

**DOWNTOWN
HOUSTON+**



Board of Directors Meeting
September 19, 2024

TABLE OF CONTENTS

PAGE

Minutes of the August 8, 2024 meeting of the Board of Directors	3
Finance & Administrative Matters	
Financial Summary.....	7
Financial Statements for the month ending June 30, 2024.....	15
Check Registers for the month ending June 30, 2024.....	20
Project Spotlight: New Downtown Banner Program Reveal	No Material / Presentation
Program Authorizations	
<i>Planning & Design</i>	
Authorize program implementation, agreements and related expenditures for mural lighting program....	23
<i>Economic Development</i>	
Authorize agreements and related expenditures for energy transition study.....	25
Authorize agreement with food service operator for Market Square Park kiosk.....	27
<i>Operations & Maintenance</i>	
Authorize additional expenditure for trash bags	29
Strategic Alignment Updates	
Goal 1: Champion Downtown	31
Goal 2: Enhance Downtown	32
Goal 3: Connect Downtown.....	33
Goal 4: Thrive Downtown.....	34
Goal 5: Stakeholder Engagement	35
Ops Dashboard	36
Engagement Metrics.....	37

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

August 8, 2024

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 August 8, 2024, at 12:00 p.m., inside the H-Town Conference Room of the District’s office, located at 1221 McKinney Street, 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 | John Schafer |
| C.C. Huang | Richard Torres |
| Angus Hughes | |

and all of the above were present, with the exception of Vice Chair Harper and Directors Allen, Alley, Davis, Foreman, Jacobs, McKenzie, Pryor and Ramos.

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, David Cisneros, Brett DeBord, David Fields, Scott Finke, Jacque Gonzalez-Garcia, Keith Gould, Aaron Hernandez, Cassie Hoeplich, Irene Luna, Dusty McCartney, Jamie Perkins, Clint Self, Catherine Taraviras, Ann Taylor and Candace Williams, all with the District; Algenita Davis, Consultant for the District; and outside counsel Clark Lord with Bracewell.

Those present on behalf of the public included Interim Police Chief Satterwhite with HPD; Linda Trevino with METRO; Lauren Ogel, Charlotte Brown, and Julianna Peterson, all residents of downtown.

WELCOME

Chair Ashby presided over the meeting and welcomed all directors, consultants, and other meeting attendees. Jamie Perkins served as Assistant Secretary.

Quorum was established and the meeting began at approximately 12:18 PM.

PUBLIC COMMENT

Chair Ashby asked if there were any comments from the public. Interim Police Chief Larry Satterwhite indicated he did and addressed the room. He affirmed Officer Noe Diaz will be appointed as the new Police Chief of the Houston Police Department; then announced his transition into a new role as Mayor Whitmire's Director of Public Safety and Homeland Security for the City of Houston. Interim Chief Satterwhite thanked the Board and concluded by expressing his enthusiasm for continuing to partner with the District in his new capacity with the Mayor's Office. No further comments were made.

APPROVAL OF MINUTES

The Board considered approving the minutes of the June 20, 2024 regular Board of Directors meeting. Chair Ashby called for comments and questions.

Hearing none, she called for a motion, which was moved by Director Schafer and seconded by Director Galvan, and the June 20, 2024 minutes were approved, as presented.

ITEMS PERTAINING TO FINANCE AND ADMINISTRATIVE MATTERS

Approval of Financial Statements and Ratification of Expenditures

Chair Ashby called on Treasurer Torres to present the interim financial statements and check registers for the periods ending June 30 and July 31, 2024. Treasurer Torres shared highlights from the June and July financial statements and check registers. He concluded by asking for questions or comments and there were none.

Chair Ashby called for a motion; moved by Director Hughes, and seconded by Director Massad, and the Board accepted the June and July financial statements, and check registers as presented.

Second Quarter Investment Report

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

Chair Ashby called for a motion; moved by Director Schafer and seconded by Director Galvan, and the Board accepted the Second Quarter Investment Report as presented.

Second Quarter DBE Report

Chair Ashby called on the District's Audit Committee Chair, Toni Jackson, to present highlights from the Second Quarter DBE Report. Director Jackson proceeded and shared information from the report. No questions were asked, and discussion did not take place.

A motion called by Chair Ashby; moved by Director Hughes and seconded by Director Torres, and the Board accepted the Second Quarter DBE Report as presented.

Report from Audit Committee on MWDBE Program Review

Director Jones continued and provided an update on the Audit Committee's annual review of the MWDBE Program. She shared highlights from last year's goals and questions were raised and answered. She concluded by revealing the Committee's recommendation to keep the 2025 target at 25%.

Chair Ashby called for a motion, moved by Director Kennedy, and seconded by Director Baumgartner; and the Board accepted the Audit Committee's recommended target for 2025.

Administrative Contractor Evaluation and Review Process

Chair Ashby shared a brief synopsis of this topic and referred to the process and timeline included in the materials previously provided. Questions were asked and answered.

A motion was called, moved by Director Schafer, and seconded by Director Hughes; and the Board accepted the Administrative Contractor CEO Review Process and Timeline for inclusion in the Governance Section of the Administrative Process and Procedures Manual.

PROJECT SPOTLIGHT: HURRICANE BERYL RECOVERY & CLEAN UP

Chair Ashby invited Brett DeBord to share a presentation on the District's response in the aftermath of Hurricane Beryl. Mr. DeBord began by showing photos illustrating the condition of Downtown post-storm. Next, he touched on efforts taken by the District in advance of the storm to coordinate with local emergency managers, city personnel and law enforcement to ensure a rapid clean up response once the storm passed. Questions were asked and answered, and discussion ensued. No action was taken.

PROGRAM AUTHORIZATIONS

Operations – Mr. DeBord continued, and presented three items for Board consideration on behalf of the Operations & Maintenance team:

- (i) Ratify agreements and related expenditures for Hurricane Beryl storm response and recovery, in an amount not to exceed \$150,000. No questions or comments were raised. Upon a motion duly made, moved by Director Galvan; and seconded by Director D'Rovencourt; the Board approved this request as presented.

- (ii) Authorize President/CEO to execute agreements and related expenditures for future emergency response events, in an amount not to exceed \$250,000. No questions or comments were raised. Chair Ashby called for a motion, moved by Director Galvan; seconded by Director Reggie; the Board approved this item as presented.
- (iii) Authorize President/CEO to execute an agreements and related expenditures with Harris County for support service outreach teams, in an amount not to exceed \$41,400. Questions were asked and answered. Upon a motion made, moved by Director Kennedy; seconded by Director Galvan; the Board approved this item as presented.

Capital Projects – Cassie Hoeprich introduced and shared a presentation on the following item for Board consideration on behalf of the Capital Projects team:

- (i) Authorize the launch of a pilot project for the Downtown Houston Retail Challenge Grant Program. Questions were asked and answered, and discussion ensued. Chair Ashby called for a motion, moved by Director Reggie; seconded by Director Kennedy; the Board approved the program launch as presented.

Engagement – Ann Taylor was called on to present an item for Board consideration on behalf of the Engagement team:

- (i) Authorize agreements and related expenditures for Downtown Holiday activations, in an amount not to exceed \$125,000. Questions were asked and answered. Upon a motion duly made, moved by Director Hughes; seconded by Director Massad; the Board approved this request as presented.

DIRECTORS' QUESTIONS ON OTHER INITIATIVES

No further questions were raised.

OTHER BUSINESS

President Larson reminded the District Board of the upcoming Board Retreat scheduled for Friday, September 27th from 9:00 – 5:00 PM at the Hyatt Regency and asked Board members to complete and return the information cards left next to each iPad.

ADJOURN MEETING

Chair Ashby asked if any further business needed to come forth to the Board. There being none, the meeting was adjourned at 1:28 PM.

Jamie Perkins, Assistant Secretary
Houston Downtown Management District

YTD August 2024 Balance Sheet

Assets

Cash Balance is \$1.1M
TexPool Investments \$14M
2023 Assessments Due: 98.8% have been collected
2023 Assessments Receivable \$256K

