



Board of Directors Meeting

October 8, 2026

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Presentation by Council Member Twila Carter

in-meeting presentation

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

September 10, 2026

THE STATE OF TEXAS §
§
COUNTY OF HARRIS §

The Board of Directors of the Houston Downtown Management District (the “District”) convened in person on September 10, 2026 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

Sean Alley	Antoinette “Toni” Jackson
David Anderson	Robbi Jones
Leslie Ashby	Roland Kennedy
Matt Asvestas	Spencer Lightsy
Kinder Baumgardner	Sean Liu
Genora Boykins	Ben Llana
Clay Crawford	Tiger Lyon
Marcus Davis	Nick Massad
Jacques D’Rovencourt	Kenny Meyer
Kelly Foreman	Anna Mod
Irma Galvan	Edna Ramos
Marian Harper	Frem Reggie
Stephen Hester	Joey Sanchez
C.C. Huang	Richard Torres
Angus Hughes	Reggie Wilson

All of the above were present, with the exception of Directors Alley, Anderson, Baumgardner, Davis, D’Rovencourt, Foreman, Harper, Hester, Liu, and Sanchez. Director Reggie departed the meeting at 12:50 PM.

Also present were Kris Larson, President/CEO; Allen Douglas, COO & General Counsel; Jana Gunter, Director of Finance; Kimberley Mickelson, Director of Law; and Brett DeBord, Scott Finke, Sandra Gonzalez, Cassie Hoeprich, Justin Jerkins, Allie Johnson, Amanda Marquez, Alyssa Mason, Jamie Perkins, Albert Sanchez, Sydney Sepulveda, and Ann Taylor, all with the District. Clark Lord with Greenberg Traurig, LLP attended as outside counsel. Guests included Captain Countryman and members of the Houston Police Department; Linda Trevino with METRO; Zia

Galt, guest of Director Lightsy; Shih-Shi Wu with Opic Oil, guest of Director Huang; David Fontas, a member of the community; Chris Pruszecki; and other members of the public.

WELCOME & QUORUM

Chair Ashby presided over the meeting and welcomed all directors, staff, and attendees, and invited guests in attendance to introduce themselves. Jamie Perkins served as Assistant Secretary in the absence of Secretary Harper. Quorum was established and the meeting began at 12:16 PM.

PUBLIC COMMENT

Chair Ashby asked if any persons wished to make a public comment to the Board. No members of the public came forward.

APPROVAL OF MINUTES

The Board considered approval of the August 13, 2026 minutes. Hearing no questions or corrections, Chair Ashby called for a motion to approve. The motion was moved by Director Hughes, seconded by Director Lightsy, and the August 13, 2026 board meeting minutes were approved as presented.

FINANCE AND ADMINISTRATIVE MATTERS

Review and Approval of Interim Financial Statements and Ratification of Expenditures for August 2026

Vice Chair Jones shared a slide deck summarizing the District's interim financial statements for the period ending August 31, 2026, along with the associated check registers. Hearing no questions or discussion, Chair Ashby called for a motion to approve. The motion was moved by Director Massad, seconded by Director Lightsy, and the August 2026 financial statements were approved and accepted and the expenditures for August 2026 were ratified as presented.

PROGRAM AUTHORIZATIONS

Operations, Maintenance & Safety

Renewal Agreement and Expenditure for Public Safety Program

Brett DeBord presented a request regarding the renewal agreement and expenditure for the District's public safety program, which supports the Flock cameras placed throughout Downtown. Directors were referred to a handout reflecting updates to the authorization request to the materials previously provided in the Board packet.

President Larson provided background on the District's relationship with Flock and HPD, affirming that the protection of public safety remains a priority for Downtown Houston+. He noted that HPD partners and their team were in attendance, including Captain Countryman. President Larson then shared an amended authorization with the board.

Captain Countryman answered questions from the Board and provided a brief synopsis of how the cameras have helped reduce crime Downtown and citywide. Chair Ashby noted that the amended authorization allows staff to meet with partners, including HPD, to negotiate an agreement while funding proceeds on a month-to-month basis for up to one year.

Following questions and discussion, Chair Ashby called for a motion to authorize staff leadership and counsel to negotiate an agreement with Flock Services and involved parties that will include protocols sufficient to address regular data provision and transparency, with funding proceeding on a month-to-month basis for up to one year, in an amount not to exceed \$144,000. The motion was moved by Vice Chair Jones, seconded by Director Hughes, and passed as amended.

Expenditures for Park Play Area

Mr. DeBord continued, presenting a request to approve agreements and expenditures for Market Square Park enhancements, including a park play area. Questions were raised and discussion ensued. Chair Ashby called for a motion to approve the agreements and expenditures, which was moved by Director Massad, seconded by Director Lightsy, and passed as presented.

PROJECT SPOTLIGHTS

Main Street Promenade Events Strategy

Amanda Marquez shared a presentation on the Main Street Promenade Events Strategy. There were no questions or discussion, and no action was required.

Cool, Connected Corridors Phase 2 / Precinct 2 Grant Implementation

Cassie Hoeprich and Sydney Sepulveda shared a presentation on Phase 2 of the Cool, Connected Corridors program and implementation of the Precinct 2 grant. Questions were raised and discussion occurred, with no action required.

HDMD AT A GLANCE: ORGANIZATION OVERVIEW, STRUCTURE & GOALS

President Larson shared a presentation providing an overview of the District's organization, structure, and goals, and led a discussion with the Board. He noted the upcoming Board Orientation on September 22, 2026. Albert Sanchez distributed a flyer for the State of Downtown, and Directors were provided a survey card and encouraged to participate. No action was required.

STRATEGIC ALIGNMENT UPDATES + DASHBOARDS

President Larson did not review the Strategic Alignment updates with the Board and instead referred Directors to the materials previously provided in the Board packet. No action was required.

OTHER BUSINESS & ADJOURNMENT

Chair Ashby asked if there were any other matters the directors wished to bring before the Board.

Hearing no further business, Chair Ashby announced that the next Board Meeting is scheduled for Thursday, October 8, 2026 at 12:00 PM, and that the State of Downtown/Annual Meeting will be held on Thursday, October 29, 2026 at 12:00 PM at the 713 Music Hall. The meeting was adjourned at 1:33 PM.

Jamie Perkins, Assistant Secretary
Houston Downtown Management District

CHECK REGISTER

September 2026

- Total checks issued were \$1.1 million
 - Central Houston, Inc. - \$307K - admin contractor
 - BSREPII Houston Office Rusk Owner - \$250K - assessment refund
 - Seal Security Solutions, LLC - \$118K - contract services
 - Finger FSC Crawford, Ltd - \$99K - DLI rebate
 - Blazek & Vetterling LLC - \$41K - annual audit and two federal grant single audits
 - The Harris Center for Mental Health - \$23K - contract services
 - BIII GStreet LLC - \$22K - 1313 Main rent

Houston Downtown Management District

Check register

September 2026

Date	Vendor	Amount
9/2/2026	VEN-01111--Branden Fowler	300.00
9/2/2026	VEN-01111--Branden Fowler	200.00
9/2/2026	VEN-01108--JPMC Next - HDMD CC Payment	18,626.29
9/9/2026	VEN-01054--Anaafi Brown Sakyi-Addo Jr	100.00
9/9/2026	VEN-00324--Associated Landscape Services LLC	10,226.57
9/9/2026	VEN-00404--AT&T	1,375.37
9/9/2026	VEN-00016--Bartlett Tree Experts	530.00
9/9/2026	VEN-01113--Blazek & Vetterling LLC	41,079.00
9/9/2026	VEN-01111--Branden Fowler	200.00
9/9/2026	VEN-00525--Brandon Kpotie	780.00
9/9/2026	VEN-00526--Charles Franklin	780.00
9/9/2026	VEN-00569--Christina LaFour	260.00
9/9/2026	VEN-00519--David Russell	260.00
9/9/2026	VEN-00327--DirecTV	119.98
9/9/2026	VEN-00081--Hamilton Plumbing Services	510.00
9/9/2026	VEN-00082--Hardy & Hardy	4,400.00
9/9/2026	VEN-00086--Home Depot Credit Services	109.00
9/9/2026	VEN-00532--Ivan Sosa-Castillo	780.00
9/9/2026	VEN-00520--Jennifer Kennedy	668.00
9/9/2026	VEN-00595--Joe O'Neal	780.00
9/9/2026	VEN-00146--Lincoln Colwell	1,830.00
9/9/2026	VEN-00147--Lone Star Flags	4,417.00
9/9/2026	VEN-00523--Marcus Labbe	520.00
9/9/2026	VEN-01060--Miguel Angel Veloz - Aruba	300.00
9/9/2026	VEN-00529--Moises Alfaro	1,560.00
9/9/2026	VEN-00170--Moonstar Cinema Services	735.30
9/9/2026	VEN-00178--One Market Square Phase I	1,200.00
9/9/2026	VEN-00179--Orkin	222.82
9/9/2026	VEN-01050--Skyler Scholtes	200.00
9/9/2026	VEN-00318--STERLING EXPRESS SERVICES	35.00
9/9/2026	VEN-00245--Swank Motion Pictures	785.00
9/9/2026	VEN-00260--The Harris Center For Mental Health and IDD	22,541.67
9/9/2026	VEN-00504--Today's Landscape	3,162.98
9/9/2026	VEN-00271--Touch Agree Property	3,972.60
9/9/2026	VEN-00279--TXU Energy	13,962.16
9/11/2026	VEN-01042--Houston Barricades and Supply LLC	7,318.00
9/14/2026	VEN-00032--Central Houston, Inc	306,553.63
9/15/2026	VEN-00868--1818 Hamilton LTD	734.45
9/15/2026	VEN-00713--Block 97 Owner LLC	16,511.32
9/15/2026	VEN-00767--BSREP II HOUSTON OFFICE RUSK OWNER LLC	250,420.62
9/15/2026	VEN-00495--Linebarger Goggan Blair & Sampson, LLP	2,207.67

