

**DOWNTOWN
HOUSTON+**



Board of Directors Meeting
May 9, 2024

TABLE OF CONTENTS

	PAGE
Minutes of the April 11, 2024 meeting of the board of directors	3
Finance & Administrative Matters	
April Financial Summary	8
Check Registers for April 30, 2024.....	9
Report from the Nominating Committee and Action thereon.....	11
Project Spotlight: Media Engagement.....	No Material
Program Authorizations	
<u>Operations & Maintenance</u>	
Authorize agreement and 2024 expenditures for emergency standby contractor	12
Authorize agreement and 2024 expenditures for Operations Center rent.....	13
Authorize new lease agreement and 2024 expenditures for warehouse space	14
Authorize 2024 expenditure for new projector system at Main Street Square.....	15
<u>Economic Development</u>	
Authorize execution of agreement by the President/CEO and related expenditures for a pedestrian counting system.....	16
Strategic Alignment Updates	
Goal 1: Champion Downtown.....	18
Goal 2: Enhance Downtown	19
Goal 3: Connect Downtown.....	20
Goal 4: Thrive Downtown	21
Goal 5: Stakeholder Engagement	22
Ops Dashboard	23

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

April 11, 2024

THE STATE OF TEXAS §
§
COUNTY OF HARRIS §

The Board of Directors of the Houston Downtown Management District (the "District") convened in person on April 11, 2024 at 12:00 p.m. for a regular meeting session, open to the public, in the H-Town Conference Room located inside the District's office at 1221 McKinney Street, Suite 4250, Houston, TX 77010, and the roll was called of the duly appointed members of the Board, to-wit:

BOARD MEMBERS

Crystal Allen	Toni Jackson
Sean Alley	Lacee Jacobs
Leslie Ashby	Robbi Jones
Kinder Baumgartner	Roland Kennedy
Genora Boykins	Sean Liu
Clay Crawford	Ben Llana
Marcus Davis	Nick Massad
Terry Demchak	Sherea McKenzie
Jacques D'Rovencourt	Kenny Meyer
Kelly Foreman	Randy Pryor
Irma Galvan	Edna Ramos
Marian Harper	Frem Reggie
Gilbert Herrera	Grace Rodriguez
C.C. Huang	John Schafer
Angus Hughes	Richard Torres

and all of the above were present, with the exception of Directors Allen, Davis, Jacobs, Llana, McKenzie, Pryor, and Schafer.

Also present were Kris Larson, President/CEO of the District; Allen Douglas, COO & General Counsel for the District; Jana Gunter, Director of Finance of the District; and staff members Christal Ayala, Jenna Beasley, Brett DeBord, Scott Finke, Jacque Gonzalez, Keith Gould, Cassie Hoeplich, James Kennedy, Amanda Marquez, Luis Nunez, Jamie Perkins, Albert Sanchez, Catherine Taraviras, Ann Taylor, and Candace Williams, all with the District; Algenita Davis, Consultant for the District; and Clark Lord with Bracewell.

Additional attendees included Linda Trevino with METRO, Kathryn Lott with Discovery Green, Captain Beau Moreno with HFD, and downtown resident Chris Prusiecki attended from the public.

WELCOME

Chair Ashby presided over the meeting and welcomed all directors, consultants, and other meeting attendees. Marian Harper served as Secretary.

Quorum was established and the meeting began at approximately 12:13 p.m.

PUBLIC COMMENT

Chair Ashby asked if anyone from the public had comments. Seeing there were, she read the required statement set forth by the Texas Open Meetings Act regarding public comment during an open meeting.

Mr. Prusiecki was invited to share his comments with regard to the downtown building murals. Next, Capt. Moreno introduced himself, stating he is the newly assigned captain at HFD's downtown location and expressed his interest in partnering with the District on handling emergency incidents. No further comments were brought forth.

APPROVAL OF MINUTES

The Board considered approving the minutes of the March 7, 2024 board meeting. Not hearing any questions or corrections, Chair Ashby called for a motion, moved by Director Meyer; seconded by Director Crawford, and the March minutes were approved as presented.

ITEMS PERTAINING TO FINANCE AND ADMINISTRATIVE MATTERS

Review of Interim Financial Statements and Ratification of Expenditures

Chair Ashby called on Richard Torres, Treasurer & Investment Officer of the District, to provide updates on the prior month's finance and administrative matters. Treasure Torres shared highlights of the March financial statements and check registers.

He explained figures from the February 29, 2024 financial statements were included in the March summary, then reminded the Board a motion to accept the February financials would be needed since the February report was unavailable for review at the March 7th Board meeting. Questions were asked and answered.