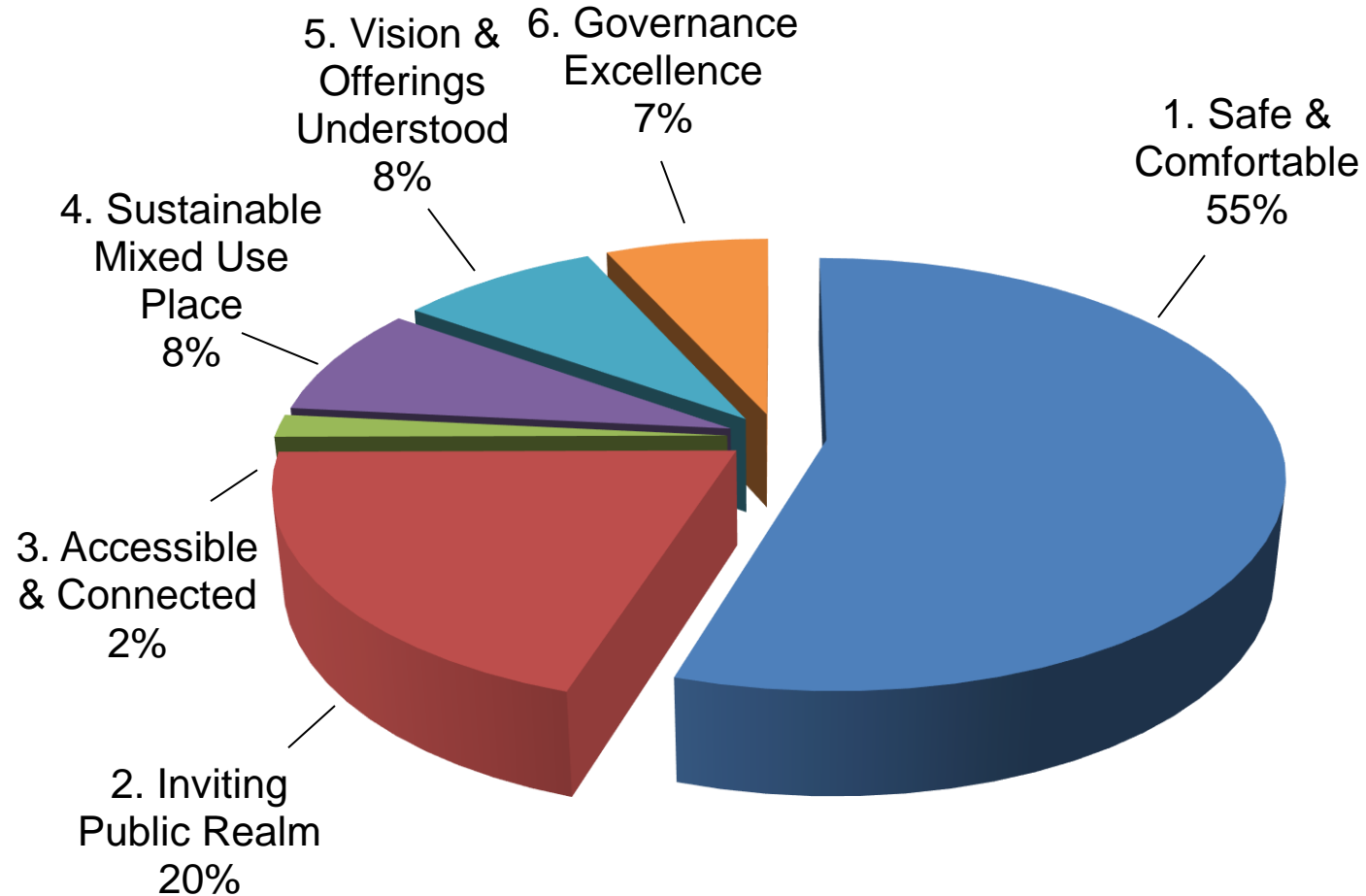
Liabilities

Reserves for Property Value Protests are \$1.4M
\$764K in refunds have been returned to property owners due
to lower HCAD property values as a result of protests.
Based on the 5-year loss rate of 12.4% the District needs to
increase reserves by \$115K, an 8% increase.

Fund Balance

Unrestricted Fund Balance is \$8.8M, \$4.0M in excess of
2023 Minimum Fund Balance Target of \$4.8M set October 31, 2023