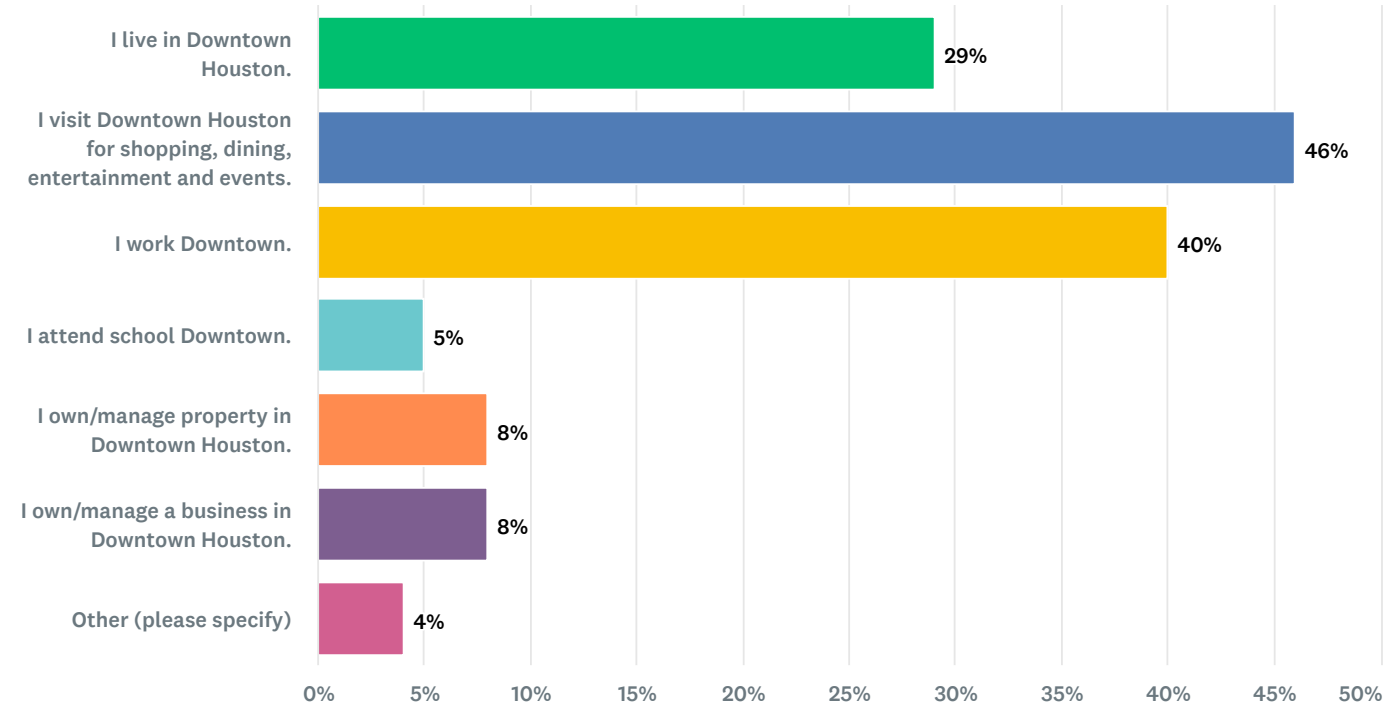
9/15/2026	VEN-00289--UTS, LLC	4,065.88
9/16/2026	VEN-00016--Bartlett Tree Experts	3,407.00
9/16/2026	VEN-00334--Brett DeBord	456.30
9/16/2026	VEN-00044--Crest Printing	2,145.00
9/16/2026	VEN-00784--DOGGETT WAREHOUSE SOLUTION	1,344.25
9/16/2026	VEN-00625--Finger FSC Crawford, Ltd	99,458.00
9/16/2026	VEN-00082--Hardy & Hardy	3,550.00
9/16/2026	VEN-00219--Seal Security Solutions, LLC	117,764.00
9/16/2026	VEN-00785--Talon Construction LLC	17,400.00
9/16/2026	VEN-00251--Texas Outhouse	614.41
9/18/2026	VEN-00403--AARON HERNANDEZ	387.59
9/18/2026	VEN-00380--ABC Home & Commercial services	154.42
9/18/2026	VEN-00497--BIII GStreet LLC	22,067.62
9/18/2026	VEN-00525--Brandon Kpotie	780.00
9/18/2026	VEN-00425--Centra 417 San Jacinto LLC	3,125.00
9/18/2026	VEN-00526--Charles Franklin	780.00
9/18/2026	VEN-00331--City Of Houston - HPARD	835.24
9/18/2026	VEN-00519--David Russell	260.00
9/18/2026	VEN-00337--DUSTIN L MCCARTNEY	987.75
9/18/2026	VEN-00323--Gulf Coast Pavers, Inc	18,750.00
9/18/2026	VEN-00081--Hamilton Plumbing Services	1,315.02
9/18/2026	VEN-00102--Incontrol Construction LLC	20,683.76
9/18/2026	VEN-00532--Ivan Sosa-Castillo	520.00
9/18/2026	VEN-00527--Jacob Pena	260.00
9/18/2026	VEN-00520--Jennifer Kennedy	646.00
9/18/2026	VEN-01116--Jesse Ramos	520.00
9/18/2026	VEN-00595--Joe O'Neal	1,040.00
9/18/2026	VEN-00502--John Mills-McCoin	350.00
9/18/2026	VEN-01027--Joshua Garcia Esparza	260.00
9/18/2026	VEN-01117--Justin Jerkins	253.51
9/18/2026	VEN-01118--La Diabla Retro Bar	10,000.00
9/18/2026	VEN-00523--Marcus Labbe	520.00
9/18/2026	VEN-00159--Maurice Duhon Jr	350.00
9/18/2026	VEN-00529--Moises Alfaro	1,040.00
9/18/2026	VEN-00179--Orkin	179.83
9/18/2026	VEN-01122--Peterson Scharck & Associates	625.00
9/18/2026	VEN-00185--Pfeiffer & Son, LTD.	16,304.28
9/18/2026	VEN-00790--Premier Wireless	49.00
9/18/2026	VEN-01055--Ricardo Rodriguez-Arroyo	200.00
9/18/2026	VEN-00218--Scott Finke	80.10
9/18/2026	VEN-00247--Synlawn Houston	2,660.97
9/18/2026	VEN-00271--Touch Agree Property	2,598.40
9/18/2026	VEN-00429--TriMark Strategic	534.00
9/18/2026	VEN-00534--Vestis Group, Inc	246.91

9/18/2026	VEN-00299--We 68 LLC	5,414.65
9/24/2026	VEN-01121--Golden Quadrilateral LLC - Little Dipper	8,011.27
9/25/2026	VEN-00044--Crest Printing	138.00
		<u>1,094,407.59</u>

ACTION ITEM	Authorize expenditures for 2026 professional Tax Collector/Assessor services.
SERVICE PLAN	2026-2035
Account Code	915.600
Budget & Year	2027 \$60,000
REQUEST	Not to exceed \$60,000
DESCRIPTION	For the past several years, Utility Tax Services (UTS) has acted as assessor/collector of the District's annual assessments. In this capacity, the services include: 1) preparing and maintaining a base year assessment roll; 2) noticing property owners of public hearings concerning the initial and supplemental assessment rolls and representing the District at public hearings; 3) preparing and mailing annual assessment bills; and 4) collecting assessments.
DISCUSSION	The District entered into a perpetual contract with Utility Tax Services in 2023 <i>(with option to terminate given 30-days prior written notice)</i>. HCAD began certifying 2026 property valuations in September with assessment invoices set to be mailed in November. The District requires the assessor-collector services to participate in: 1. preparing/maintaining the assessment roll; 2. noticing property owners of public hearings concerning the initial and/or supplemental assessment rolls <i>(if any, and as needed)</i>; 3. preparing/sending invoices to District taxpayers for the 2026 tax year Assessment roll; and 4. collecting assessments.
DBE Participation	Individuals wishing to provide assessor/collector services to special districts must be licensed by and registered with the Texas Board of Tax Professional Examiners. Utility Tax Services is not certified as a DBE.

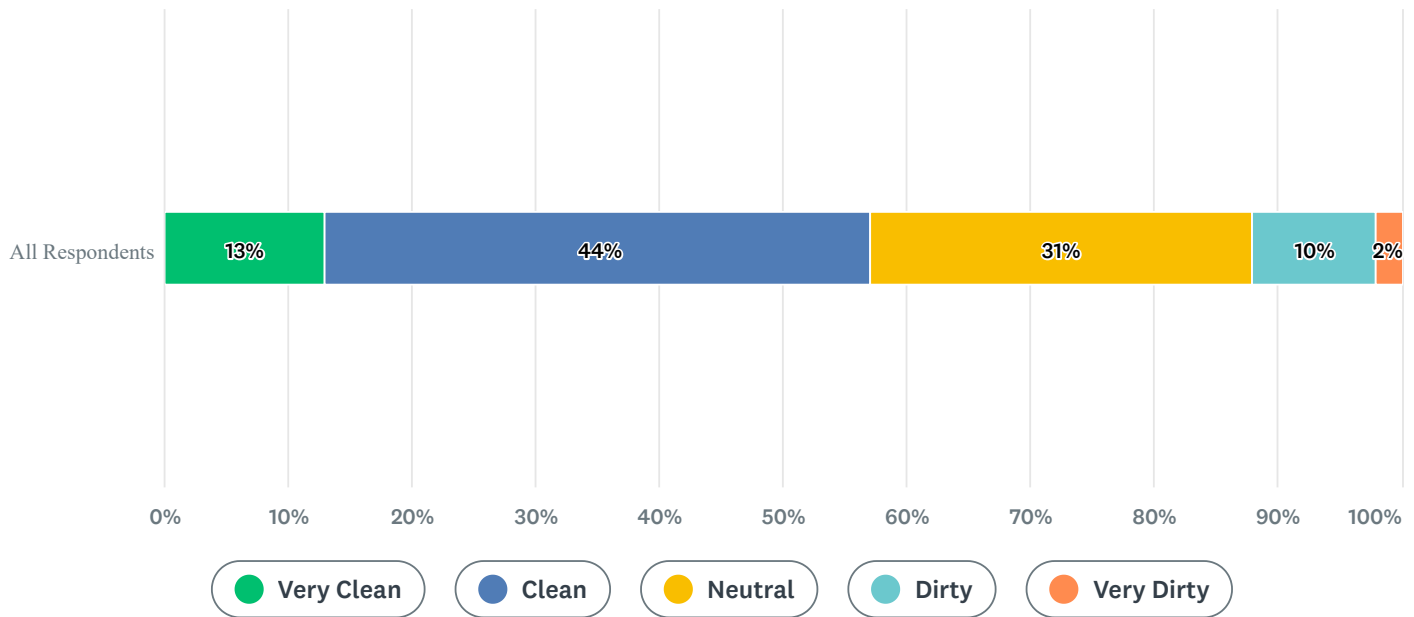
Q1 1026 responses

Which of the following BEST characterizes your primary interest(s) in Downtown Houston? (Select all that apply) (Required)

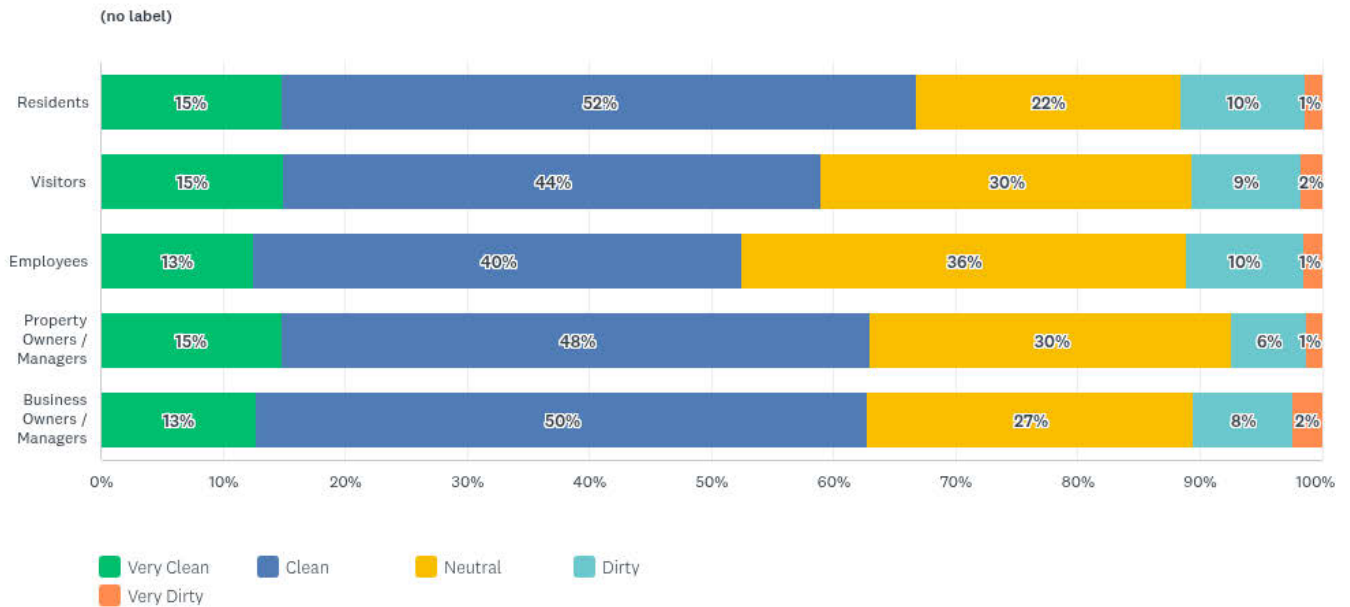


Q2 1022 responses

How would you describe the cleanliness of Downtown?