A motion was called by Chair Ashby; moved by Vice Chair Jones and seconded by Director Herrera; and the Board accepted the February and March financial statements, as well as the March check registers as presented.

First Quarter Investment Report

Treasurer Torres continued and presented highlights from the First Quarter Investment Report. No questions were asked, and discussion did not take place.

Chair Ashby called for a motion; moved by Director Kennedy and seconded by Director Reggie, and the First Quarter Investment Report was accepted as presented.

Discussion on Open Committee Positions

Chair Ashby began the discussion and called for volunteers to fill current openings on the District's Collaborative and Standing Committees; specifically, an Audit Chair, a liaison representing each of the four Collaborative Committees, and openings on both the Finance & Investment and Nominating Committees. Next, Ms. Perkins and Ms. Williams handed out Director Information Forms to each Director. Chair Ashby asked for these forms to be completed and returned by the end of the meeting.

Chair Ashby then noted due to the lack of an Immediate Past Chair currently serving on the District Board, and per the Governance section of the District's Policies & Procedures Manual, by default - Vice Chair Jones is appointed to the Nominating Committee.

Next, Secretary Harper, Directors Demchak and Hughes volunteered to fill the remaining seats on the Nominating Committee. Chair Ashby stated the Nominating Committee, once fully formed, will meet and bring recommendations for the Board to consider filling the Audit Chair and Finance & Investment Committee openings. She concluded by asking those interested in volunteering to reach out so they can be included for consideration.

A motion to appoint Chair Ashby, Secretary Harper and Directors Demchak and Hughes to the Nominating Committee was requested by Chair Ashby; moved by Director Galvan and seconded by Director Meyer, and the Board approved the Nominating Committee nominees as presented.

PROGRAM AUTHORIZATIONS

Operations - Brett DeBord presented seven items for Board consideration on behalf of the Operations & Maintenance team:

- (i) Re-authorize expenditures per the terms of the Advanced Funding Agreement with TxDOT and with Huitt-Zollars to conclude the Southeast Sidewalks project, in an amount not to exceed \$550,000. Discussion did not take place and no questions were asked. Upon a motion duly made, moved by Director Ramos; seconded by Director Hughes; the Board approved this request as presented.
- (ii) Re-authorize expenditures with Maintenance To Go, Inc. (now Today's Landscape) to conclude the installation of an irrigation and landscape smart system, in an amount not to

exceed \$75,000. No questions were asked and discussion did not occur. Chair Ashby called for a motion; moved by Director Ramos; seconded by Director Galvan; and the Board approved this request as presented.

- (iii) Authorize the President/CEO to enter into an agreement with Discovery Green to provide fully reimbursed security personnel at Discovery Green, by way of SEAL Security and Downtown Public Safety Guides (DPSG), for the remainder of 2024, establishing a revenue account of \$400,000;

Authorize an additional 2024 expenditures to Block By Block for additional personnel to manage Clean Team and DPSG Programs for security at Discovery Green, in an amount not to exceed \$6,107,550 (a \$71,000 increase from prior authorization 2312.26); and

Authorize an additional 2024 expenditure with S.E.A.L. Security for private security services at Discovery Green, in an amount not to exceed \$1,294,000 (a \$329,000 increase from prior authorization 2312.27, fully reimbursable to the District from Discovery Green).

Questions were not asked, and discussion did not occur. Chair Ashby called for a motion; moved by Director Ramos; seconded by Director Galvan; and the Board approved the three requests related to providing security personnel at Discovery Green as presented.

- (iv) Authorize the President/CEO to execute an amendment to a previous agreement with Maintenance To Go, Inc., which has now changed its company name to Today's Landscape, with all aspects and terms of the original agreement remaining the same. No questions were asked, and discussion did not occur. A motion was called, moved by Director Ramos; seconded by Director Hughes; and the Board approved this request to amend the agreement as presented.
- (v) Authorize expenditures with to Officer Kennedy, as the new Program Coordinator for the Off Duty Police Program, in an amount not to exceed \$20,000. Questions were not asked, and discussion did not occur. Upon a motion made, moved by Director Meyer; seconded by Director Kennedy; the Board approved this item as presented.

PROJECT SPOTLIGHT: SPECIAL EVENTS STRATEGY DEVELOPMENT

President Larson opened discussion and shared a presentation about special event strategies and development. He facilitated conversation and requested the Board's feedback and ideas on activating outdoor summer events in downtown. Questions were asked and answered. No further action was taken.