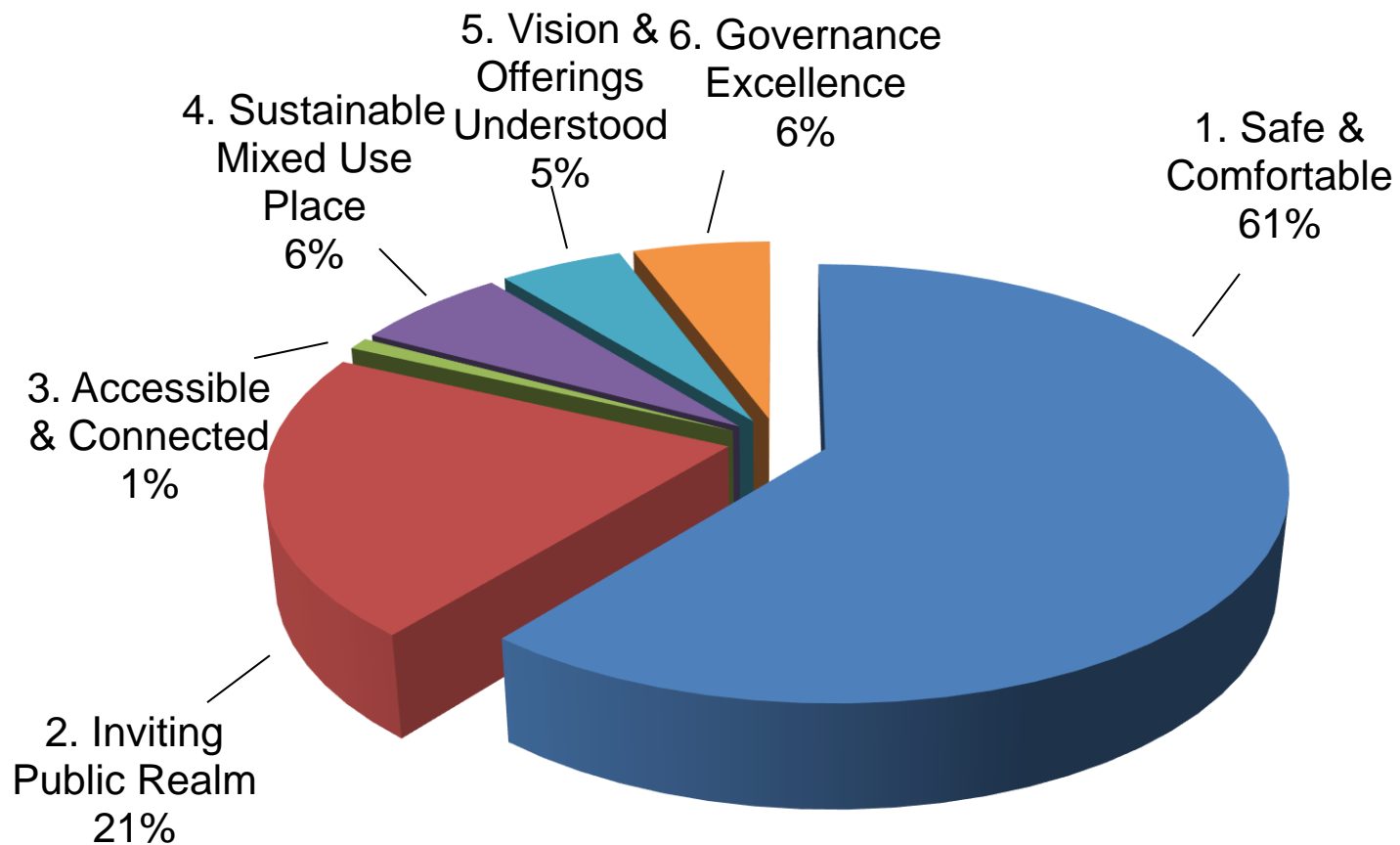
2024 Annual Budget



Total: \$22,918,133

Operating: \$20,132,219 Capital: \$2,785,914

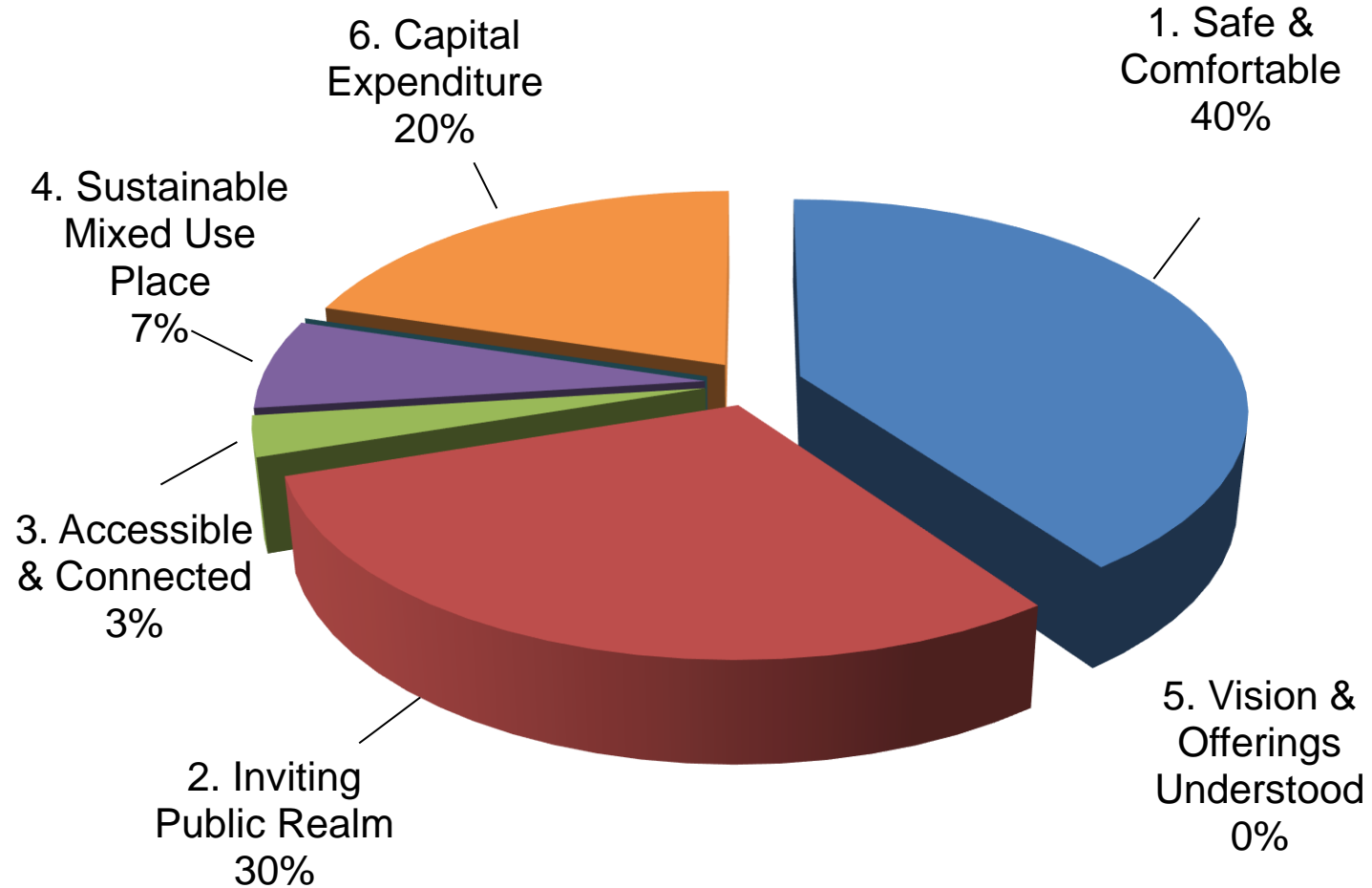
August 2024 Operating Spending



Total: \$10,470,691

Variance from budget (\$2,400,450) or (23%) under budget

August 2024 Capital Spending



Total: \$463,454

Variance from budget (\$1,629,000) or (78%) under budget

August 2024 Budget Highlights

Operating – (\$2.4M) or (23%) under budget

- **Public Realm is Charming (\$297K) or 12% under budget**
 - Under budget (\$119K) in Holiday Logistics and Installation and (\$67K) in Art and Holiday Programming.
 - Under budget (\$40K) in Banner and Pole and Pot Maintenance and (\$80K) in Allen Parkway Maintenance.
- **Accessible to Region & Easy to Get Around (\$201K) or 68% under budget**
 - Under budget (\$150K) due to the Fort Bend County Park and Ride not yet funded and (\$50K) in Wayfinding – contractor expense.
- **Vibrant, Sustainable Mixed-Use Place (\$633K) or 49% under budget**
 - Under budget (\$128K) in Economic Development.
 - Under budget (\$496K) in DLI payments not yet funded and (\$19K) in Residential Programming.

August 2024 Budget Highlights

Operating – (\$2.4M) or (23%) under budget

- Vision & Offering Understood by All (\$671K) or 56% under budget
 - Under budget (\$270K) in Marketing Expenditures.
 - Under budget (\$382K) in Planning and Consulting for Transportation and Placemaking studies.
- Governance Known for Excellence (\$96K) or 14% under budget
 - Under budget (\$87K) in Administration costs, Training and Depreciation and (\$7K) in staffing.

August 2024 Budget Highlights

Capital Improvement – (\$1.6M) or (78%) under budget

- Safe & Comfortable (\$46K) or 20% under budget
 - Under budget (\$46K) in Landscape Amenities-Irrigation.
- Inviting Public Realm (\$747K) or 84% under budget
 - Under budget (\$272K) in Banners, (\$150K) in Lighting Plan Implementation, (\$150K) in Placemaking and Improved Pedestrian Connection, (\$174K) in Park improvements.
- Accessible to Region (\$736K) or 98% under budget
 - Under budget (\$736K) in Southeast Sidewalks TxDOT forecasted to be completed this summer.
- Vibrant Mixed-Use Place (\$30K) or 49% under budget
 - Under budget (\$30K) for the Capital Allocation to DLI grants.
- District Governance (\$70K) or 43% under budget
 - Under budget (\$67K) for the Capital Replacement expenditures and (\$3K) in Assessment Fees.

Check register for August 2024

- Total checks issued in August 2024 were \$2.6 million
 - Central Houston, Inc.
 - Admin Contractor Expense (April-July) - \$918,414
 - Block by Block
 - Safety Guides/Street Teams Contract Services - \$516,813
 - Color Specialist Landscaping
 - Accent Plants throughout Downtown- \$203,838
 - Always in Season, Inc.
 - Holiday Contract Services - \$175,669
 - Houston PT BAC Office Ltd
 - Assessment Refund - \$88,787
 - Seal Security Solutions, LLC
 - Contract Services - \$82,158

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 August 31, 2024 and 2023, 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,



Houston, Texas
September 13, 2024

**Houston Downtown Management District
Governmental Fund Balance Sheets and
Statement of Net Position
For the period ended August 2024, and August 2023**

	2024			2023		
	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	10,506,916	4,646,943	15,153,859	10,498,232	4,366,187	14,864,419
Assessments Due	236,935	19,348	256,283	339,061	29,311	368,371
Accounts Receivable	529,481	-	529,481	1,000,260	-	1,000,260
Prepaid Expense	26,235	-	26,235	26,235	-	26,235
Property & Equipment, Net	550,654	-	550,654	556,568	373	556,942
Right of Use Lease Assets, Net	2,527,638	-	2,527,638	2,616,450	-	2,616,450
Intercompany Rec/Pay	(1,265,940)	1,265,940	-	(1,140,124)	1,140,124	-
Total Assets	13,111,919	5,932,231	19,044,150	13,896,682	5,535,995	19,432,677
Liabilities						
Accounts Payable & Accrued Expenses	249,950	-	249,950	970,500	-	970,500
Lease Liabilities	2,723,709	-	2,723,709	2,770,874	-	2,770,874
Deferred Revenue	-	-	-	-	-	-
Reserve for Refunds due to Property Protests	1,337,571	88,721	1,426,292	884,972	61,194	946,166
Total Liabilities & Deferred Revenue	4,311,230	88,721	4,399,951	4,626,346	61,194	4,687,540
Fund Balances						
Unreserved, Undesignated	8,273,232	-	8,273,232	8,470,336	-	8,470,336
Unreserved, Designated for Catastrophy	527,458	-	527,458	800,000	-	800,000
Reserved for Capital Projects	-	5,843,509	5,843,509	-	5,474,802	5,474,802
	8,800,689	5,843,509	14,644,199	9,270,336	5,474,802	29,490,275
Total Liabilities, Deferred Revenue & Fund Balances	13,111,919	5,932,231	19,044,150	13,896,682	5,535,996	19,432,677

Houston Downtown Management District
Statement of Activities
For the period ended August 2024, and August 2023

	Operating YTD Actual	Capital YTD Actual	Total YTD Actual	YTD Budget	Fav (Unfav) Variance	% Var
Revenue						
Assessment Revenue	-	-	-	-	-	N/A
Operations Revenue	511,905	-	511,905	532,250	(20,345)	-4%
Project Revenue	3,293	-	3,293	170,000	(166,707)	-98%
Other Income	13,665	-	13,665	-	13,665	N/A
Interest Income	510,799	147,266	658,064	711,850	(53,786)	-8%
Total Revenues	\$ 1,039,662	\$ 147,266	\$ 1,186,927	\$ 1,414,100	\$ (227,173)	-16%
Expenses						
Downtown Feels Safe & Comfortable at All Times						
Collaboration to Maintain Low Crime Rate	2,087,083	-	2,087,083	2,277,991	190,908	8%
Reduced Presence of Homeless & Street Persons	619,569	-	619,569	984,636	365,067	37%
Downtown Sidewalks are Comfortably Lighted	114,112	-	114,112	169,823	55,711	33%
Downtown Clean & Well-Kept Appearance	3,134,599	-	3,134,599	3,319,539	184,940	6%
Remove Signs of Disorder in Downtown	45,814	-	45,814	44,327	(1,487)	-3%
Prepare for Emergencies	369,836	-	369,836	77,761	(292,075)	-376%
	6,371,014	-	6,371,014	6,874,078	503,064	7%
Public Realm is Charming, Inviting, Beautiful & Celebrates the Life of the City						
Key Pedestrian Streets are Inviting	408,777	-	408,777	421,973	13,196	3%
Public Spaces Managed, Programmed, & Delightful	1,284,817	-	1,284,817	1,251,468	(33,348)	-3%
Place of Civic Celebration	513,650	-	513,650	830,672	317,022	38%
	2,207,244	-	2,207,244	2,504,114	296,870	12%
Accessible to Region & Easy to Get Around						
Effective Transit Access More Places, More Hours	13,272	-	13,272	163,430	150,159	92%
Convenient Circulation Without Personal Vehicle	-	-	-	-	-	N/A
Easy to Find Way Around	28,748	-	28,748	79,333	50,586	64%
Connect Neighborhoods & Districts Inside/Outside Downtown	42,485	-	42,485	42,452	(33)	0%
Convenient, Understandable & Managed Parking	8,462	-	8,462	8,520	59	1%
	92,966	-	92,966	293,736	200,770	68%
Vibrant, Sustainable Mixed-Use Place						
Best Place to Work in Region	247,944	-	247,944	365,570	117,626	32%
Exciting Neighborhoods to Live In	397,969	-	397,969	913,104	515,135	56%
Competitive Shopping Place	10,052	-	10,052	10,203	151	1%
Remarkable Destination for Visitors	11,390	-	11,390	11,544	154	1%
	667,355	-	667,355	1,300,420	633,065	49%
Downtown's Vision & Offering Understood By All						
Market to Region	369,142	-	369,142	639,548	270,407	42%
Promote Downtown's Ease of Use	65,534	-	65,534	82,555	17,021	21%
Vision/Development Framework Understood By All	67,651	-	67,651	449,845	382,194	85%
Tools to Assist Continued Redevelopment	17,850	-	17,850	18,970	1,120	6%
Develop & Main Information to Support Downtown	15,361	-	15,361	15,625	264	2%
	535,538	-	535,538	1,206,544	671,006	56%
District Governance & Service Known for Excellence						
Engage Stakeholders in Decision Making	508,823	-	508,823	597,801	88,978	15%
Communications to Owners, Tenants & Others	40,779	-	40,779	47,548	6,769	14%
Preservation of District's Capital Assets	46,972	-	46,972	46,900	(72)	0%
	596,574	-	596,574	692,248	95,674	14%
Capital Improvement & Expenditures						
Downtown Feels Safe & Comfortable	-	186,016	186,016	231,700	45,684	20%
Public Realm is Charming, Inviting & Beautiful	-	137,896	137,896	885,000	747,104	84%
Accessible to Region & Easy to Get Around	-	14,247	14,247	750,000	735,753	98%
Vibrant, Sustainable Mixed-Use Place	-	31,654	31,654	61,754	30,100	49%
Downtown's Vision & Offering Understood By All	-	-	-	-	-	N/A
Capital Replacement Expenditure	-	93,642	93,642	164,000	70,358	43%
	-	463,454	463,454	2,092,454	1,629,000	78%
Total Expenses	10,470,691	463,454	10,934,145	14,963,595	4,029,450	27%
Depreciation Expense	60,698	0	60,698	100,230	39,532	39%
Excess of Revenue Over Expenses GAAP Basis	(9,491,727)	(316,188)	(9,807,915)	(13,649,725)	3,841,810	-28%

