIP, and further facilitated a meeting with TIRZ 15 and TxDOT to advance collaboration on a 72" storm drainage project that is part of the NHHIP and one of the initial construction projects to advance after the FHWA lifted the pause on the NHHIP.

### Participating Agency:



## GOAL 2

### Enhance and maintain a comfortable, welcoming, and well-managed public realm.

#### 2.1: Maintain and advance the standard of care for Downtown's cleanliness and well-kept appearance.

**Highlight:** Since taking over the maintenance and repairs of the Cotswold fountains in early February, 6 of the 11 fountains that were previously non-operational have been restored and are now functioning properly. The bronze baseball at the Preston/Crawford fountain was cleaned, waxed, and polished in time for Astros Opening Day. Staff will continue to work diligently to bring the remaining fountains to operational status.

#### Participating Agency:



#### 2.8: Utilize data and analytic tools to understand the prevalence of criminal activity and shape programmatic responses.

**Highlight:** The SMART reporting system utilized by our Ambassadors to track and report their safety and cleaning efforts was evaluated and streamlined to improve efficiency and accuracy of data reporting. In addition, our SEAL Private Security officers were introduced and trained on how to integrate and apply the SMART system into their data reporting methods. This new data collection strategy provides increased reporting accuracy which will guide program deployments and responses.

#### Participating Agencies:



# GOAL 3

## Drive vibrancy through improved street-level connectivity, a commitment to walkability, and inclusive programming strategies.

**3.6:** Facilitate the development of pop-up uses, temporary installations, and other storefront or site activation strategies to help enliven the public realm.

**Highlight:** CHI recently facilitated an effort whereby The Kinder High School for the Performing and Visual Arts (KHSPVA) utilizes student artwork and performing arts sets to create displays in open ground floor areas of downtown buildings. The first of these displays is in the Parkside Residences at Discovery Green, 808 Crawford Street. The program began with a conversation during a KHSPVA Friends Board meeting when administrators were asked whether students and faculty would be interested in placing their sets, used in plays and/or other works, in the lobbies or open areas of downtown buildings. The answer was an enthusiastic “yes” and photographs taken by students were enlarged and installed in the Parkside lobby. CHI is now pursuing other such interventions, as many student works, including previously used theatrical sets that are now in storage areas throughout the school, could be put to good use and provide recognition for KHSPVA students. The displays could be ideal means to create interesting conversations in large spaces and stimulate walkability along our many corridors.

### Participating Agencies:



**3.9:** Support efforts to enable a more festive game day atmosphere better integrated into the built environment.

**Highlight:** Engaged visitors and stakeholders around Downtown with creative wayfinding signage and pop ups with QR codes. These informative activations allowed visitors to easily explore Downtown apart from Final Four by providing helpful information such as bars and restaurants, hotels, parking, and current Downtown events. Additional enhancements and activations included the implementation of over 46,000 new flowers, 166 festive banners, Ambassador game day uniforms, building décor contest, and DJs playing music at key pedestrian locations throughout Downtown.

### Participating Agency:



# GOAL 4

## Foster a vital and thriving economy through business growth, residential expansion, and enhanced reasons to be in Downtown.

**4.15:** Be the go-to organization for Downtown market research and intelligence.

**Highlight:** For the 39th consecutive year, CHI staff collected primary leasing and operations data from every multi-tenant office building in Downtown. This data is compiled annually into *Office Story*, a proprietary deep dive into the prior year in competitive office space leasing in Downtown. The peer-reviewed study goes further than a traditional brokerage house or market analysis by leveraging unprecedented access to the owners and operators of every competitive and non-owner-occupied office building in Downtown. Data collection concluded in March, and the report will be issued in April, 2023.

**Participating Agency:**



**4.16:** Enhance and expand data capabilities and reporting to provide more detailed intelligence to stakeholders and prospects.

**Highlight:** After considering several vendors, CHI has selected Field of Study to assist in designing and editing new Quarterly Reports. Field of Study will broaden the impact among the Report's stakeholders by providing accessible, comprehensible and digestible insights through data visualization. They were selected due to high-quality infographics they previously designed for the Rice Design Alliance and a strong track record of working on place-based projects such as Heights Mercantile and Sugar Land Town Square.

**Participating Agencies:**



## GOAL 5

Develop a hivemind of intelligence and goodwill by genuinely engaging and convening stakeholders.

**5.4:** Explore the potential for simplifying stakeholders' awareness of CHI and its affiliates by unifying their brand identities.

**Highlight:** After seven proposals and three firm interviews, CHI chose Streetsense, "A global collective of placeshapers, brandbuilders, and storytellers." With five global hubs and hundreds of creatives, Streetsense brings us objectivity and experience with complexity and myriad audiences place-based organizations need to reach, inspire, and motivate. Their exploration with the Engage Committee's March meeting informed an online survey to capture more voices leading up to April Board discovery sessions. This effort will produce a refreshed, unified, and cohesive brand umbrella for the existing entities, and simplify stakeholders' understanding of the organization(s), improve communications efficacy, and provide clarified investment attribution.

**Participating Agencies:**



**5.6** Improve and expand external communications to increase awareness of CHI, its actions, and general Downtown happenings.

**Highlight:** Securing *Houston Business Journal* and *Bisnow* opportunities enabled us to shape conversations about Downtown's future. An expert roundtable with Hines and Brookfield Properties gave insight from two firms betting big on Downtown resilience. Adding Midway achieved Goal 1.3: to "Plan collaboratively for Downtown's evolving edges, connections, and major attractions." At Bisnow's panel, Kris Larson explained how to change misperceptions: "Build a Downtown where women feel comfortable, and men will follow."

**Participating Agencies:**