UPDATE ON ORGANIZATIONAL METRICS

Albert Sanchez, Director of Strategic Planning, shared updates and an interactive activity to gauge the Board's opinion over the District's organizational metrics. Discussion ensued, and questions were asked and answered. No further action was needed.

STRATEGIC ALIGNMENT UPDATES

President Larson shared updates of the progress made the month prior toward the company's Strategic Alignment Goals. Questions were asked and answered. No further action was taken.

OTHER BUSINESS

Chair Ashby announced the next Board meeting is scheduled for May 9, 2024 and will be held in person. Hearing no further business to come before the Board, the meeting was adjourned at 1:35 PM.

Marian Harper, Secretary
Houston Downtown Management District

Check register for April 2024

- Total checks issued in April 2024 were \$490K*
 - Seal Security Solutions, LLC
 - Contract Services - \$80,991
 - 1000 Main LLC
 - Assessment Refund - \$52,018
 - Color Specialist Landscaping, Inc.
 - Spring Installation - \$47,122
 - Central City Co-Op
 - Farmer's Market - \$40,000
 - Woodbranch Tower LLC
 - Assessment Refund - \$36,031
 - Maintenance to Go, Inc.
 - Maintenance and Repairs - \$27,047

*Block by Block invoices for March/April have not been received and Central Houston, Inc. has not been reimbursed for April 2024 admin contractor expense.

Company name: Houston Downtown Management District
Report name: Check register
Created on: 5/7/2024
Location: HDMD--Houston Downtown Management District

Bank	Date	Payee	Document no.	Amount
HDMD Operating 31	Account no: 1890323643			
	4/1/2024	VEN-00485--1000 Main LLC	35713	52,018.41
	4/17/2024	VEN-00439--1st Response Medic Services		1,536.00
	4/1/2024	VEN-00483--808 Franklin	35712	463.75
	4/8/2024	VEN-00380--ABC Home & Commercial services		145.00
	4/17/2024	VEN-00009--Ann Werme group		268.71
	4/23/2024	VEN-00404--AT&T		796.34
	4/1/2024	VEN-00487--Austin Wise	35714	225.04
	4/23/2024	VEN-00408--Avalon Music		2,000.00
	4/17/2024	VEN-00408--Avalon Music		1,925.00
	4/17/2024	VEN-00021--Bracewell		1,562.50
	4/17/2024	VEN-00325--BRYAN BENNETT		1,518.60
	4/17/2024	VEN-00410--CASSANDRA HOEPRICH		556.96
	4/23/2024	VEN-00425--Centra 417 San Jacinto LLC		3,125.00
	4/8/2024	VEN-00425--Centra 417 San Jacinto LLC		3,125.00
	4/16/2024	VEN-00402--Central City Co-Op		10,000.00
	4/8/2024	VEN-00402--Central City Co-Op		30,000.00
	4/8/2024	VEN-00331--CITY OF HOUSTON-HPARD		88.70
	4/8/2024	VEN-00322--COLOR SPECIALIST LANDSCAPING, INC		11,515.93
	4/8/2024	VEN-00372--Coopwoods Air Conditioning Inc.		1,784.00
	4/17/2024	VEN-00044--Crest Printing		1,626.00
	4/8/2024	VEN-00044--Crest Printing		645.00
	4/17/2024	VEN-00056--Egidio Narvaez Photographer		1,170.00
	4/1/2024	VEN-00486--First Date LLC	35715	471.66
	4/8/2024	VEN-00070--Fort Bend Battery & Golf Carts		1,831.05
	4/1/2024	VEN-00488--Franklin Lofts LTD Partner	35716	1,336.86
	4/17/2024	VEN-00081--Hamilton Plumbing Services		305.00
	4/8/2024	VEN-00081--Hamilton Plumbing Services		699.25
	4/17/2024	VEN-00082--Hardy & Hardy		3,550.00
	4/8/2024	VEN-00083--Harris County Treasurer		9,700.00
	4/8/2024	VEN-00086--Home Depot Credit Services		115.70
	4/8/2024	VEN-00413--Hyper Growth IQ-CRAIG HENRY		1,800.00
	4/8/2024	VEN-00102--Incontrol Construction LLC		17,584.56
	4/1/2024	VEN-00489--Karla Needham or James McFarlan	35717	91.25
	4/23/2024	VEN-00126--Keith Gould		59.14
	4/23/2024	VEN-00138--Latresha White		385.00
	4/17/2024	VEN-00146--Lincoln Colwell		1,830.00
	4/1/2024	VEN-00495--Linebarger Goggan Blair & Sampso	35718	469.44
	4/23/2024	VEN-00149--LVA4 Houston Greenstreet, LP		21,007.05
	4/23/2024	VEN-00152--Maintenance To Go, Inc.		27,047.06
	4/23/2024	VEN-00157--Matheson Tri-Gas Inc		63.24
	4/8/2024	VEN-00160--Medley Inc.		8,000.00
	4/17/2024	VEN-00162--Melissa Taylor		1,300.00
	4/17/2024	VEN-00164--Michael Loessin		500.00
	4/8/2024	VEN-00172--NCTP-CPAS PPLC		5,300.00
	4/23/2024	VEN-00179--Orkin		144.99
	4/17/2024	VEN-00179--Orkin		66.00
	4/23/2024	VEN-00192--Power Pest Corp dba Texas Bird Services		7,820.00
	4/1/2024	VEN-00490--Royal Investors Binz LLC	35719	3,879.97
	4/23/2024	VEN-00217--Sabrina Naulings		385.00
	4/1/2024	VEN-00491--Samir Lahbabi or Karalius Karol	35720	44.92
	4/17/2024	VEN-00219--Seal Security Solutions, LLC		80,881.44