Houston Downtown Management District
Statement of Activities
For the period ended August 2024, and August 2023

	Operating YTD Actual	Capital YTD Actual	2024 Total YTD Actual	2023 Total YTD Actual	Fav (Unfav) Variance	% Var
Revenue						
Assessment Revenue	-	-	-	-	-	N/A
Operations Revenue	511,905	-	511,905	401,575	110,329	27%
Project Revenue	3,293	-	3,293	190,137	(186,843)	-98%
Other Income	13,665	-	13,665	11,104	2,561	23%
Interest Income	510,799	147,266	658,064	592,093	65,971	11%
Total Revenues	\$ 1,039,662	\$ 147,266	\$ 1,186,927	\$ 1,194,909	\$ (7,982)	-1%
Expenses						
Downtown Feels Safe & Comfortable at All Times						
Collaboration to Maintain Low Crime Rate	2,087,083	-	2,087,083	1,738,512	(348,571)	-20%
Reduced Presence of Homeless & Street Persons	619,569	-	619,569	554,869	(64,700)	-12%
Downtown Sidewalks are Comfortably Lighted	114,112	-	114,112	92,356	(21,756)	-24%
Downtown Clean & Well-Kept Appearance	3,134,599	-	3,134,599	3,181,349	46,749	1%
Remove Signs of Disorder in Downtown	45,814	-	45,814	57,087	11,273	20%
Prepare for Emergencies	369,836	-	369,836	82,015	(287,821)	-351%
	6,371,014	-	6,371,014	5,706,188	(664,826)	-12%
Public Realm is Charming, Inviting, Beautiful & Celebrates the Life of the City						
Key Pedestrian Streets are Inviting	408,777	-	408,777	428,923	20,146	5%
Public Spaces Managed, Programmed, & Delightful	1,284,817	-	1,284,817	1,070,317	(214,500)	-20%
Place of Civic Celebration	513,650	-	513,650	1,124,732	611,082	54%
	2,207,244	-	2,207,244	2,623,972	416,728	16%
Accessible to Region & Easy to Get Around						
Effective Transit Access More Places, More Hours	13,272	-	13,272	21,254	7,983	38%
Convenient Circulation Without Personal Vehicle	-	-	-	-	-	N/A
Easy to Find Way Around	28,748	-	28,748	31,710	2,962	9%
Connect Neighborhoods & Districts Inside/Outside Downtown	42,485	-	42,485	92,185	49,700	54%
Convenient, Understandable & Managed Parking	8,462	-	8,462	5,308	(3,153)	-59%
	92,966	-	92,966	150,457	57,491	38%
Vibrant, Sustainable Mixed-Use Place						
Best Place to Work in Region	247,944	-	247,944	199,304	(48,640)	-24%
Exciting Neighborhoods to Live In	397,969	-	397,969	472,793	74,825	16%
Competitive Shopping Place	10,052	-	10,052	17,784	7,732	43%
Remarkable Destination for Visitors	11,390	-	11,390	10,844	(546)	-5%
	667,355	-	667,355	700,726	33,371	5%
Downtown's Vision & Offering Understood By All						
Market to Region	369,142	-	369,142	350,449	(18,693)	-5%
Promote Downtown's Ease of Use	65,534	-	65,534	67,449	1,915	3%
Vision/Development Framework Understood By All	67,651	-	67,651	484,613	416,962	86%
Tools to Assist Continued Redevelopment	17,850	-	17,850	17,727	(123)	-1%
Develop & Main Information to Support Downtown	15,361	-	15,361	15,293	(69)	0%
	535,538	-	535,538	935,531	399,993	43%
District Governance & Service Known for Excellence						
Engage Stakeholders in Decision Making	508,823	-	508,823	501,523	(7,300)	-1%
Communications to Owners, Tenants & Others	40,779	-	40,779	36,554	(4,225)	-12%
Preservation of District's Capital Assets	46,972	-	46,972	44,561	(2,412)	-5%
	596,574	-	596,574	582,638	(13,937)	-2%
Capital Improvement & Expenditures						
Downtown Feels Safe & Comfortable	-	186,016	186,016	169,183	(16,833)	-10%
Public Realm is Charming, Inviting & Beautiful	-	137,896	137,896	119,604	(18,292)	-15%
Accessible to Region & Easy to Get Around	-	14,247	14,247	446,197	431,950	97%
Vibrant, Sustainable Mixed-Use Place	-	31,654	31,654	41,251	9,597	23%
Downtown's Vision & Offering Understood By All	-	-	-	-	-	N/A
Capital Replacement Expenditure	-	93,642	93,642	55,351	(38,291)	-69%
	-	463,454	463,454	831,585	368,131	44%
Total Expenses	10,470,691	463,454	10,934,145	11,531,097	596,952	5%
Depreciation Expense	60,698	0	60,698	60,609	(89)	0%
Excess of Revenue Over Expenses GAAP Basis	(9,491,727)	(316,188)	(9,807,915)	(10,396,797)	(588,882)	6%

Houston Downtown Management District Variance Analysis to the 2024 Budget For the Eight Months Ended August 31, 2024

Revenue

1) Operations revenue is (\$20K) under budget due to timing of invoicing for trash receipts and reimbursements. Project revenue is under budget (\$167K) due to the District has not invoiced the DRA for Allen Parkway maintenance and the delay of utility reimbursements from the Trebly Park restaurant vendor. Other Income is over budget \$13K for vending receipts at Operations. Interest income is (\$54K) under budget due to the timing of assessment receipts invested was later than forecasted.

Operating Budget

Expenses

- 2) Goal 1a-Collaboration to Maintain Low Crime Rate- Under budget (\$136K) in Safety Guides and Equipment due to delay in receiving Block by Block invoices, (\$8K) in ODO program and Law Enforcement support, and (\$45K) in staffing Off Duty Officers.
- 3) Goal 1b-Reduced Presence of Homeless & Street Persons-Under budget (\$365K) in homeless outreach programs.
- 4) Goal 1c-Downtown Sidewalks are Comfortably Lighted-Under budget (\$56K) in Street Lighting Expense, amenities and maintenance.
- 5) Goal 1d-Downtown Noted for Cleanliness & Well-Kept Appearance- Under budget (\$88K) in Street Teams cleaning sidewalks and bus stops due to delay in receipt of Block by Block billing, (\$82K) in Paver repair and maintenance, (\$15K) in Irrigation and (\$9K) in Operations overhead. Over budget \$11K in Trash collections.
- 6) Goal 1f-Prepare for Emergencies-Over budget \$292K due to clean up after the May 16 derecho storm and Hurricane Beryl. The storm expenses are being funded by the Board Designated Reserve Fund allocated for emergency expenditures. The District is working with FEMA on getting reimbursement for some of the costs.
- 7) Goal 2c-Place of Civic Celebration - Under budget (\$119K) in Holiday Logistics and Installation, (\$67K) in Art and Holiday Programming, (\$40K) in Banner and Pole and Pot Maintenance, (\$80K) in Allen Parkway Maintenance and (\$12K) in staffing.
- 8) Goal 3a-Effective Transit Access More Places-Under budget(\$150K) due to the Fort Bend County Park and Ride has not yet been funded.
- 9) Goal 3c-Easy to Find Way Around-Under budget (\$50K) for Wayfinding System-Contractor Expenses.
- 10) Goal 4a-Best Place to Work in the Region-Under budget (\$107K) in Economic Development and (\$11K) in staffing.
- 11) Goal 4b-Exciting Neighborhoods To Live In-Under budget (\$496K) in DLI Grants and (\$19K) in Residential Programming.
- 12) Goal 5a-Market to Region-Under budget (\$280K) in marketing expenditures and over budget \$10K in staffing.
- 13) Goal 5b-Promote Downtown's Ease of Use-Under budget (\$17K) in staffing.
- 14) Goal 5c-Vision/Development Framework Understood by all - Under budget (\$382K) in Planning Consultants & Expenses.
- 15) Goal 6a-Engage Stakeholders in Decision Making - Under budget (\$56K) in Administration costs, Training, and Depreciation and (\$31K) in staffing.
- 16) Goal 6b-Communications to Owners, Tenants & Others - Under budget (\$7K) in staffing.

Capital Budget

- 17) Safe and Comfortable - Under budget (\$45K) in Landscape Amenities-Irrigation.
- 18) Public Realm Is Charming - Under budget (\$272K) in Banners, (\$150K) in Lighting Plan Implementation, (\$150K) in Storefront/Streetscape Activation and Improved Pedestrian Connect, (\$3K) in Urban Canopy, (\$31K) in Market Square Park improvements and (\$143K) in Trebly Park furnishings. Over budget \$2K for More Space Main Street 2.0.
- 19) Accessible to Entire Region - Under budget (\$736K) for Southeast Sidewalks TxDOT.
- 20) Vibrant Sustainable Mixed-Use Place Under budget - (\$30K) for the Capital allocation to DLI grants.
- 21) District Governance - Under budget (\$67K) for Capital Replacement expenditures and (\$3K) in Assessment Fees.