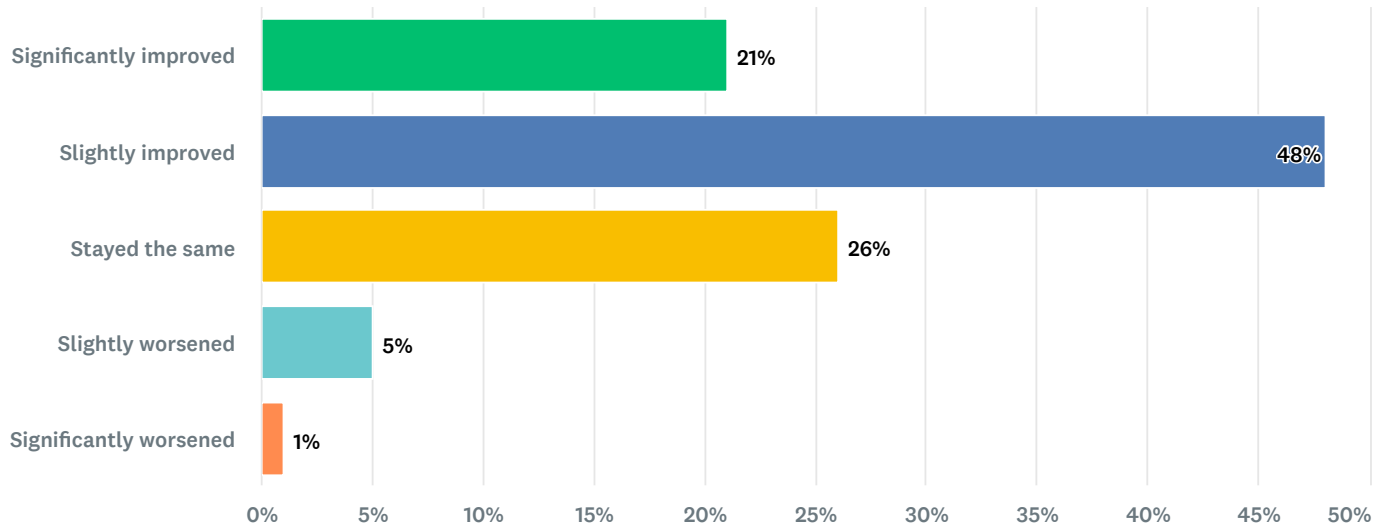


Q2 How would you describe the cleanliness of Downtown?

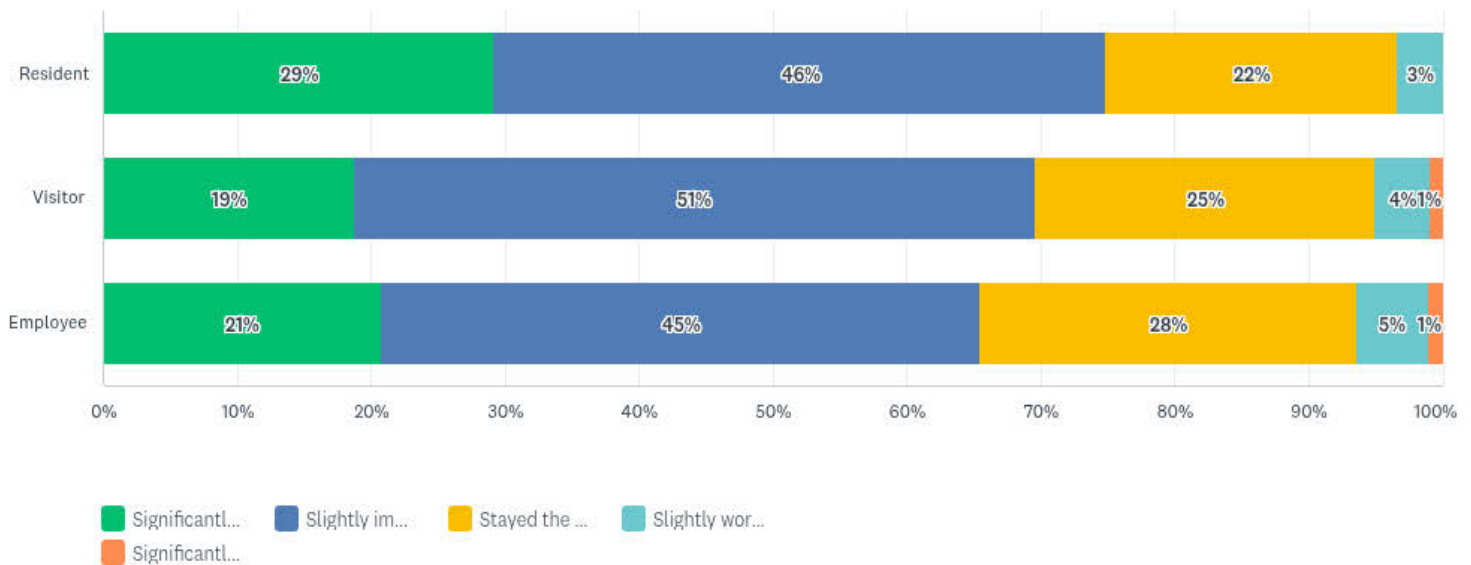


Q3 1025 responses

In your opinion, has cleanliness in Downtown Houston improved or worsened compared to one year ago?

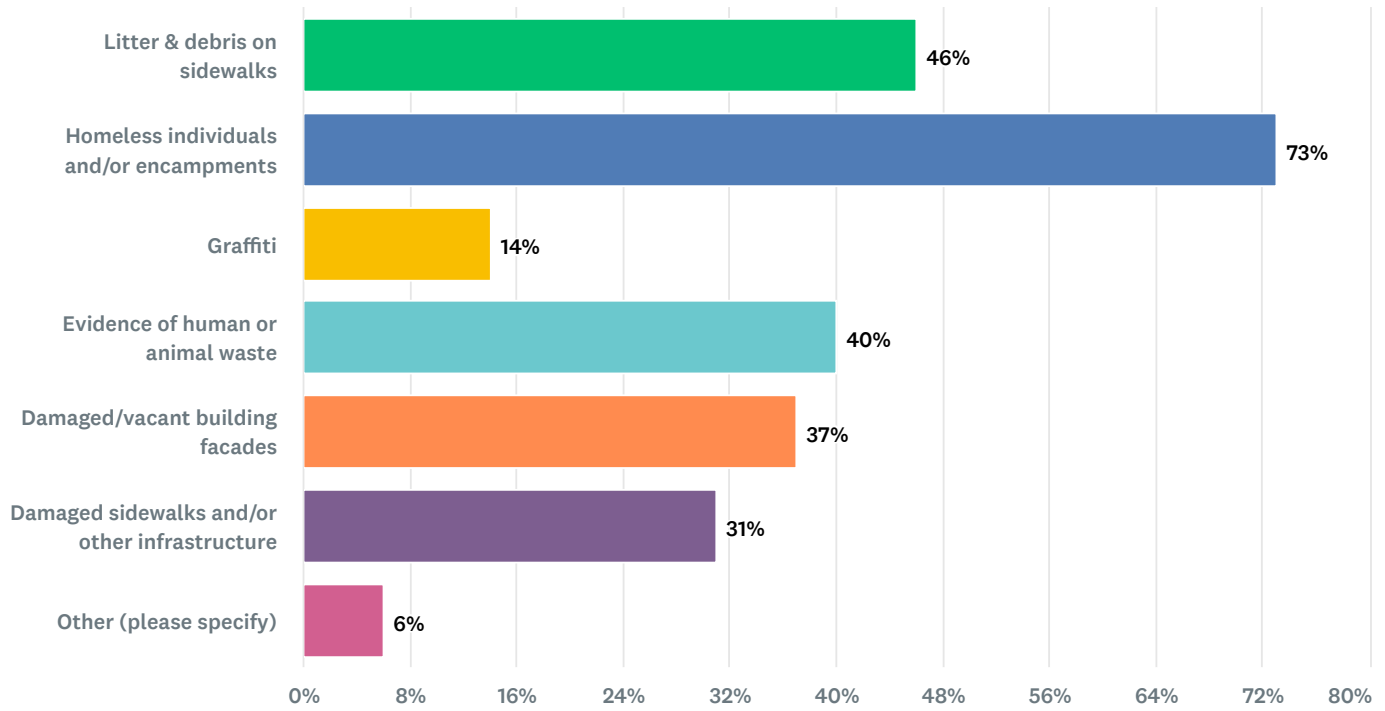


Q3 In your opinion, has cleanliness in Downtown Houston improved or worsened compared to one year ago?

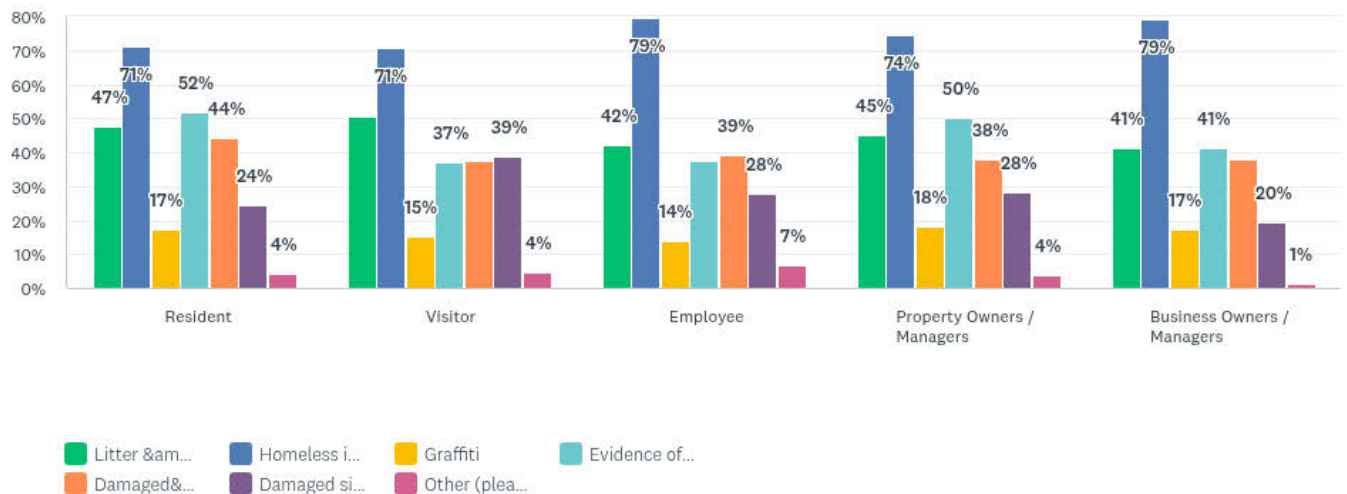


Q4 1026 responses

What are the top 3 factors negatively influencing your perception of cleanliness in Downtown Houston? (Select Up to 3)