4/8/2024	VEN-00318--STERLING EXPRESS SERVICES	92.20
4/1/2024	VEN-00492--Svea-Cameron Esperson Owner LP 35721	9,094.32
4/23/2024	VEN-00251--Texas Outhouse	519.06
4/23/2024	VEN-00448--The Brandsoup Agency LLC	1,650.00
4/8/2024	VEN-00448--The Brandsoup Agency LLC	750.00
4/17/2024	VEN-00260--The Harris Center For Mental Health and IDD	21,863.42
4/23/2024	VEN-00270--TMS South, Inc	86.24
4/23/2024	VEN-00271--Touch Agree Property	2,547.20
4/8/2024	VEN-00271--Touch Agree Property	3,895.80
4/23/2024	VEN-00276--Triik Motorsports	800.00
4/8/2024	VEN-00276--Triik Motorsports	13,700.00
4/17/2024	VEN-00277--Triple R Brothers	134.02
4/17/2024	VEN-00279--TXU Energy	6,689.25
4/23/2024	VEN-00287--URS Inc. - Utility Restoration Services, Inc	3,780.00
4/1/2024	VEN-00493--Vmc Trs 2LLC 35722	12,765.53
4/23/2024	VEN-00299--We 68 LLC	4,512.51
4/8/2024	VEN-00301--Western First Aid & Safety	202.68
4/17/2024	VEN-00302--Westpark Communications, L.P.	69.44
4/8/2024	VEN-00303--Wholesale Electric Supply	41.40
4/1/2024	VEN-00484--Woodbranch Tower LLC 35723	36,031.81
Total for HDMD Operating 3643		441,989.40
HDMD Capital 3635 Account no: 1890323635		
4/8/2024	VEN-00386--Blumenthal	1,152.00
4/8/2024	VEN-00322--COLOR SPECIALIST LANDSCAPING, INC	47,122.20
Total for HDMD Capital 3635		48,274.20
		490,263.60



MEMORANDUM

May 9, 2024

TO: Board of Directors

FROM: Nominating Committee

ACTION: Recommendation of Nominees for District Directors and Audit Committee Chair

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

Positions 1 thru 7: 4-year terms expiring 6/1/2028:

<u>Pos. #</u>	<u>Type</u>	<u>Name</u>	<u>Affiliation</u>
1	Renewing	Teresa Demchak	Resident at Hermann Lofts
2	Renewing	Frem Reggie	Hines
3	Renewing	Angus Hughes	Downtown Property Owner
4	Renewing	Nick Massad, III	American Liberty Hospitality
5	Renewing	Leslie Ashby	Ashby, LLP
6	Renewing	John Schafer	Hyatt Regency Hotel
7	New	Vacant	TBD

With your approval of the proposed slate, Positions 1-7, will be submitted to the City for confirmation by City Council. The Nominating Committee will also continue working to determine a nominee for Position 7.

Additionally, the Nominating Committee seeks Board approval of the below recommendation to serve as Audit Committee Chair the District:

Audit Committee Chair: Pos. 11 - Antoinette “Toni” Jackson

Recommended Motion: Approve the Nominating Committee’s recommended slate for new and returning directors, as well as the Audit Committee Chair position, and submit to the City of Houston Director of Boards and Commissions for vetting and approval.