Company name: Central Houston
Report name: Check register
Created on: 9/13/2024
Location: District--HDMD and Funds

Bank	Date	Payee	Document no.	Amount	Cleared
HDMD Operating 3643 - JP Morgan Chase,	Account no: 1890323643				
	8/14/2024	VEN-00596--1421 PRESTON LLC	35779	94.58	In Transit
	8/30/2024	VEN-00380--ABC Home & Commercial services		145.00	8/30/2024
	8/30/2024	VEN-00357--Always in Season, Inc		175,669.08	8/30/2024
	8/7/2024	VEN-00496--Amanda Marquez		1,175.00	8/30/2024
	8/29/2024	VEN-00530--Antoine Holmes		520.00	8/30/2024
	8/19/2024	VEN-00530--Antoine Holmes		520.00	8/30/2024
	8/12/2024	VEN-00530--Antoine Holmes		520.00	8/30/2024
	8/1/2024	VEN-00530--Antoine Holmes		455.00	8/30/2024
	8/21/2024	VEN-00324--Associated Landscape Services LLC		840.00	8/30/2024
	8/14/2024	VEN-00324--Associated Landscape Services LLC		2,265.00	8/30/2024
	8/12/2024	VEN-00324--Associated Landscape Services LLC		6,400.00	8/30/2024
	8/7/2024	VEN-00324--Associated Landscape Services LLC		29,802.03	8/30/2024
	8/6/2024	VEN-00324--Associated Landscape Services LLC		1,920.00	8/30/2024
	8/7/2024	VEN-00404--AT&T		1,513.03	8/30/2024
	8/29/2024	VEN-00408--Avalon Music		1,100.00	8/30/2024
	8/19/2024	VEN-00408--Avalon Music		1,100.00	8/30/2024
	8/19/2024	VEN-00408--Avalon Music		750.00	8/30/2024
	8/7/2024	VEN-00408--Avalon Music		3,600.00	8/30/2024
	8/12/2024	VEN-00016--Bartlett Tree Experts		25,800.00	8/30/2024
	8/14/2024	VEN-00597--BEL AIR MULTI 1711 LLC	35780	1,709.49	In Transit
	8/19/2024	VEN-00497--BIII GStreet LLC		21,007.05	8/30/2024
	8/29/2024	VEN-00321--BLOCK BY BLOCK		516,813.13	8/30/2024
	8/30/2024	VEN-00525--Brandon Kpotie		780.00	8/30/2024
	8/19/2024	VEN-00525--Brandon Kpotie		780.00	8/30/2024
	8/12/2024	VEN-00525--Brandon Kpotie		780.00	8/30/2024
	8/1/2024	VEN-00525--Brandon Kpotie		487.50	8/30/2024
	8/29/2024	VEN-00568--Brandon Martin		900.00	8/30/2024
	8/12/2024	VEN-00410--CASSANDRA HOEPRICH		395.05	8/30/2024
	8/12/2024	VEN-00499--Catherine Sdao		3,541.83	8/30/2024
	8/19/2024	VEN-00425--Centra 417 San Jacinto LLC		3,125.00	8/30/2024
	8/2/2024	VEN-00402--Central City Co-Op		20,000.00	8/30/2024
	8/29/2024	VEN-00032--Central Houston, Inc	35790	918,414.49	8/30/2024
	8/29/2024	VEN-00032--Central Houston, Inc	35789	0.00	In Transit
	8/19/2024	VEN-00503--Challenge Entertainment		225.00	8/30/2024
	8/29/2024	VEN-00526--Charles Franklin		520.00	8/30/2024
	8/12/2024	VEN-00526--Charles Franklin		1,040.00	8/30/2024
	8/1/2024	VEN-00526--Charles Franklin		910.00	8/30/2024
	8/14/2024	VEN-00412--Chiagozi Nebe	Voiced - 35778	0.00	8/30/2024
	8/14/2024	VEN-00412--Chiagozi Nebe	Voiced - 35776	0.00	8/30/2024
	8/14/2024	VEN-00412--Chiagozi Nebe	35777	5,100.00	8/30/2024
	8/14/2024	VEN-00412--Chiagozi Nebe	Voiced - 35775	0.00	8/30/2024
	8/29/2024	VEN-00569--Christina LaFour		260.00	8/30/2024
	8/19/2024	VEN-00569--Christina LaFour		520.00	8/30/2024
	8/12/2024	VEN-00569--Christina LaFour		260.00	8/30/2024
	8/1/2024	VEN-00569--Christina LaFour		260.00	8/30/2024
	8/19/2024	VEN-00531--Christopher Gilliam		260.00	8/30/2024
	8/7/2024	VEN-00037--City of Houston-Dept of Public Works		2,254.71	8/30/2024
	8/12/2024	VEN-00331--CITY OF HOUSTON-HPARD		128.99	8/30/2024
	8/12/2024	VEN-00498--Clint Self		22.45	8/30/2024
	8/30/2024	VEN-00320--Clutch Consulting Group LLC		10,762.50	8/30/2024
	8/29/2024	VEN-00322--COLOR SPECIALIST LANDSCAPING, INC		2,222.30	8/30/2024
	8/19/2024	VEN-00322--COLOR SPECIALIST LANDSCAPING, INC		198,920.10	8/30/2024
	8/15/2024	VEN-00322--COLOR SPECIALIST LANDSCAPING, INC		2,695.65	8/30/2024
	8/8/2024	VEN-00368--Column Software, PBC		374.07	8/30/2024
	8/8/2024	VEN-00368--Column Software, PBC		-374.07	8/30/2024
	8/19/2024	VEN-00372--Coopwoods Air Conditioning Inc.		335.00	8/30/2024
	8/19/2024	VEN-00044--Crest Printing		1,718.00	8/30/2024
	8/30/2024	VEN-00519--David Russell		520.00	8/30/2024
	8/19/2024	VEN-00519--David Russell		520.00	8/30/2024
	8/12/2024	VEN-00519--David Russell		1,040.00	8/30/2024
	8/1/2024	VEN-00519--David Russell		520.00	8/30/2024
	8/12/2024	VEN-00330--Directv		104.98	8/30/2024
	8/21/2024	VEN-00606--ECO-COUNTER CORP		45,600.00	8/30/2024
	8/7/2024	VEN-00056--Egidio Narvaez Photographer		1,370.00	8/30/2024

8/1/2024	VEN-00369--Environmental Design INC		5,000.00	8/30/2024
8/14/2024	VEN-00566--Fairfield Block 334 LP	35781	2,411.44	In Transit
8/29/2024	VEN-00517--Franklin Burnett		520.00	8/30/2024
8/19/2024	VEN-00517--Franklin Burnett		520.00	8/30/2024
8/12/2024	VEN-00517--Franklin Burnett		260.00	8/30/2024
8/1/2024	VEN-00517--Franklin Burnett		260.00	8/30/2024
8/14/2024	VEN-00598--FRANKLIN PARKING LLC	35782	901.00	In Transit
8/12/2024	VEN-00076--Grainger		812.84	8/30/2024
8/12/2024	VEN-00323--Gulf Coast Pavers, Inc		14,400.00	8/30/2024
8/30/2024	VEN-00081--Hamilton Plumbing Services		185.00	8/30/2024
8/19/2024	VEN-00081--Hamilton Plumbing Services		889.23	8/30/2024
8/8/2024	VEN-00081--Hamilton Plumbing Services		317.45	8/30/2024
8/12/2024	VEN-00082--Hardy & Hardy		3,550.00	8/30/2024
8/12/2024	VEN-00083--Harris County Treasurer		9,700.00	8/30/2024
8/7/2024	VEN-00085--Hilton Americas-Houston		3,013.92	8/30/2024
8/19/2024	VEN-00086--Home Depot Credit Services		780.25	8/30/2024
8/14/2024	VEN-00599--HOUSTON PT BAC OFFICE LTD	35783	88,786.63	In Transit
8/12/2024	VEN-00593--Hyatt Regency Houston		2,000.00	8/30/2024
8/30/2024	VEN-00102--Incontrol Construction LLC		2,045.00	8/30/2024
8/12/2024	VEN-00102--Incontrol Construction LLC		19,096.92	8/30/2024
8/7/2024	VEN-00105--International Stoneworks, Inc		110.26	8/30/2024
8/30/2024	VEN-00532--Ivan Sosa-Castillo		260.00	8/30/2024
8/19/2024	VEN-00532--Ivan Sosa-Castillo		260.00	8/30/2024
8/12/2024	VEN-00532--Ivan Sosa-Castillo		780.00	8/30/2024
8/1/2024	VEN-00532--Ivan Sosa-Castillo		260.00	8/30/2024
8/29/2024	VEN-00527--Jacob Pena		260.00	8/30/2024
8/19/2024	VEN-00527--Jacob Pena		260.00	8/30/2024
8/12/2024	VEN-00527--Jacob Pena		780.00	8/30/2024
8/1/2024	VEN-00527--Jacob Pena		520.00	8/30/2024
8/29/2024	VEN-00520--Jennifer Kennedy		674.50	8/30/2024
8/19/2024	VEN-00520--Jennifer Kennedy		668.00	8/30/2024
8/12/2024	VEN-00520--Jennifer Kennedy		1,235.63	8/30/2024
8/1/2024	VEN-00520--Jennifer Kennedy		571.25	8/30/2024
8/1/2024	VEN-00115--Jerdon Enterprise, LP		5,546.89	8/30/2024
8/29/2024	VEN-00595--Joe O'Neal		260.00	8/30/2024
8/19/2024	VEN-00595--Joe O'Neal		260.00	8/30/2024
8/12/2024	VEN-00595--Joe O'Neal		520.00	8/30/2024
8/30/2024	VEN-00528--JOELL MATHEWS		260.00	8/30/2024
8/19/2024	VEN-00528--JOELL MATHEWS		260.00	8/30/2024
8/12/2024	VEN-00528--JOELL MATHEWS		520.00	8/30/2024
8/1/2024	VEN-00528--JOELL MATHEWS		260.00	8/30/2024
8/19/2024	VEN-00447--Jordan Dunn-Ridgill		500.00	8/30/2024
8/7/2024	VEN-00447--Jordan Dunn-Ridgill		2,000.00	8/30/2024
8/29/2024	VEN-00524--Jose Teran		260.00	8/30/2024
8/19/2024	VEN-00524--Jose Teran		260.00	8/30/2024
8/12/2024	VEN-00524--Jose Teran		520.00	8/30/2024
8/7/2024	VEN-00126--Keith Gould		64.27	8/30/2024
8/1/2024	VEN-00536--Kelsey Chambers		520.00	8/30/2024
8/1/2024	VEN-00537--LANDSCAPE ART		30,821.00	8/30/2024
8/7/2024	VEN-00438--LeAnderay Collins		330.00	8/30/2024
8/19/2024	VEN-00141--Leonard Lockett Jr		220.00	8/30/2024
8/7/2024	VEN-00141--Leonard Lockett Jr		220.00	8/30/2024
8/12/2024	VEN-00146--Lincoln Colwell		1,910.00	8/30/2024
8/14/2024	VEN-00495--Linebarger Goggan Blair & Sampso	35784	1,144.81	In Transit
8/15/2024	VEN-00147--Lone Star Flags		2,126.00	8/30/2024
8/30/2024	VEN-00523--Marcus Labbe		520.00	8/30/2024
8/19/2024	VEN-00523--Marcus Labbe		260.00	8/30/2024
8/12/2024	VEN-00523--Marcus Labbe		520.00	8/30/2024
8/1/2024	VEN-00523--Marcus Labbe		260.00	8/30/2024
8/26/2024	VEN-00554--MARION MONTGOMERY PROPERTIE	35788	569.49	In Transit
8/12/2024	VEN-00594--Mark Felix		250.00	8/30/2024
8/7/2024	VEN-00159--Maurice Duhon Jr		300.00	8/30/2024
8/19/2024	VEN-00538--MC2 CIVIL, LLC		9,589.74	8/30/2024
8/19/2024	VEN-00538--MC2 CIVIL, LLC		1,571.70	8/30/2024
8/19/2024	VEN-00166--Miner, LTD		641.23	8/30/2024
8/29/2024	VEN-00529--Moises Alfaro		845.00	8/30/2024
8/19/2024	VEN-00529--Moises Alfaro		780.00	8/30/2024
8/12/2024	VEN-00529--Moises Alfaro		2,908.75	8/30/2024
8/1/2024	VEN-00529--Moises Alfaro		520.00	8/30/2024
8/12/2024	VEN-00169--Montalban Lumber		18.99	8/30/2024