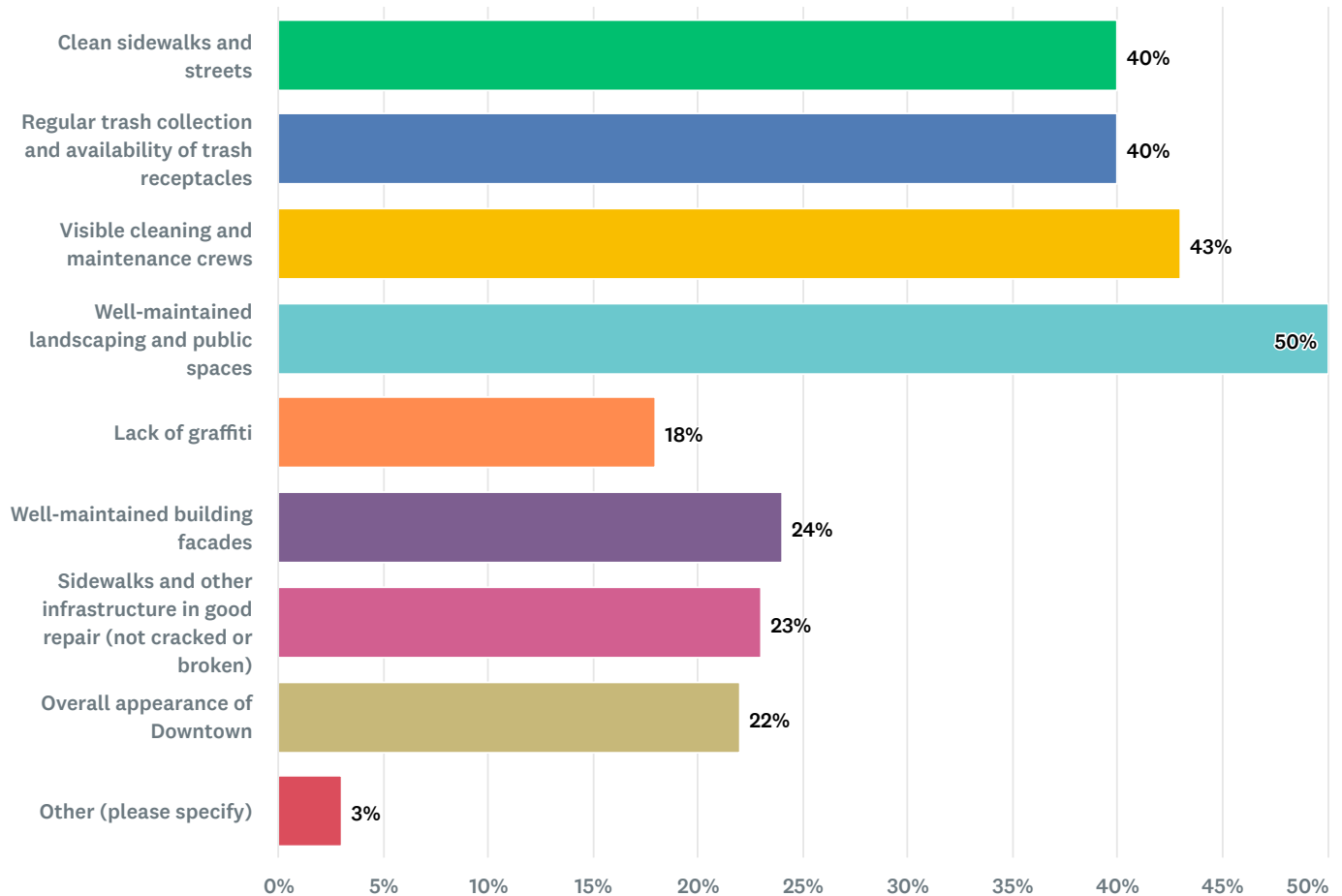


Q4 What are the top 3 factors negatively influencing your perception of cleanliness in Downtown Houston? (Select Up to 3)

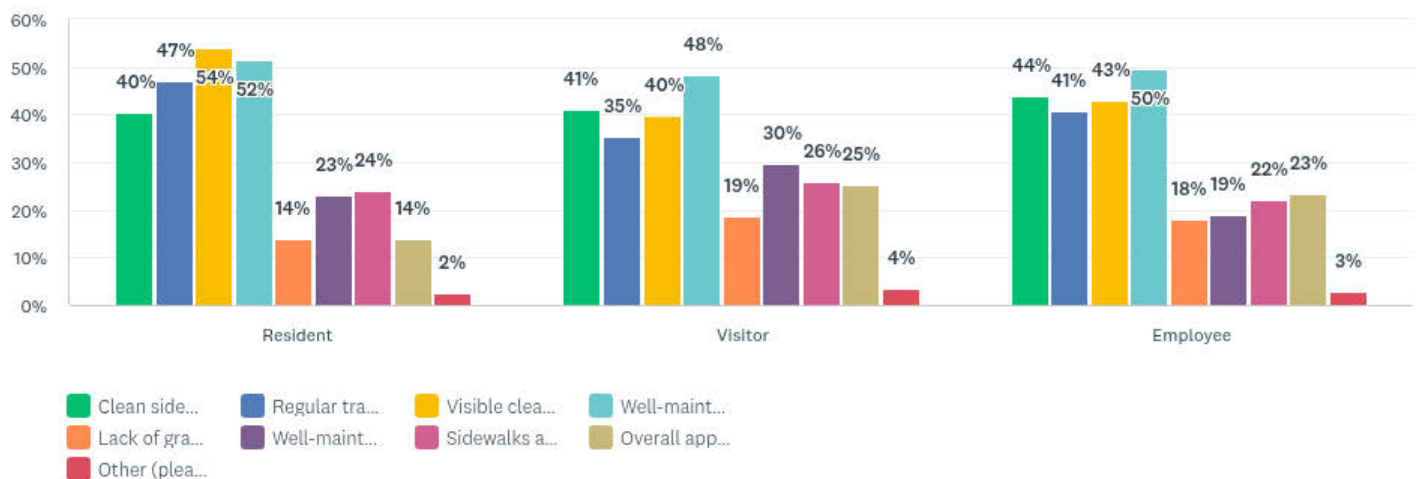


Q5 1026 responses

What are the top 3 factors positively influencing your perception of cleanliness in Downtown Houston? (Select Up to 3)

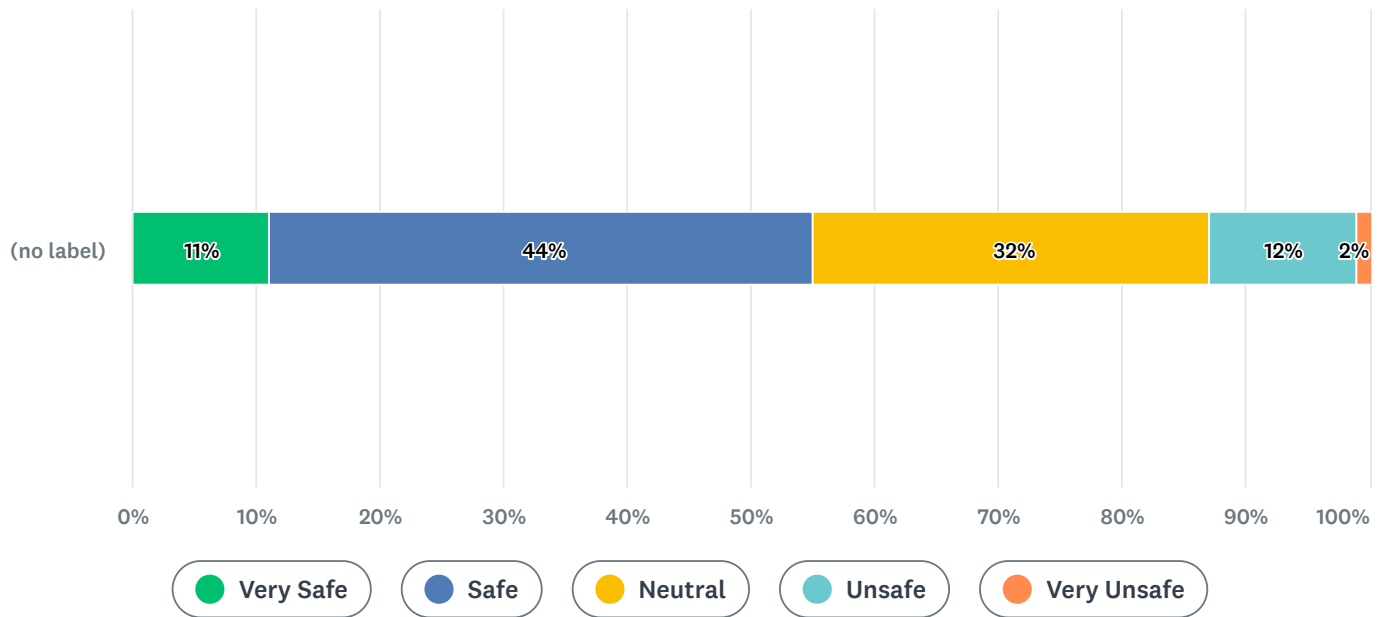


Q5 What are the top 3 factors positively influencing your perception of cleanliness in Downtown Houston? (Select Up to 3)

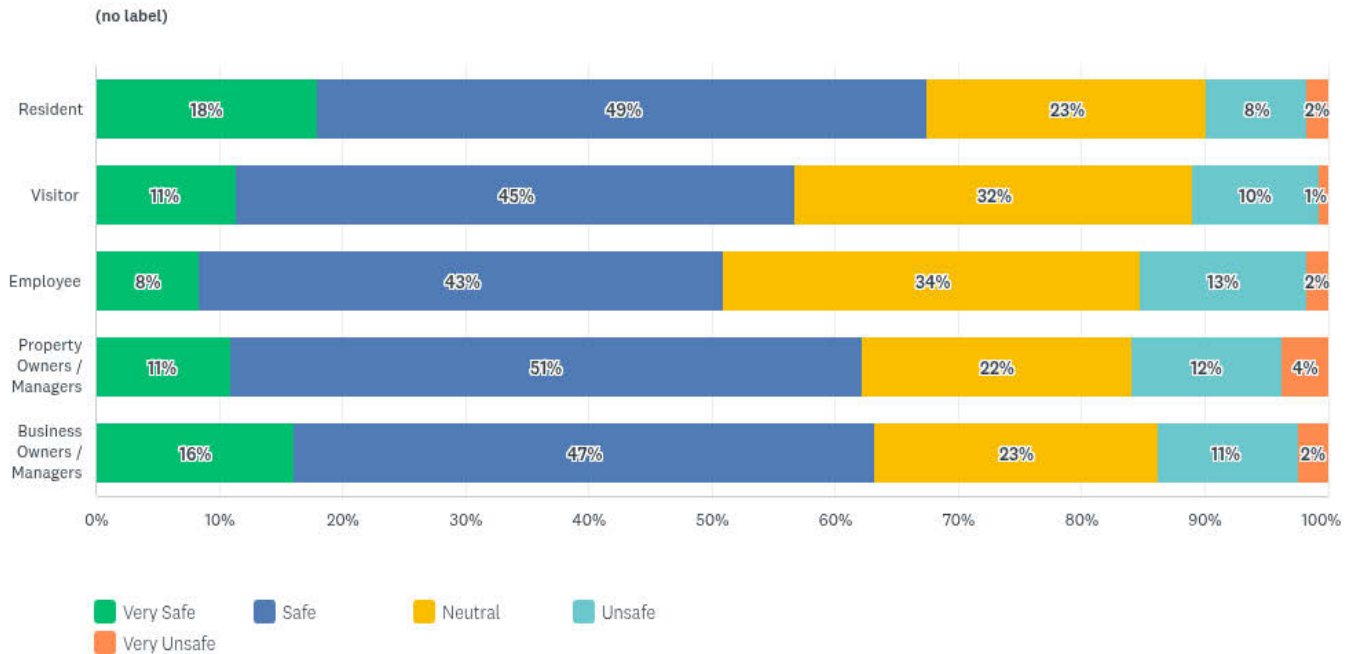


Q6 1025 responses

How safe do you feel Downtown?