ACTION ITEM	Authorize President / CEO to extend an agreement with Teamwork Construction Services to be the standby contractor for emergency response.
SERVICE PLAN	2021-2025
Account Code	925.200
Budget & Year	\$10,000 2024
REQUEST	\$5,000
DESCRIPTION	Teamwork Construction Services has been the Downtown District's standby contractor for cleanup duties as directed in the event of an emergency and/or weather-related event since 2011. This action will extend the term of the agreement with Teamwork at the existing rates until May 31, 2025.
DISCUSSION	The District is responsible for assisting in the cleanup efforts after a storm event. The District learned from Hurricane Ike that all personnel and equipment resources need to be arranged and staged prior to an event so the contractors understand their role and have all needed resources in line and ready to respond. The agreement sets the personnel and mobilization rates to perform the work when activated.
DBE Participation	Teamwork Construction Services is not a DBE.

ACTION ITEM	Authorize agreement and 2024 expenditure to BIII GStreet LLC for rent for the Operations Center.
SERVICE PLAN	2021-2025
Account Code	822.250
Budget & Year	\$251,000 2024
REQUEST	Not to exceed \$150,000
DESCRIPTION	This authorization allows the District to pay the remaining rent payments of 2024 to the new owner, BIII GStreet LLC.
DISCUSSION	The Operations Center houses the Operations staff and all the employees of Block By Block, the contractor that manages the Clean Team and Downtown Public Safety Guide Programs. It also provides a street level space for anyone to walk in and receive information about downtown. All the equipment and vehicles needed for daily Street Team activities are stored in the annex space that opens up from the garage.
M/WBE Participation	BIII GStreet LLC is not a DBE.

ACTION ITEM	Authorize lease agreement and 2024 expenditure with WE 68 for leasing warehouse space.
SERVICE PLAN	2021-2025
Account Code	822.252
Budget & Year	\$60,000 2024
REQUEST	Not to exceed \$ 36,000
DESCRIPTION	This action provides payment for the increase in monthly rent for the warehouse lease at 3711 Polk for the remainder of 2024 and secures the space for 5 years.
DISCUSSION	The current lease expires on June 30, 2024. The owner has offered a 5-year lease at a discounted rate with a 4% annual increase.
M/WBE Participation	WE 68 is not a DBE.

ACTION ITEM	Authorize execution of agreement and expenditure with LD Systems for the repairs to the media equipment in the projector kiosk at Main Street Square.
SERVICE PLAN	2021-2025
Account Code	588.800
Budget & Year	\$50,000 2024
REQUEST	Not to exceed \$50,000
DESCRIPTION	The expenditure will allow for the District to utilize the same vendor that installed the equipment back in 2004 with updated equipment and technology. This will provide downtown with a unique attraction and a one-of-a-kind experience for visitors and pedestrians.
DISCUSSION	This new system will allow the projector to once again display numerous different contents at any given time. The shows will run at night-time and can be a 5-minute video with audio on either the history of downtown, custom content or still images with background music.
M/WBE Participation	LD Systems is not a DBE.

ACTION ITEM	Authorize expenditure for the installation of a pedestrian counting technology, EcoCounter, from a vendor selected through a procurement process for an amount not to exceed \$49,000.
SERVICE PLAN	2021-2025
Account Code	621.500
Budget & Year	\$49,000 2024
REQUEST	Not to exceed \$49,000
DESCRIPTION	This authorization will cover the cost for installing battery-powered pedestrian counting technology at 10 locations downtown.
DISCUSSION	<p>Strategic Alignment Plan Goals 3.4, 3.10, 4.16: In addition to providing market intelligence for the real estate community, pedestrian counts provide insight into our key pedestrian corridors and the use of our public realm, a different tool than Placer AI which is not able to distinguish whether a pedestrian is moving through downtown at street-level, in the tunnels, or in a building. Thus, pedestrian counting capabilities will help us understand where improvements in the public realm will have the most impact and how much impact they create over time.</p> <p>In 2023, District staff advanced an agreement with a separate pedestrian counting technology company, Springboard. Springboard was identified through a 2023 procurement process. The District staff had to terminate the agreement with Springboard when the staff learned that the City would not be able to support the technology on public street poles as the technology required access to power.</p> <p>A 2024 procurement process resulted in the identification of the EcoCounter technology, which is battery powered and utilizes the 4G network to automatically transfer data from the device to the EcoCounter web-accessible dashboard. The City has confirmed that this type of device can be mounted on public street poles.</p>
DBE Participation	Not a registered DBE.



DOWNTOWN HOUSTON+

STRATEGIC ALIGNMENT PLAN UPDATES

MAY 2024

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: In mid-April, Downtown Houston+ executive leadership held a productive planning meeting with the Mayor’s NHHIP team to help place the City in a position to recognize and realize the opportunities for community connectivity resulting from the highway project, to address potential funding and partnerships, and to address communication strategies during construction. Downtown Houston+ shared ongoing planning and design efforts on the EaDo cap vision, federal grant application efforts, potential stakeholder funding for the NHHIP caps, and a communication toolkit strategy for managing stakeholder expectations.