8/19/2024	VEN-00604--Nancy Jones		260.00	8/30/2024
8/19/2024	VEN-00604--Nancy Jones		260.00	8/30/2024
8/30/2024	VEN-00607--One Experiential		69,125.50	8/30/2024
8/19/2024	VEN-00179--Orkin		144.99	8/30/2024
8/14/2024	VEN-00600--OS JEFFERSON LLC	35785	371.32	In Transit
8/14/2024	VEN-00601--PAPPAS RESTAURANTS INC	35786	270.38	In Transit
8/19/2024	VEN-00185--Pfeiffer & Son, LTD.		2,753.58	8/30/2024
8/19/2024	VEN-00185--Pfeiffer & Son, LTD.		1,056.36	8/30/2024
8/19/2024	VEN-00185--Pfeiffer & Son, LTD.		946.48	8/30/2024
8/19/2024	VEN-00185--Pfeiffer & Son, LTD.		8,077.59	8/30/2024
8/12/2024	VEN-00185--Pfeiffer & Son, LTD.		15,776.12	8/30/2024
8/7/2024	VEN-00199--Rae Security		220.00	8/30/2024
8/29/2024	VEN-00200--Raffle Parking Company		900.00	8/30/2024
8/7/2024	VEN-00200--Raffle Parking Company		900.00	8/30/2024
8/30/2024	VEN-00218--Scott Finke		63.72	8/30/2024
8/12/2024	VEN-00219--Seal Security Solutions, LLC		82,158.24	8/30/2024
8/30/2024	VEN-00220--SEARCH Homeless Services		10,460.22	8/30/2024
8/7/2024	VEN-00220--SEARCH Homeless Services		13,005.00	8/30/2024
8/19/2024	VEN-00605--Shawn Goff		260.00	8/30/2024
8/1/2024	VEN-00235--Staples Business Advantage		116.63	8/30/2024
8/7/2024	VEN-00360--Stephanie Ipena		550.00	8/30/2024
8/12/2024	VEN-00318--STERLING EXPRESS SERVICES		134.40	8/30/2024
8/14/2024	VEN-00602--SUMMIT NCI JV 173 LLC	35787	2,307.55	In Transit
8/30/2024	VEN-00245--Swank Motion Pictures		2,940.00	8/30/2024
8/29/2024	VEN-00245--Swank Motion Pictures		2,870.00	8/30/2024
8/19/2024	VEN-00445--TALON CONSTRUCTION LLC		8,760.00	8/30/2024
8/19/2024	VEN-00251--Texas Outhouse		593.60	8/30/2024
8/7/2024	VEN-00251--Texas Outhouse		859.25	8/30/2024
8/29/2024	VEN-00563--TEXAS PRIDE DISPOSAL		1,870.00	8/30/2024
8/7/2024	VEN-00563--TEXAS PRIDE DISPOSAL		1,870.00	8/30/2024
8/12/2024	VEN-00259--The Davey Tree Expert Company		2,000.00	8/30/2024
8/7/2024	VEN-00259--The Davey Tree Expert Company		4,546.50	8/30/2024
8/30/2024	VEN-00504--Today's Landscape		34,244.91	8/30/2024
8/7/2024	VEN-00504--Today's Landscape		22,800.96	8/30/2024
8/19/2024	VEN-00271--Touch Agree Property		2,547.20	8/30/2024
8/7/2024	VEN-00271--Touch Agree Property		2,547.20	8/30/2024
8/12/2024	VEN-00276--Trik Motorsports		1,466.41	8/30/2024
8/7/2024	VEN-00276--Trik Motorsports		6,621.53	8/30/2024
8/7/2024	VEN-00429--TriMark Strategic		513.00	8/30/2024
8/19/2024	VEN-00279--TXU Energy		7,979.70	8/30/2024
8/7/2024	VEN-00279--TXU Energy		365.15	8/30/2024
8/29/2024	VEN-00283--Universal Plumbing Supply		112.30	8/30/2024
8/7/2024	VEN-00290--Verizon Wireless		667.12	8/30/2024
8/29/2024	VEN-00534--Vestis Group, Inc		411.73	8/30/2024
8/13/2024	VEN-00534--Vestis Group, Inc		205.47	8/30/2024
8/19/2024	VEN-00299--We 68 LLC		4,047.92	8/30/2024
8/7/2024	VEN-00302--Westpark Communications, L.P.		85.36	8/30/2024

Total for HDMD Operating 3643

2,572,482.52

HDMD Capital x3635 - JP Morgan Chase, N. Account no: 1890323635

8/12/2024	VEN-00499--Catherine Sdao		3,541.84	8/30/2024
8/29/2024	VEN-00562--GENSLER		1,000.00	8/30/2024
8/29/2024	VEN-00562--GENSLER		8,255.00	8/30/2024
8/7/2024	VEN-00562--GENSLER		9,000.00	8/30/2024
8/2/2024	VEN-00562--GENSLER		1,260.00	8/30/2024
8/2/2024	VEN-00098--HydroPoint Data SySutems Inc.		645.14	8/30/2024
8/2/2024	VEN-00573--Ironsmith		2,047.50	8/30/2024
8/12/2024	VEN-00174--Neon Electric Corporation		11,305.00	8/30/2024
8/12/2024	VEN-00256--The Black Sheep Agency		10,800.00	8/30/2024
8/12/2024	VEN-00256--The Black Sheep Agency		6,750.00	8/30/2024

Total for HDMD Capital x3635

54,604.48

ACTION ITEM	Authorize the President/CEO to execute agreements and related expenditures for the Mural Lighting Grant Program.
SERVICE PLAN	2021-2025
Account Code	582.400
Budget & Year	\$250,000 2024
REQUEST	Not to exceed \$250,000
DESCRIPTION	To authorize the establishment and implementation of the Mural Lighting Grant program. As a complement to existing investments made through the Big Art. Bigger Change. (BABC) mural program, the Mural Lighting Grant program will strategically leverage funds through a 3:1 match with property owners to illuminate the BABC murals throughout Downtown. Lighting these murals is a Top 20 Goal for DTH+.
DISCUSSION	<p>Through BABC program, over 45 murals, and counting, have been added to the Downtown skyline over the past two years. Independently and as a collective, the murals add vibrancy to the public realm and enhance connectivity through their draw and allure. Unfortunately, these qualities are lost at night for many of the murals as they disappear due to poor lighting conditions. As a component of the Downtown Houston Pedestrian Lighting Study and Master Plan published in February 2024, the consultant team was explicitly tasked with conducting an analysis of existing conditions for each existing mural, developing lighting strategies, and assigning levels of intervention priority.</p> <p>Staff have used this information along with outside cost estimating to inform and develop a pilot Mural Lighting Grant Program. The Fall 2024 deployment of the Mural Lighting Grant Program will aim to illuminate murals within the umbrella of the BABC program that are captured in the identified zones of priority. The Mural Lighting Grant Program will award grants to property owners as a reimbursement of funds in the range of \$20,000-\$50,000, for up to 75% of project costs, per mural. These grants will be awarded to property owners to cover costs associated with improving mural illumination such as design & permit fees, construction management, purchase and installation of luminaires, and modifications to existing façade lights that improve the quality of lighting for the murals.</p> <p>The Fall 2024 deployment stands to serve as a pilot launch informing the evolution of future grant cycles shaped through program feedback.</p>

DISCUSSION *(cont.)* This action provides the President & CEO the authority to enter into agreement with property owners in receipt of grant funding. The grants will be awarded in a manner consistent with the criteria and processes outlined in the Mural Lighting Grant program.