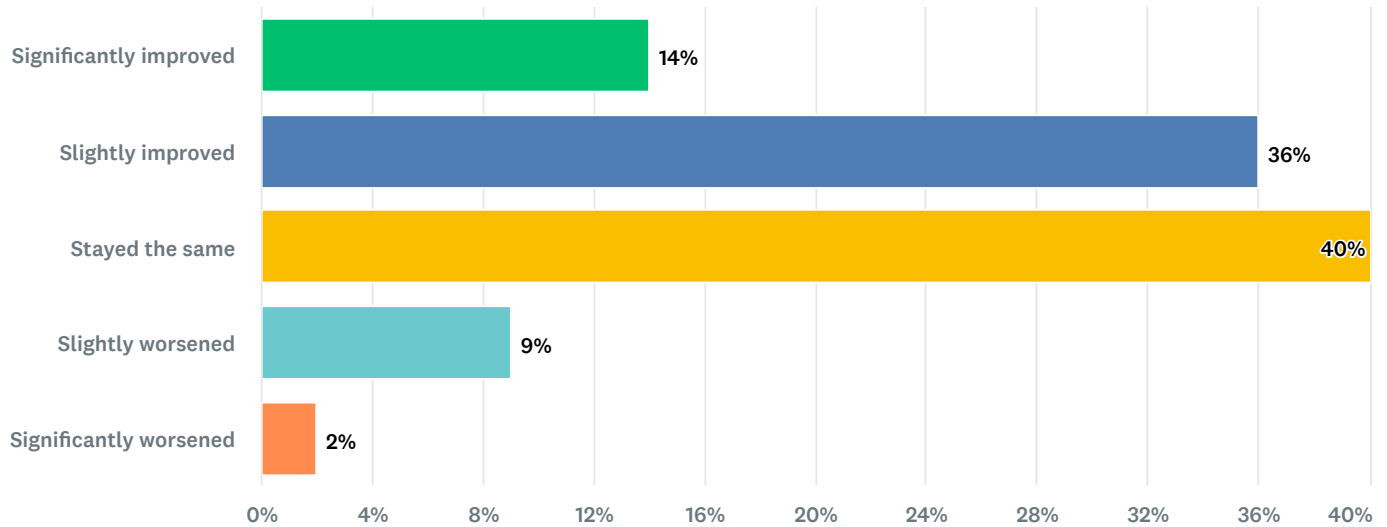


Q6 How safe do you feel Downtown?

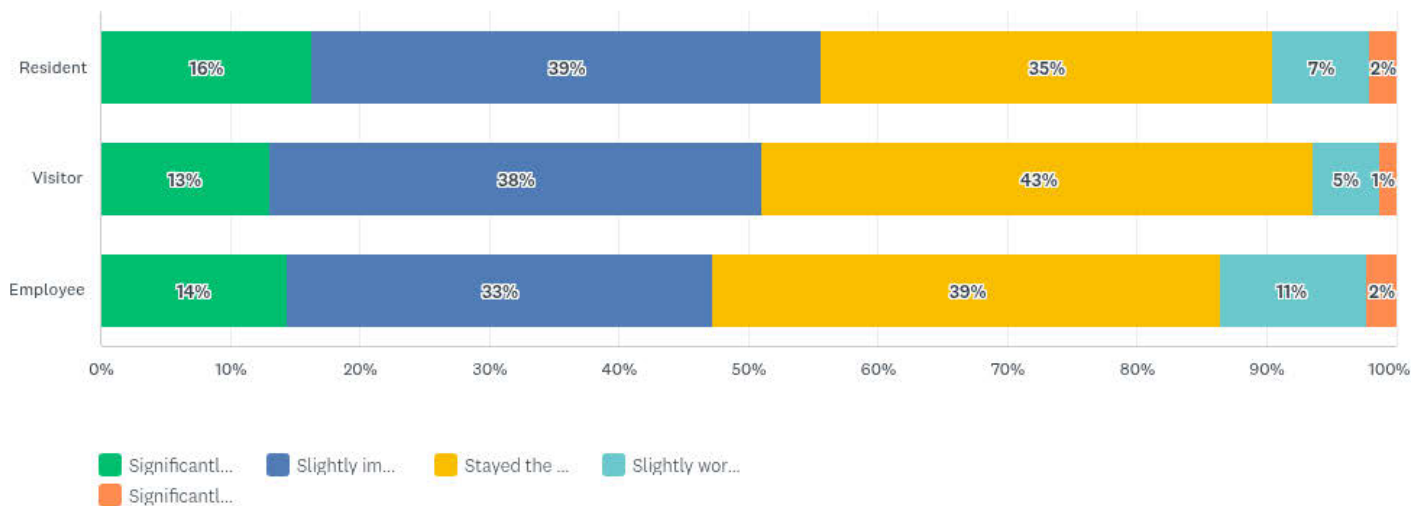


Q7 1025 responses

Has your perception of safety in Downtown Houston improved or worsened compared to one year ago?

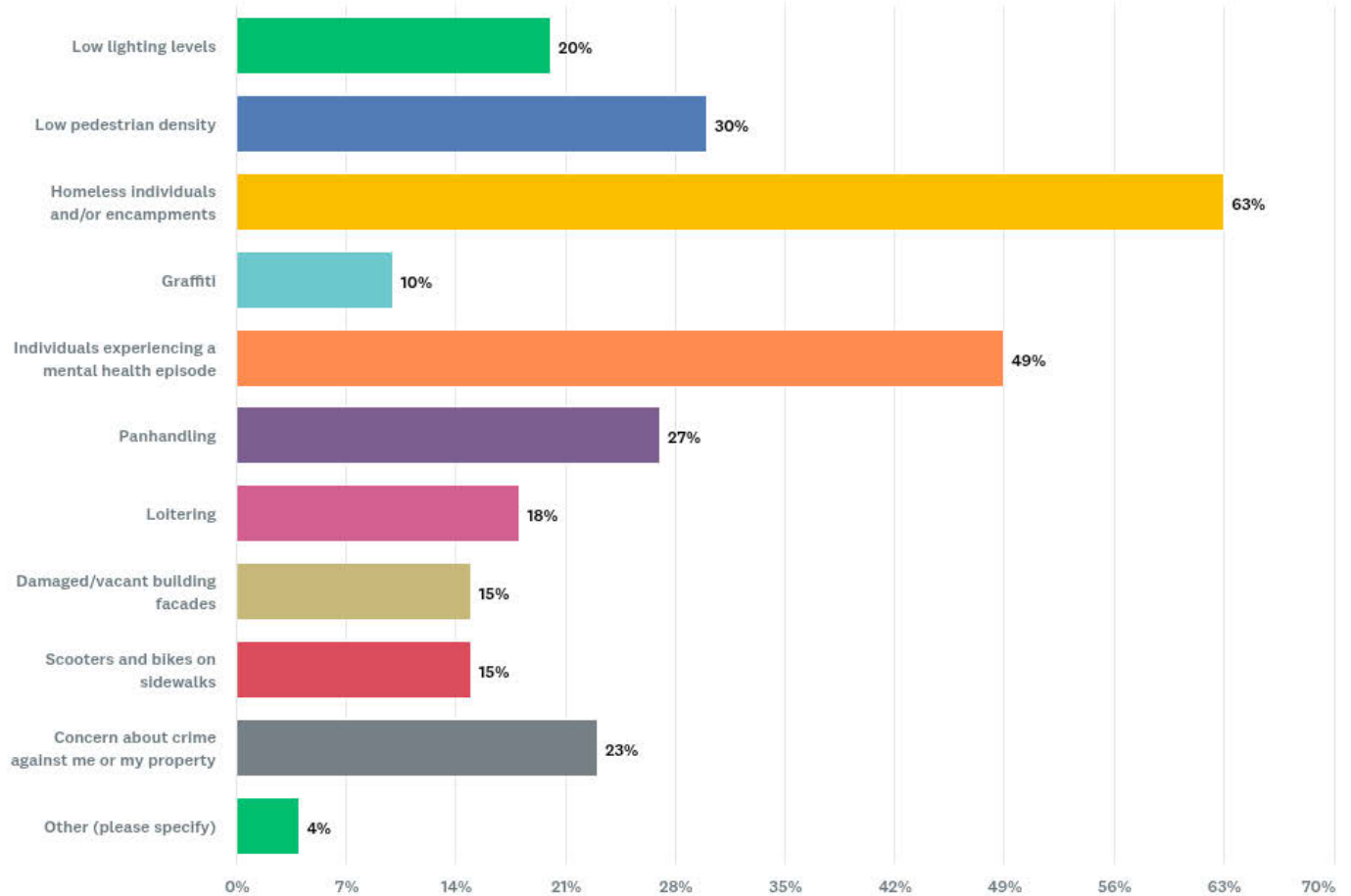


Q7 Has your perception of safety in Downtown Houston improved or worsened compared to one year ago?

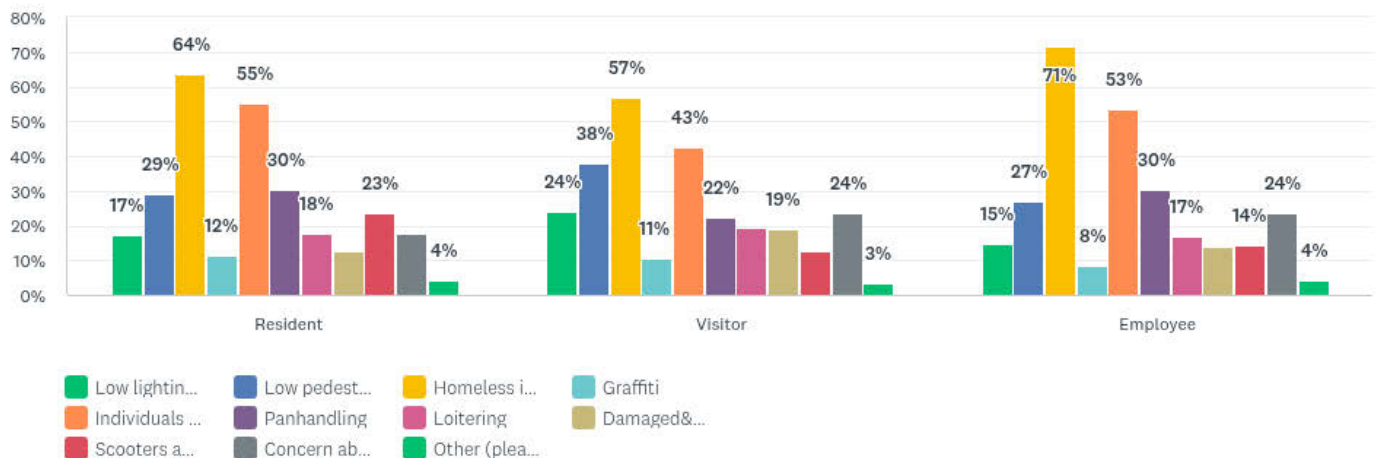


Q8 1026 responses

What are the top 3 factors negatively influencing your perception of safety in Downtown Houston?
(Select Up to 3)