Participating Agencies:



1.8 Model organizational accountability by establishing a dashboard of metrics to measure outcomes associated with this plan specifically, and the health of Downtown generally.

Highlight: DTH+ is developing an organizational metrics dashboard to represent the alignment of investments across our three organizations, aiming to enhance the vitality of Downtown. The goal is to refine a set of metrics down to a concise set. In April 2024, we engaged the HDMD and DRA Boards through an interactive exercise to pinpoint the most valuable metrics. We anticipate further collaboration with the CHI Board in May 2024. The insights gained from these discussions will guide the final development of our dashboard. This tool will ultimately help us gauge the effectiveness of our strategies in building a thriving downtown.

Participating Agencies:



GOAL 2



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

2.3 Partner with local agencies to provide an exceptional network of parks and greenspaces in Downtown.

Highlight: In April, the HDMD Board approved staff to draw upon an agreement with Discovery Green Conservancy to provide security personnel at Discovery Green Park for the remaining months of 2024. SEAL Security Officers and Downtown Public Safety Guides will be assigned to patrol the park to enhance public safety and provide hospitality assistance. All personnel costs will be fully reimbursed by the Discovery Green Conservancy.

Participating Agency:



2.10 To prepare for and respond to emergencies.

Highlight: The 2024 Downtown Emergency Preparedness/Hurricane Briefing will take place on Wednesday, May 15, from 10:00 AM to 11:00 AM at the LyondellBasell Building (1221 McKinney) in the Exchange Conference Center. This informational session will give stakeholders an overview of efforts to prepare for the coming hurricane season, with presentations and discussions provided by DTH+, Houston Police Department, Houston Fire Department, METRO Transit Authority, and the National Weather Service.

Participating Agency:



GOAL 3

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

3.4 Conduct site surveys and other analyses of ground floor conditions to determine key pedestrian corridors and connections between Downtown’s activity nodes; prioritize interventions and investments on key corridors.

Highlight: On April 12th, HDMD released a Request for Proposals (RFP) for a Downtown Houston Placemaking & Connectivity Action Plan. The Action Plan aims to optimize Downtown's street level experience and improve connectivity. Stakeholder and public input shape the set of actions in the plan, alongside existing Downtown studies and analyses of potential funding and partnerships. The ultimate goal is to provide a strategic roadmap for enhancing Downtown's vibrancy and connections through phased actions—near-term, mid-term, and long-term. This will establish a clear sense of place and strengthen corridor connections across the district. The Action Plan will analyze placemaking and connectivity opportunities between key activity areas, offering actionable recommendations for public realm improvements, programming initiatives, and coordinated investment strategies. Proposals are due May 13th, with work expected to commence with the chosen consultant in July.

Participating Agency:



3.8 Prioritize investments in pedestrian lighting on key walking corridors and near residential buildings.

Highlight: Published in February 2024, the Downtown Houston Pedestrian Lighting Study and Master Plan identified unique and impactful lighting treatments for implementation across the Downtown area. In March 2024, DTH+ staff analyzed these proposed treatments to determine a phased implementation plan for the pedestrian lighting projects. This analysis yielded a set of priority pilot projects that will be planned and implemented throughout 2024 due to: (1) the demonstrated need for the improvements and (2) the time sensitivity of identified sites for lighting interventions. These pilot projects include: (1) lighting enhancements to the street-level entrances of Buffalo Bayou Park, (2) the installation of dynamic, colorful lighting at popular pedestrian underpasses to reinforce the connection between Downtown and EaDo (i.e., Texas and Polk Streets), and (3) illuminating murals in the northern part of Downtown, where the greatest concentration of Big Art. Bigger Change. murals are located. These pilot projects and the next steps for their implementation were shared with the Downtown Redevelopment Authority board and the Connect Collaborative Committee in April for review and feedback. All projects are expected to commence in late spring and early summer, with anticipated installation of lighting projects beginning in late 2024 and continuing throughout 2025.

Participating Agencies:



GOAL 4



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

4.2 Engage with local partners such as the City of Houston, Houston First and the GHP to improve the national image and reputation of Downtown Houston.