**M/WBE
Participation** TBD

ACTION ITEM	Authorize Procurement and Contract for Energy Transition Sector Database and Office District Positioning Strategy
SERVICE PLAN	2021-2025
Account Code	621.504
Budget & Year	\$46,000 2024
REQUEST	Not to exceed \$50,000
DESCRIPTION	Expenditure will help fund expert consulting services in support of developing a comprehensive database and positioning strategy for position Downtown Houston and the greater region as the premier destination for energy transition companies, consistent with the policy direction on Goal 4 of the Strategic Alignment Plan (SAP).
DISCUSSION	<p>The March Thrive Collaborative Committee focused on a 2024 goal: Advance a strategy with Greater Houston Partnership (GHP) to position Downtown Houston and the greater region as the premier destination for energy transition companies. In late 2022, DTH+ prompted GHP to develop a comprehensive inventory of energy transition to support this strategy. At the Committee meeting, Craig Rhodes (GHP’s VP, Regional Economic Development) and Gabe Roel Martinez (GHP’s Director of Research) shared an update on the research, including an overview of the 500+ companies in Houston that had been identified and which of those are in Downtown.</p> <p>A conversation with Tim Latimer (CEO of Fervo, a geothermal company based in Downtown) followed the update at the Thrive meeting. Latimer provided real-time feedback on the research, the opportunity to position Downtown as the “Silicon Valley of Energy Transition,” and walked the Committee through his site selection process.</p> <p>The Director of Planning & Economic Development as confirmed with the Research and Houston Energy Transition Initiative (HETI) teams at GHP that the best next steps are to refine the database and develop an office-focused positioning strategy to attract and retain energy transition companies to Houston. We determined DTH+ was well-positioned to lead this process in partnership with office district counterparts and GHP. The Energy Corridor and Metro National have confirmed their staffing and financial participation.</p>

DISCUSSION (cont.) Next steps include soliciting proposals from consulting firms to refine the database and develop a regional positioning strategy with a focus on moving HQs and meaningful office presence to Houston office districts.

DBE Participation TBD

PROJECT NAME	Market Square Park Kiosk Operator
PROJECT PLAN	Economic Development; Capital Improvements
REQUEST	Approve of the selected Market Square Park Kiosk operator, Petite Lucie, and authorize Economic Development staff to finalize and issue an operating agreement with the operator, Omar Pereney.
DESCRIPTION	<p>With the professional assistance of a Food & Beverage Consulting team - Emily Duram of JLL and Chris Tripoli, the District's previous consultant for Market Square Park and Trebly Park - the Downtown Houston+ Economic Development team conducted a competitive process to identify a new food service operator for the Market Square Park kiosk space. This process was led by Downtown Houston+ panel that included staff and board member participation.</p> <p>This was the second RFP process, following a solicitation process in November 2023 that did not yield qualified operators.</p> <p>The consultant team vetted proposals to ensure the panel reviewed concepts from operators with the operational and financial capacity to tenant the kiosk space. Of the six proposals received, the all-day cafe concept, Petite Lucie, owned by Omar Pereney (Love Croissant and Market Square Park Farmers Market Participating Vendor), emerged as the most qualified concept for future operations in the Market Square Kiosk.</p> <p>As part of this selection, the Capital Projects team will be making improvements to the kiosk. Planned Improvements will be subject to review by the DRA. Now that the design for the improvements has advanced, the Economic Development team is now able to negotiate and finalize an operating agreement with Petite Lucie.</p>

- PROJECT HISTORY** November 2023: Unsuccessful Kiosk Operator RFP #1
- February 2024: Consultants Engaged for Kiosk Operator RFP #2
- April 2024: Review of Proposals and In-Person Interviews
- May 2024: Selection of Petite Lucie as Future Operator
- June 2024: Capital Project's Team Began Design Process for Kiosk Improvements
- September 2024: Board Authorization to Advance Tenant Agreement with Petite Lucie
- 2025: Kiosk Opening
- ACTION:** Authorize the execution of an operating agreement with Petite Lucie for the Market Square Park Kiosk.
- CONTACTS** David Cisneros, Economic Development Manager
Cassie Hoeprich, Director of Planning & Economic Development
Brett DeBord, Director of Capital Projects & Operations

ACTION ITEM	Authorize additional 2024 expenditure with All American Poly for customized trash bags.
SERVICE PLAN	2021-2025
Account Code	828.255
Budget & Year	\$40,000 2024
REVISED REQUEST	Not to exceed \$55,000 (additional \$15,000 over prior authorization)
DESCRIPTION	This action allows the District to purchase customized blue trash bags and clear bags to be utilized for trash removal, tipping of trash receptacles and the curbside trash program to have ample supply to the end of the year.
DISCUSSION	Our inventory in the warehouse needs replenishing to supply the clean team and the curbside trash program subscribers' bags to the end of the year. There is a minimum of 2 pallets for each size and color which is causing the total cost of the authorization to increase.
M/WBE Participation	All American Poly is not a DBE. All American Poly was awarded the contract that included a DBE search and proposals.



DOWNTOWN HOUSTON+

STRATEGIC ALIGNMENT PLAN UPDATES

September 2024

GOAL 1



Champion major projects, initiatives and investments that improve Downtown.

1.1 Build and maintain cross-sector relationships with area leaders so that CHI can support, facilitate or lead on catalytic opportunities.

Highlight: Alongside DTH+, a group of experts from the local homelessness response ecosystem have crafted a strategic proposal to address the 2025 homelessness system funding shortfall. The Mayor's office has welcomed the approach which includes both short-and long-term key steps. In the short-term, \$60M is needed to maintain funding in 2025. The current strategy for addressing that funding shortfall is to work to have the City / County / philanthropic community each provide \$20M. It is expected that the City may request support from TIRZs, Management Districts, and other orgs to provide a significant share of its portion of funding. There is also a need to address the long-term recurring annual operating costs, potentially through a policy tool enabled by the State legislature or a local funding referendum. The partners designing the approach have aid of seasoned civic leaders to serve as the liaisons and fund raisers with the philanthropic community.

Participating Agencies:



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

Highlight: HDMD is leading a coalition with East Downtown Redevelopment Authority and Management District, Midtown Redevelopment Authority and Management District, and OST/Almeda Redevelopment Authority and Greater Southeast Management District in preparation of TxDOT's construction of three concrete caps over the newly realigned I-45. This coalition, named Houston United, is the opportunity to reintegrate our neighborhoods, provide greenspace and shade where they are sorely lacking, improve air quality and heat island conditions, and make it easier for travelers using all modes. HDMD is leading Houston United's joint application to the United States Department of Transportation for a Reconnecting Communities Pilot grant to financially support planning for the three caps.

Participating Agencies:



GOAL 2

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

2.7 Expand collaboration and explore novel approaches to maintain a low crime rate and make Downtown feel safe.

Highlight: In conjunction with Metro's new MetroNow initiative which aims to enhance the customer experience, DTH+ staff has been in discussions with Metro personnel on new initiatives focused on security and cleanliness of Metro's Rail platform stations. A cost proposal was provided to Metro for DTH+ to oversee the cleaning and security patrols at all Downtown rail station platforms along the Red, Green, and Purple lines. The proposed work scope includes daily cleaning and safety patrols in addition to weekly pressure washing.

Participating Agencies:



2.11 Prepare for and respond to emergencies.

Highlight: Finance and Operations have submitted a reimbursement request to FEMA for expenses related to debris removal and emergency preparedness costs incurred during both the May 16 derecho storm and Hurricane Beryl. FEMA's criteria is a 75% reimbursement for eligible expenses. The District has reported \$338,665 in eligible expenses, which will provide a grant of \$254,000 for reimbursement of those expenses. The District does not anticipate receipt of funds until 2025.

Participating Agencies:



GOAL 3

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

3.5 Partner with public and private property owners to beautify targeted corridors or block faces to improve connectivity.

Highlight: On August 29, staff kicked-off the Placemaking and Connectivity Action Plan's stakeholder engagement effort with the first meeting of the Public Realm Advisory Group. The Action Plan will be a six-month collaborative effort process with Downtown visionaries and place management partners to develop a strategic roadmap outlining improvements and connectivity enhancements to public spaces, including streets, parks, and plazas. The Action Plan will deliver implementation strategies, complete with budgets, timelines, and responsible entities, differentiating between strategies the Downtown District can achieve alone, those that can be achieved with partners, or by partners. The first open public engagement event for the project will be held on September 30th, 4-7 PM at Discovery Green.

Participating Agency:



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: In the month of August, staff completed the deployment of pedestrian counting sensors throughout Downtown. These physical counters will enable the collection of pedestrian traffic data at a more granular level, and accompanied by existing data sources such as Placer.ai, will allow the ability to count pedestrian flow, direction of travel, and provide insight more accurately into hourly, weekly and monthly trends. This pilot deployment includes the installation of ten strategically located counters in areas of known or presumed high pedestrian traffic, along Main Street and near Minute Maid Park to name a couple. The counters are discrete, battery-powered, and automatically transmit data via cellular connection.

Participating Agency:



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: In August, DTH+ submitted a formal bid to the International Downtown Association (IDA) to host their annual conference in either 2027 or 2028. Each year, the IDA annual conference brings 1200+ city building professionals to a different North American city to learn from one another and expand their ability to impact their local communities. Should Houston be selected as a future host city, it would provide the opportunity for Downtown to transform the perceptions of urban thought leaders from around the globe.