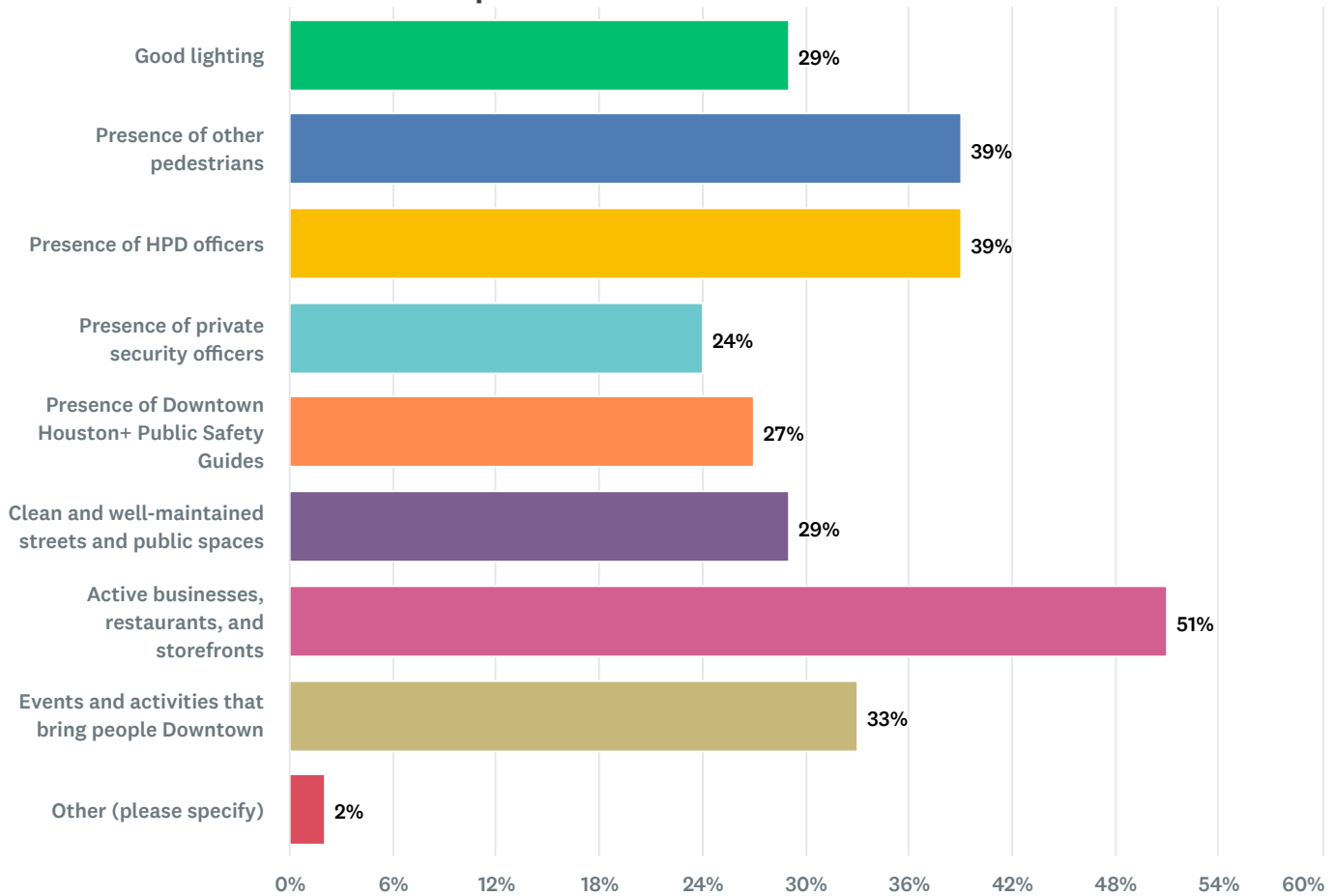


Q8 What are the top 3 factors negatively influencing your perception of safety in Downtown Houston? (Select Up to 3)

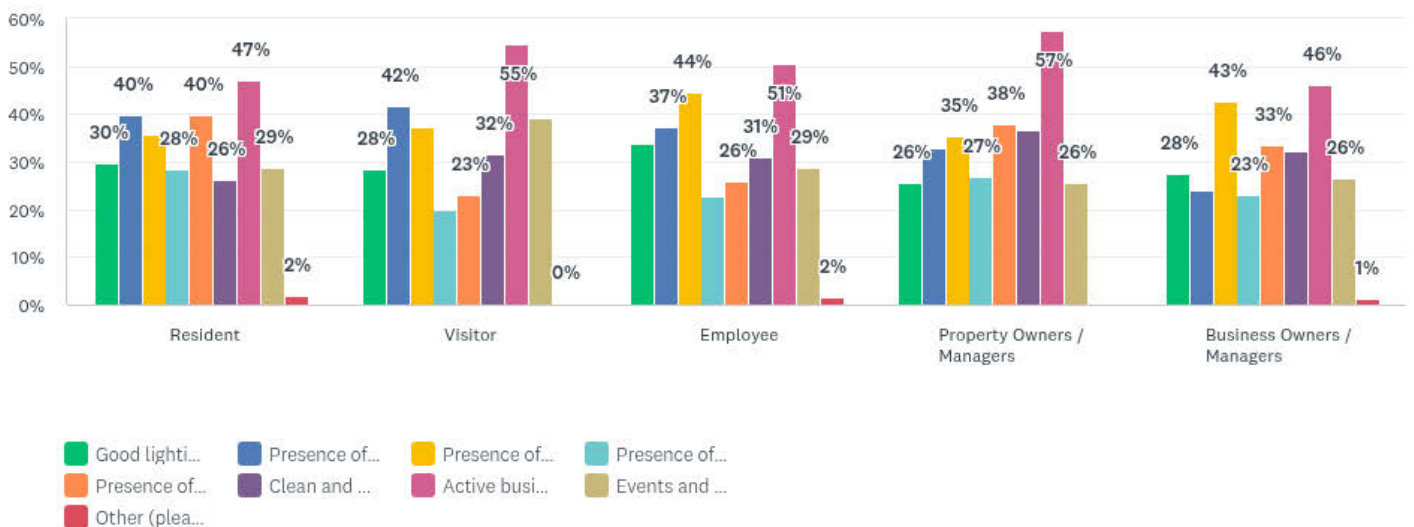


Q9 1026 responses

What are the top 3 factors positively influencing your perception of safety in Downtown Houston? (Select Up to 3)

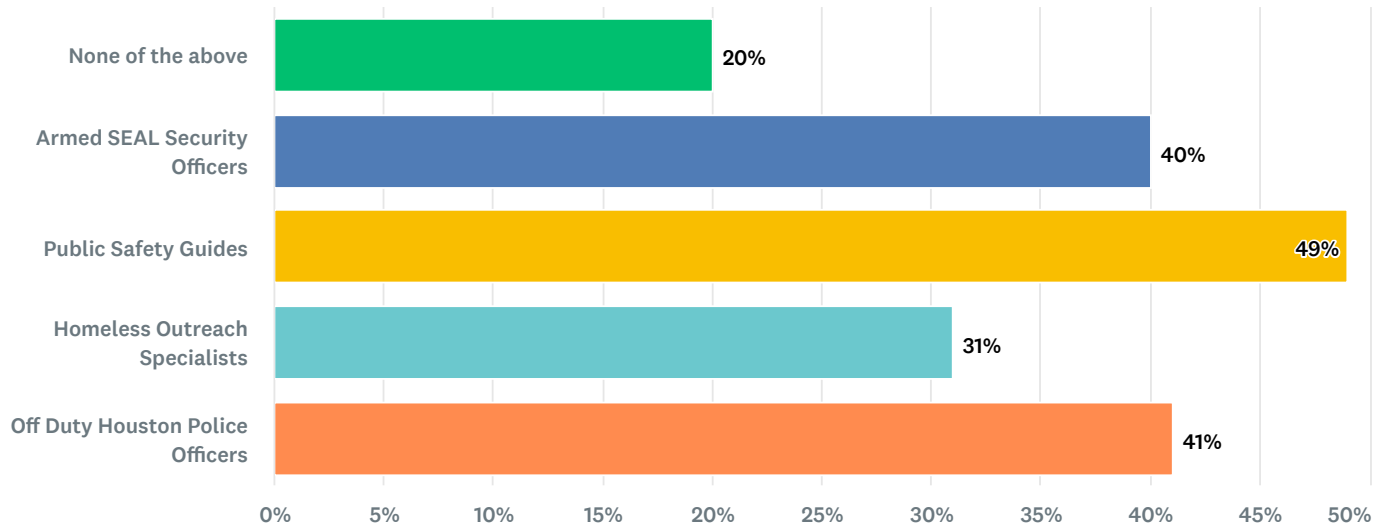


Q9 What are the top 3 factors positively influencing your perception of safety in Downtown Houston? (Select Up to 3)

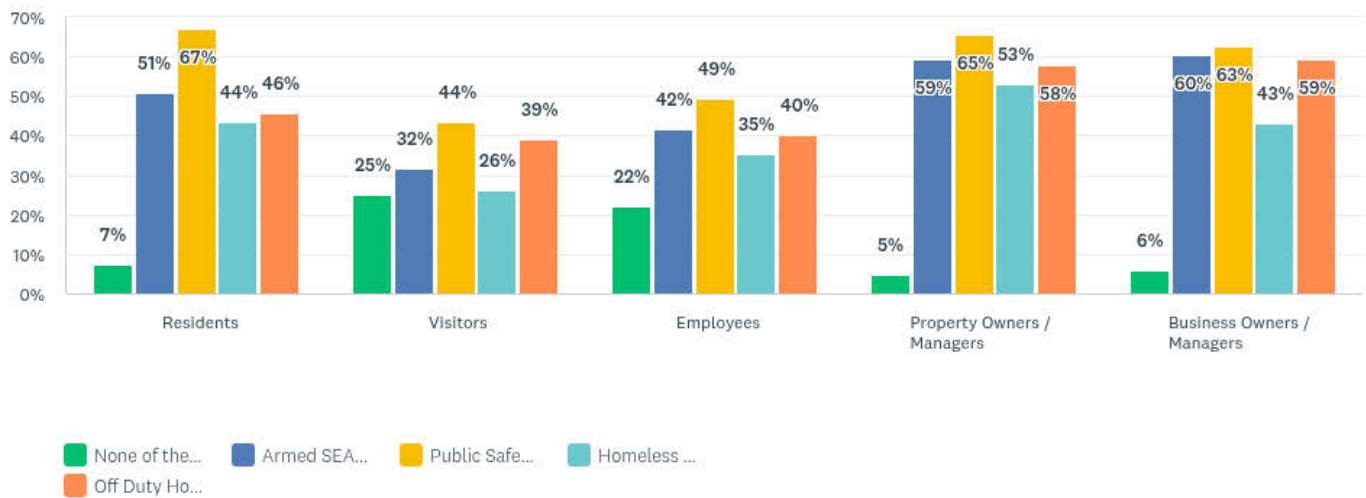


Q10 1022 responses

Of the Downtown Houston+ public safety services pictured below, which were you aware of, prior to taking this survey? (Select all that apply)