Highlight: DTH+ partnered with the Greater Houston Partnership to host a week-long Site Familiarization tour. This event brought national site selection consultants to Houston, showcasing the city, the region, and the compelling factors that attract companies to Downtown and Houston in general. Following the tour, the consultants provided valuable feedback, highlighting that Houston's vibrant urban core sets it apart from its competitors. They were particularly impressed by the city's diverse population, the significant investments made in the center of the city, and the overall quality of life Houston offers. This includes the expanding residential options, diverse entertainment destinations, abundant green spaces, and a remarkably low per-capita rate of homelessness compared to other major U.S. cities. DTH+ remains committed to collaborating with the Greater Houston Partnership to effectively communicate the crucial role the urban core plays in attracting businesses and talent to Houston. This message resonates with both prospective companies and employees seeking a dynamic and well-rounded city experience.

Participating Agencies:



4.8 Enhance and expand data capabilities and reporting to provide more detailed intelligence to stakeholders and prospects.

Highlight: DTH+ has again published the current quarterly market report within a month of the quarter's close. The newly released Q1 2024 report covers everything from real estate performance to Downtown's ongoing recovery, and are available free on our website under the "Research and Reports" section.

Recognizing the trends of stabilization and growth occurring around Downtown, the Q1 2024 report's theme is "On Solid Ground." These reports provide credible insights into the growth, stability, and recovery of Downtown's real estate market and overall economy, which can guide future business decisions and strategies. Good, reliable data supports informed, confident decisions.

Participating Agencies:



GOAL 5

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

5.2 Evolve and optimize the CHI Membership model to expand audience and increase stakeholder engagement.

Highlight: We continue to prioritize delivering value to our CHI Members by ensuring they receive quality benefits. In recent months, we conducted interactive sessions with CHI Board members to capture their perspectives on the membership's value. This fruitful exchange provided significant insights, which were then analyzed by the CHI Development Committee. Key themes emerged around networking opportunities, strategic involvement, staying informed, enhancing employee experiences, fostering community, and enabling advocacy and influence. Based on these findings, the Development Committee has crafted a CHI value proposition statement, which will be presented at the May 2024 CHI Board Meeting

Participating Agencies:



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

Highlight: HDMD provides funding for focused, cost-effective advertising campaigns with three main goals: 1) Supporting residential properties by promoting the Downtown lifestyle, 2) Boosting event attendance, and 3) Reaching key business leaders. When paired with earned media (PR), paid media increases impact. DTH+ reaches commercial real estate owners, developers, brokers and lenders with Realty News Report. Popular podcast City Cast Houston and its Hey Houston newsletter capture an educated audience actively engaged with this city. Houston Public Radio reaches affluent, influential listeners. Paid promotions on social media platforms build attendance at events like the Farmer's Market and fitness and movie nights in our parks.

Participating Agency:



Engagements

46,858

Total

Homeless Count

279

Average

Sidewalk Cleaning

4.26

Average

Garbage Disposed (Tons)