Participating Agencies:



4.11 Foster a thriving storefront economy, prioritizing recruitment efforts, where possible, to fill vacant properties that have favorable co-tenancy on key corridors.

Highlight: In partnership with HDMD, Downtown Houston+ has launched the Thrive Storefront Grant Program, made available to property owners and street-level retail businesses in Downtown. Eligible projects will enhance retail storefront conditions, promote pedestrian safety, and contribute to the overall vibrancy of Downtown's cityscape. The HDMD will support individual grants of up to \$50,000 for storefront projects located within the target areas surrounding Main Street, Market Square, and Trebly Park. A target goal of 5 grant projects will be selected by the end of Q4 2024. Project selections will be made by the HDMD Thrive Committee, with final approval to come from the Board of HDMD.

Participating Agency:



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: Over the past several months, the CHI Development Committee and DTH+ staff have collaborated to refine the organization's value proposition. This focused effort led to the creation of a book that elegantly communicates the value proposition through photos, key achievements, and significant past accomplishments. The book emphasizes the three central pillars: Champion, Connect, and Advance. The final draft of this comprehensive work is set to be presented to the CHI board on September 18th.

Participating Agency:



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

Highlight: During the year HDMD places paid advertising campaigns with three main goals: 1) promoting the Downtown residential lifestyle, 2) boosting event attendance, and 3) reaching key business decision makers. Advertising with *Realty News Report* reaches a focused audience of commercial real estate owners, developers, brokers, and lenders. The DTH+ ad campaign with popular *City Cast Houston* podcast was downloaded **54,312** times and its *Hey Houston* newsletter has **40K+** subscribers. A recent targeted e-blast partnership with this outlet was opened **1,205** times. *Houston Public Radio*, through **48** spots aired in Q2, reached **259,000** educated senior leaders who heard the ads an average of **3x**. Paid promotions on social media platforms build attendance at events like the Farmer's Market, reaching an audience of **500,000+** through digital ad partner placements. The majority of the Downtown Houston+ paid promotions in Q4 will heighten visibility for the new line-up of winter holiday activations launching this year.

Participating Agency:



Engagements

86,162

Total

Homeless Count

231

Average

Sidewalk Cleaning

4.17

Average

Garbage Disposed (Tons)

1188

Total

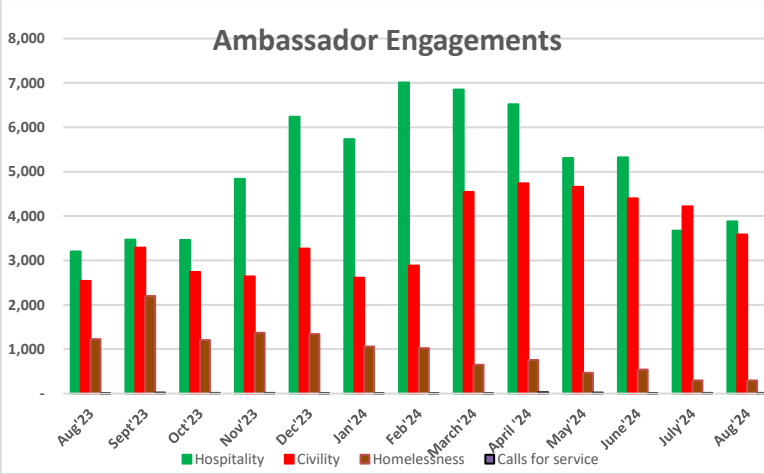
Reliability

88%

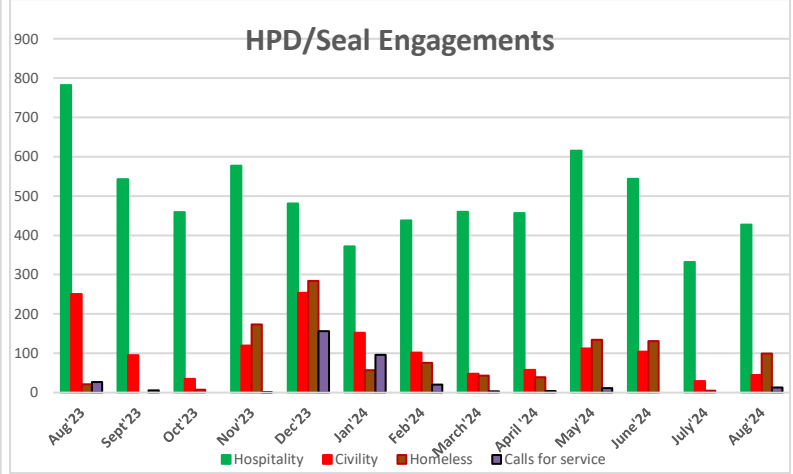
Average

Safety & Quality Control

Ambassador Engagements



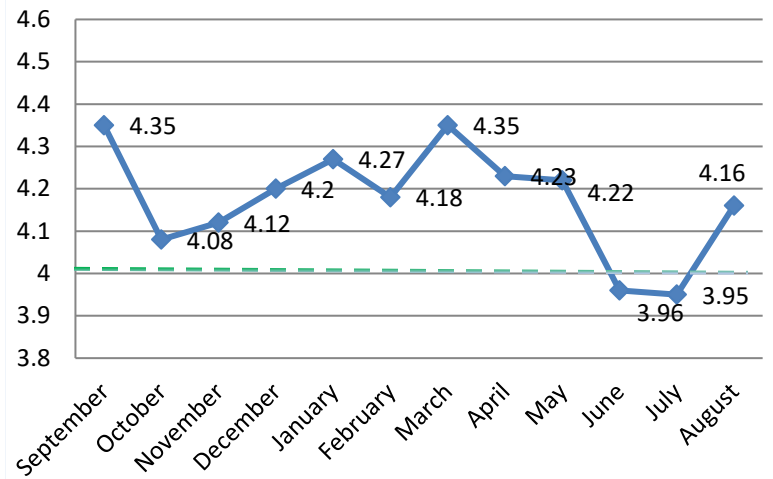
HPD/Seal Engagements



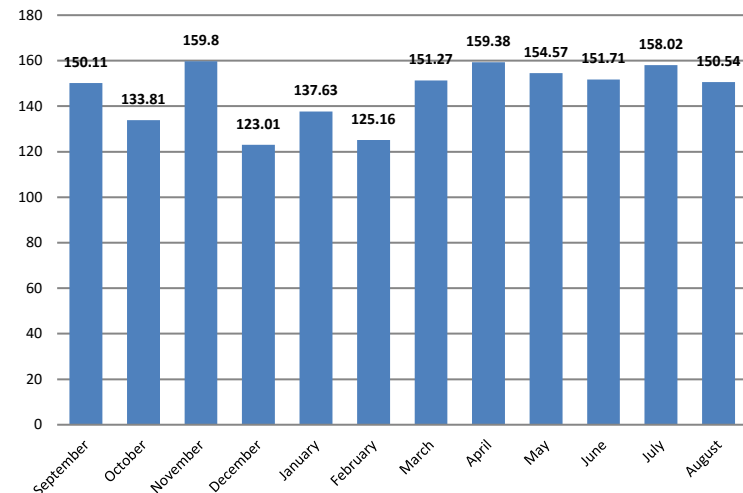
Homeless Count



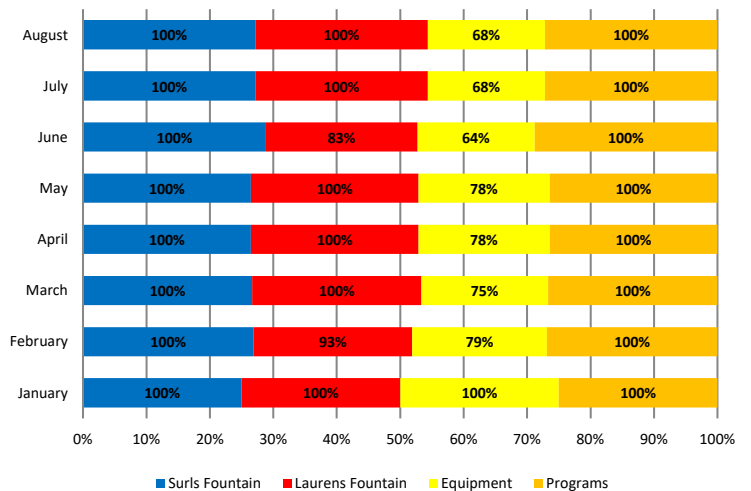
Sidewalk Cleaning



Garbage Disposed (Tons)



Reliability



ENGAGEMENT METRICS

/ AUGUST 2024



TOTAL REACH



TOTAL IMPRESSIONS



TOTAL FOLLOWERS



129K

504K

179K



9.94K

59.2K

173K

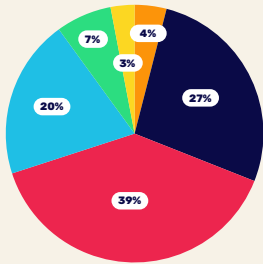


1.6M

143K

140K

SOCIAL



INSTAGRAM FOLLOWERS BY AGE RANGE

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

FOLLOWERS BY GENDER

66% FEMALE | 34% MALE



TOP CONTENT OF THE MONTH

HAPPY BIRTHDAY H-TOWN

65K VIEWS • 2.2K LIKES • 42 COMMENTS • 722 SHARES
70 SAVES • TOTAL REACH: 55K

WEBSITE

TOP 3 VIEWED PAGES

12,888

TUNNELS

Unique Visitors: 8,868
Views Per User: 1.6
Average Time: 54s

12,516

CALENDAR

Unique Visitors: 6,140
Views Per User: 2
Average Time: 45s

4,642

PARKING

Unique Visitors: 3,565
Views Per User: 1.5
Average Time: 30s