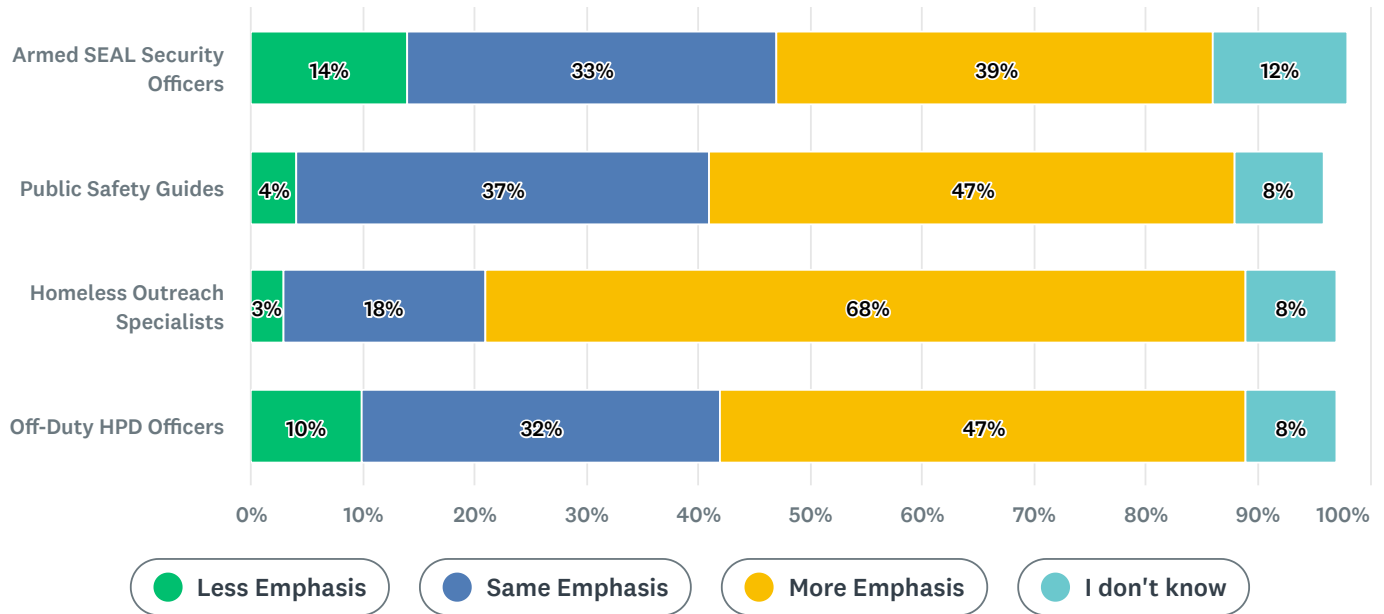


Q10 Of the Downtown Houston+ public safety services pictured below, which were you aware of, prior to taking this survey? (Select all that apply)



Q11 1025 responses

In your opinion, how much emphasis should be placed on each component of Downtown Houston's security program moving forward?

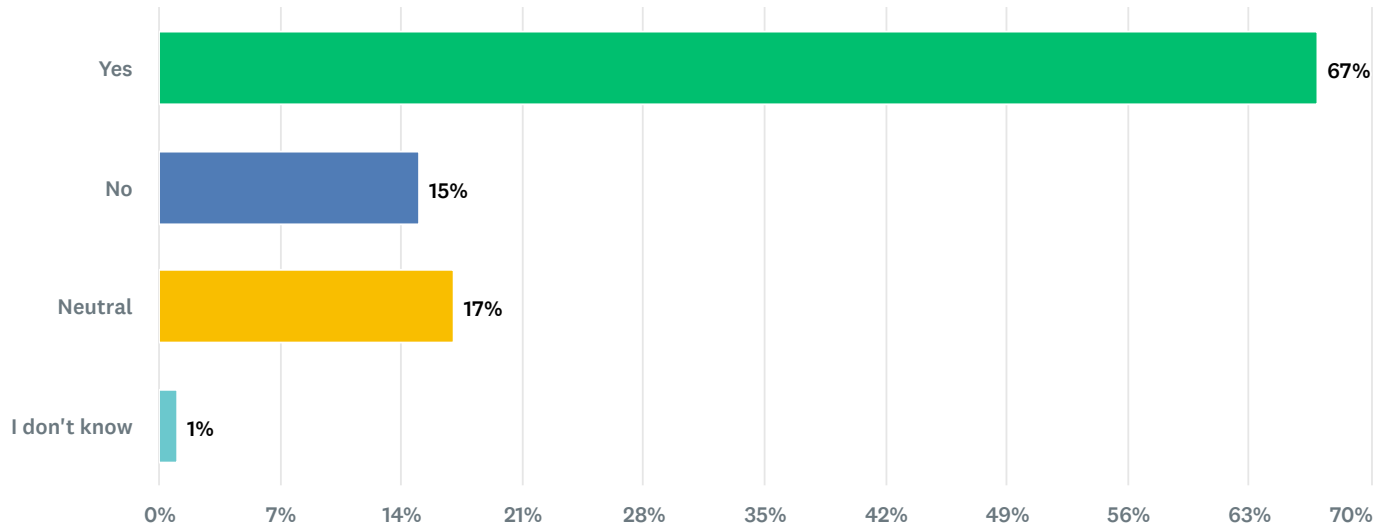


Q11 In your opinion, how much emphasis should be placed on each component of Downtown Houston's security program moving forward?

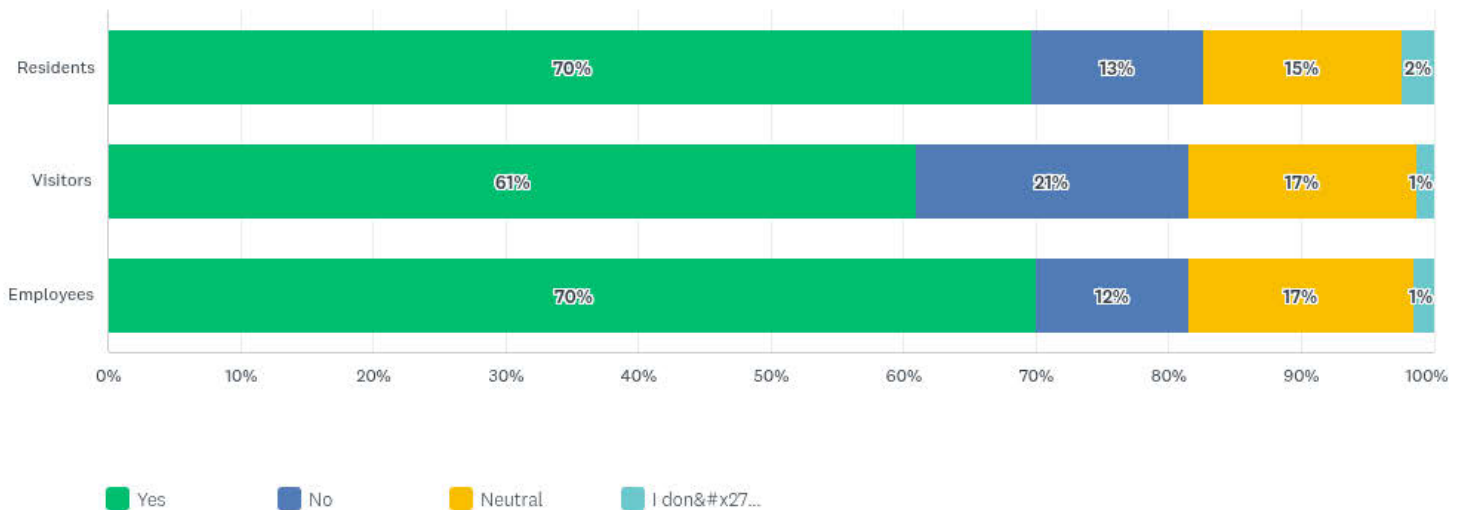


Q12 1023 responses

Does the presence of armed security personnel increase your feeling of safety? (Select one)

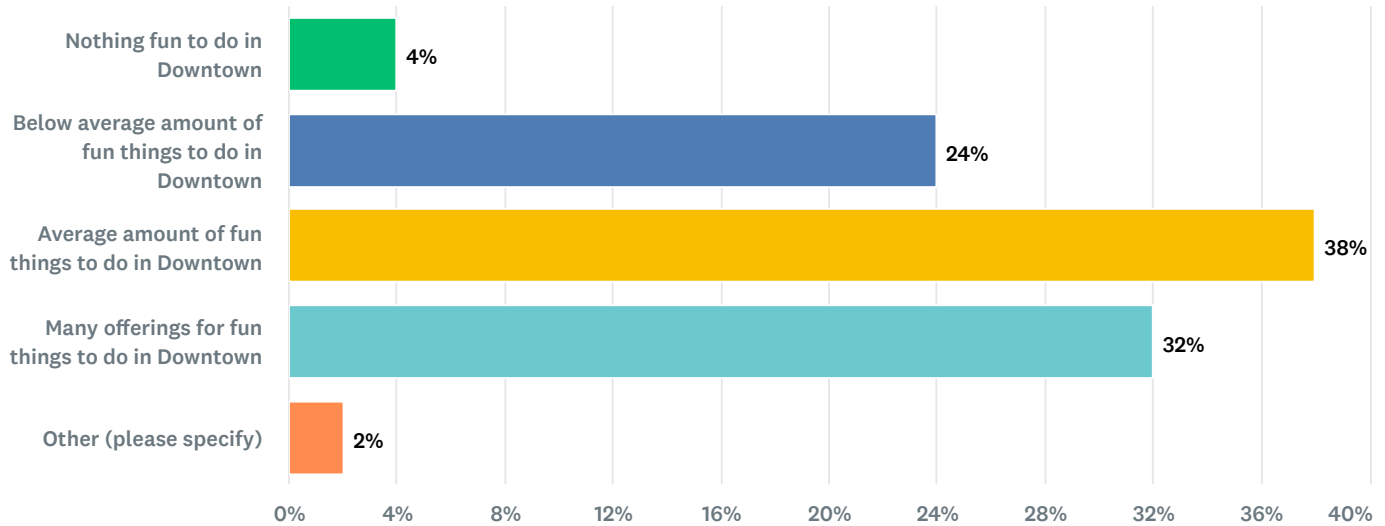


Q12 Does the presence of armed security personnel increase your feeling of safety? (Select one)