573

Total

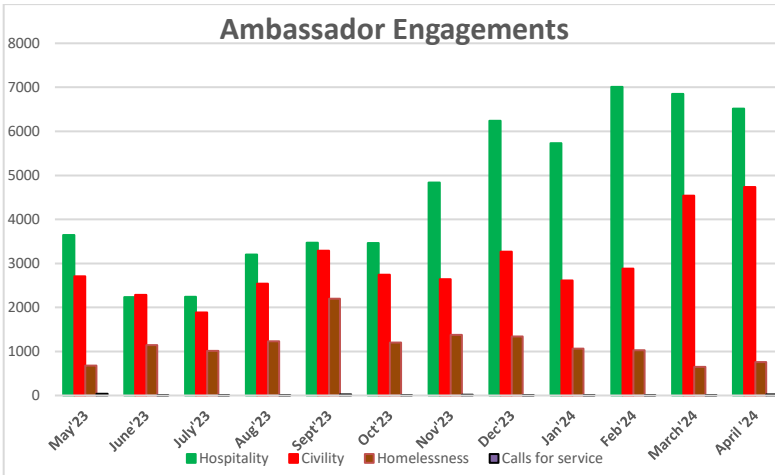
Reliability

91%

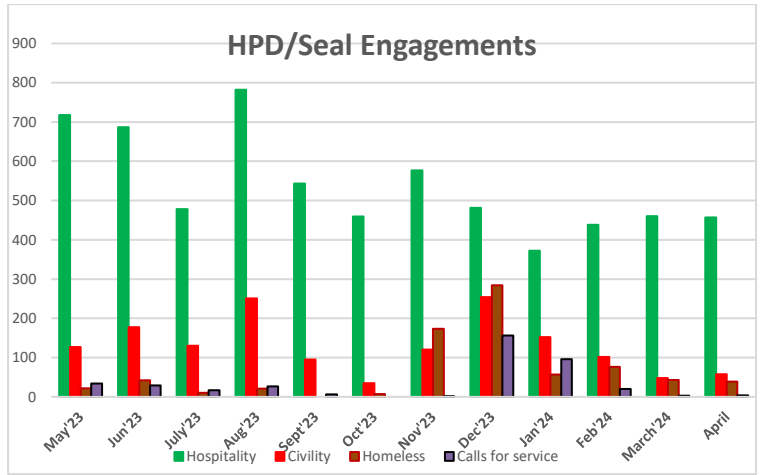
Average

Safety & Quality Control

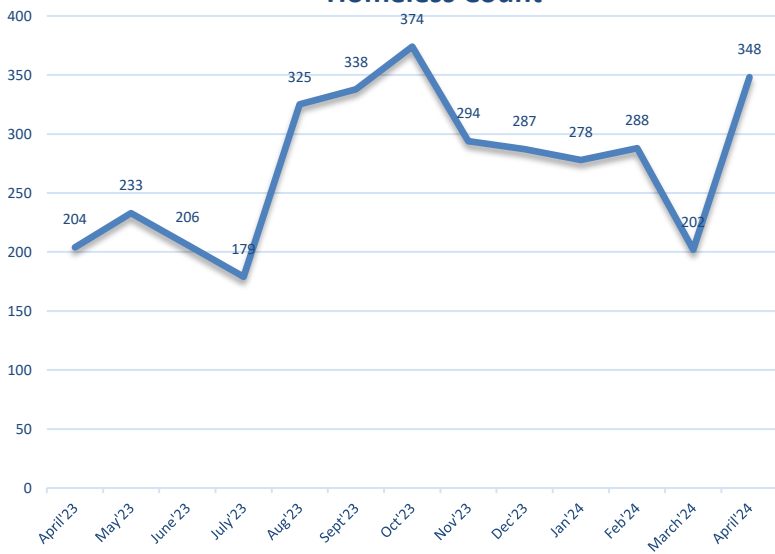
Ambassador Engagements



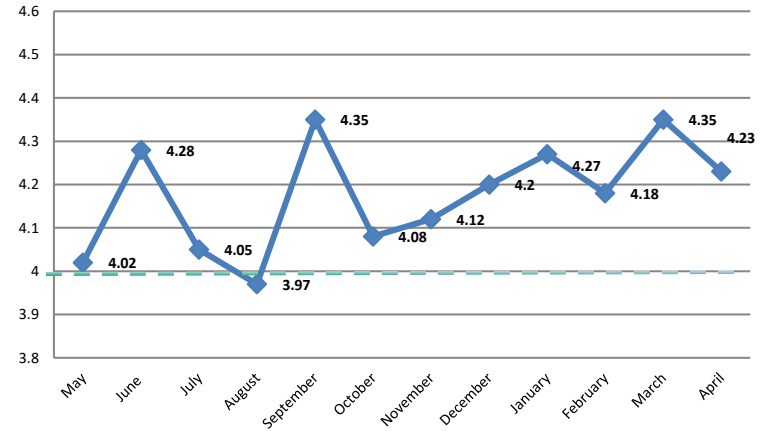
HPD/Seal Engagements



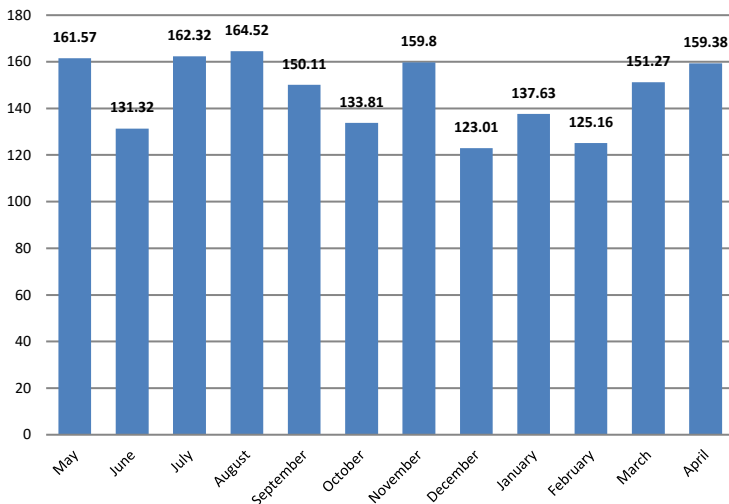
Homeless Count



Sidewalk Cleaning



Garbage Disposed (Tons)



Reliability