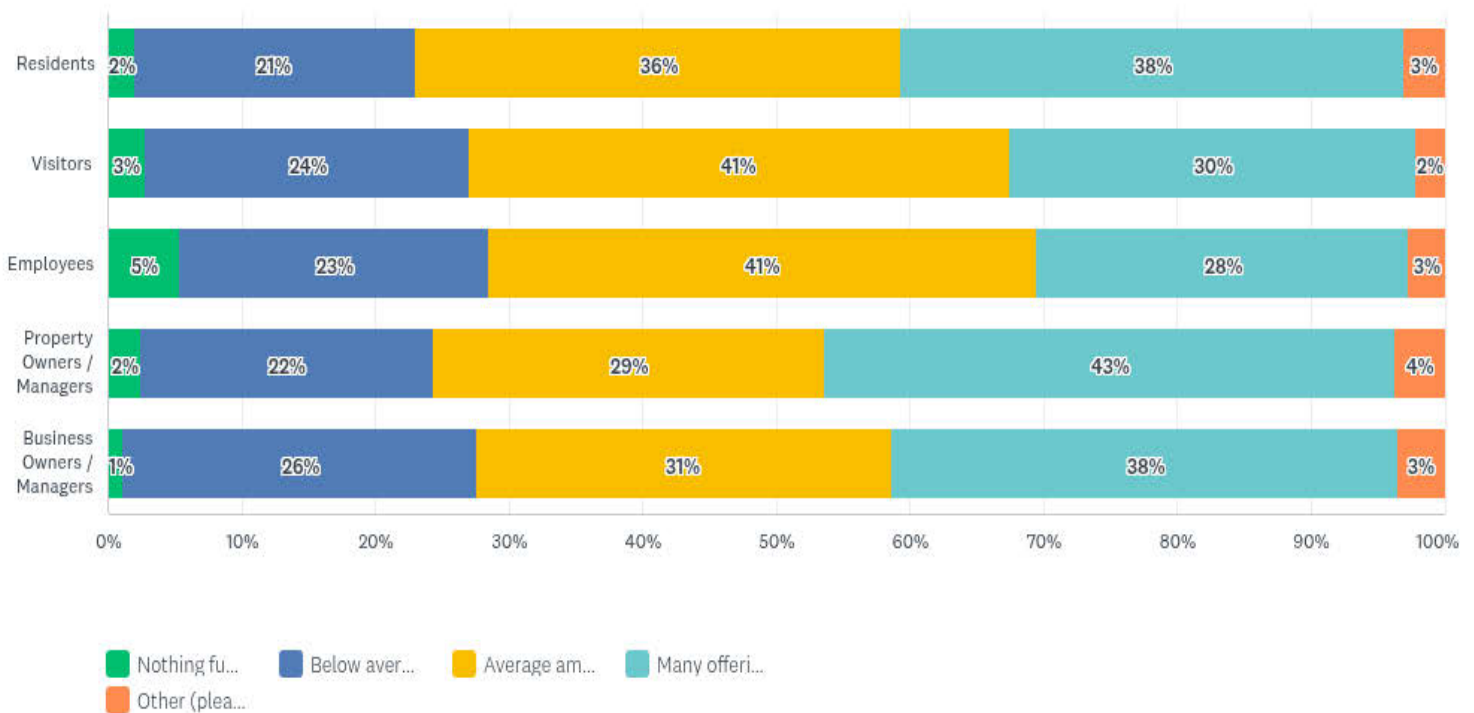


Q13 1024 responses

What is your perception of Downtown as a place that offers fun things to do?

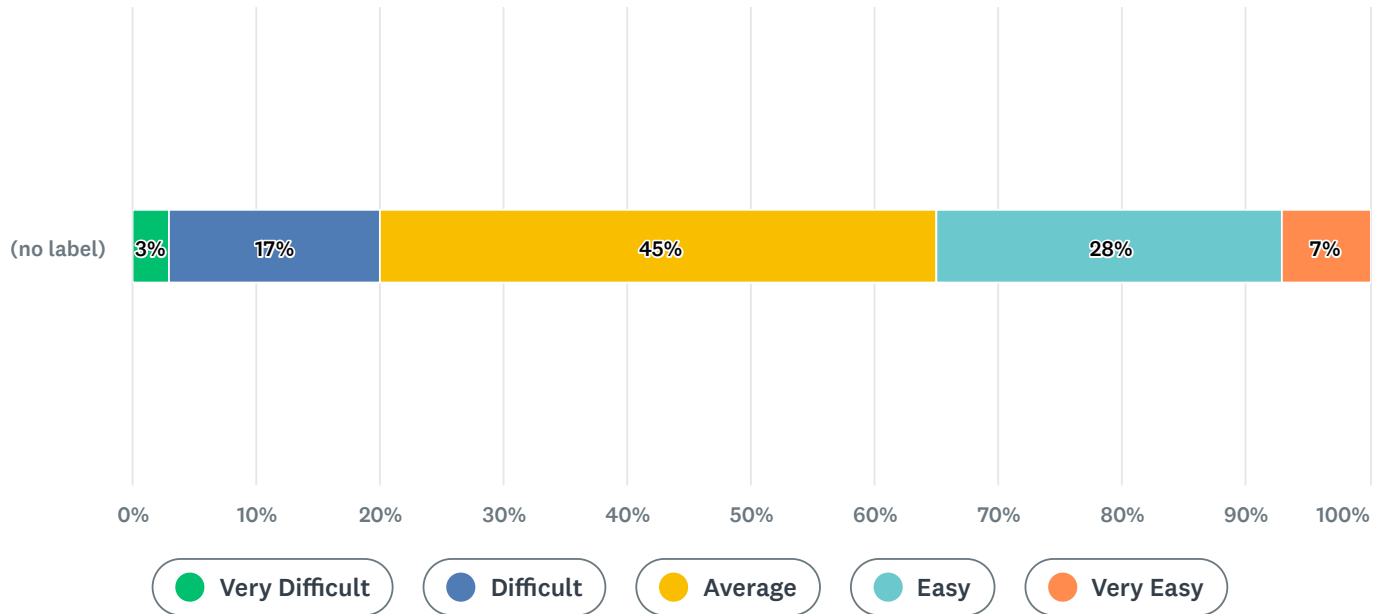


Q13 What is your perception of Downtown as a place that offers fun things to do?

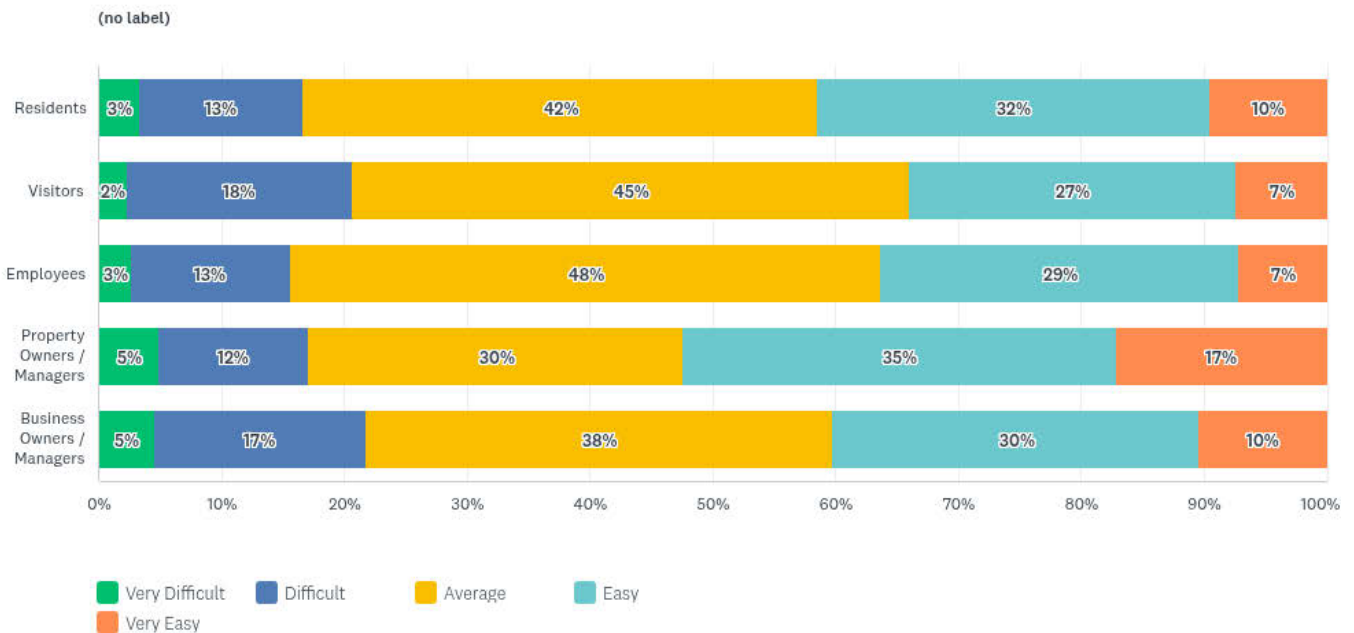


Q14 1024 responses

In your opinion, how difficult or easy is it to find out about things to do in Downtown?

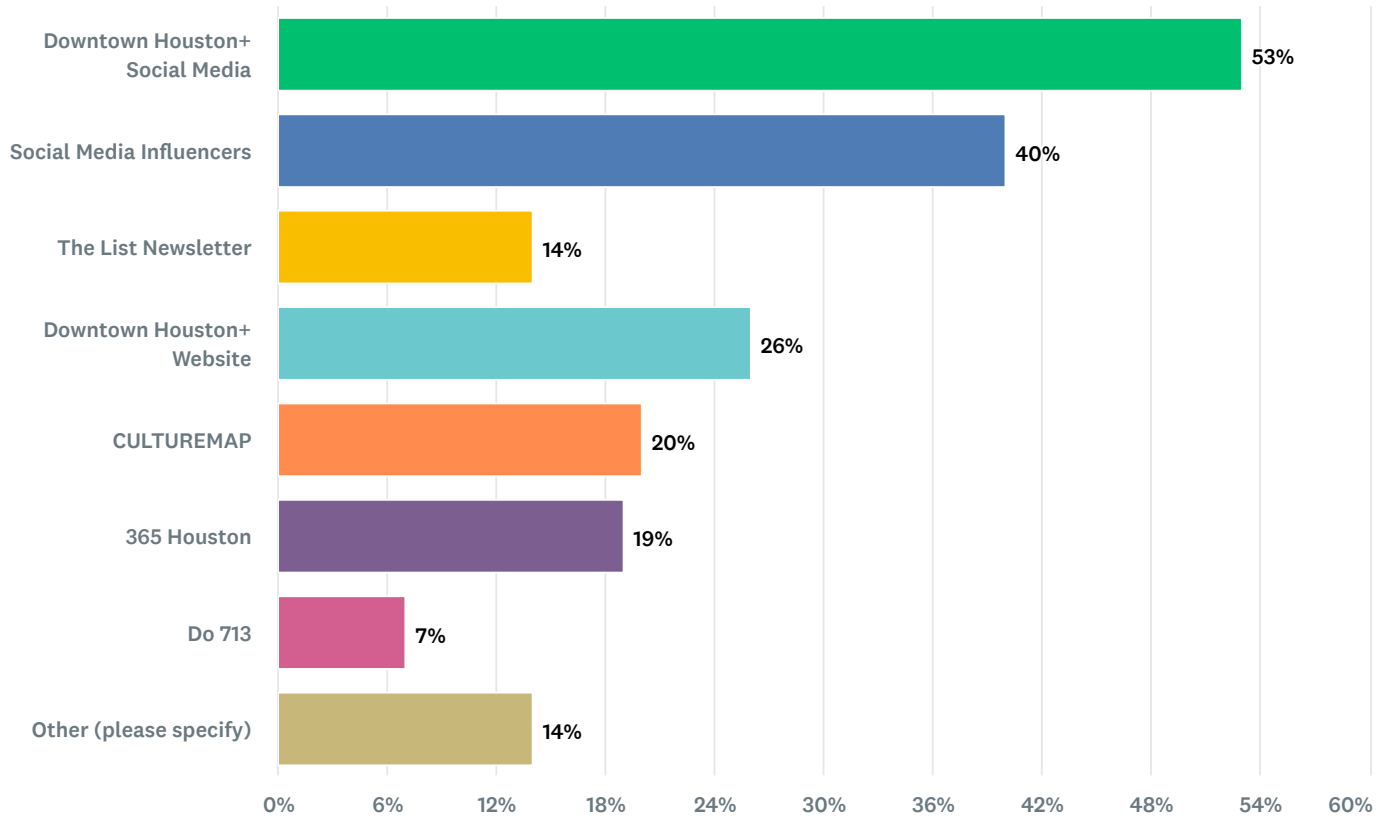


Q14 In your opinion, how difficult or easy is it to find out about things to do in Downtown?

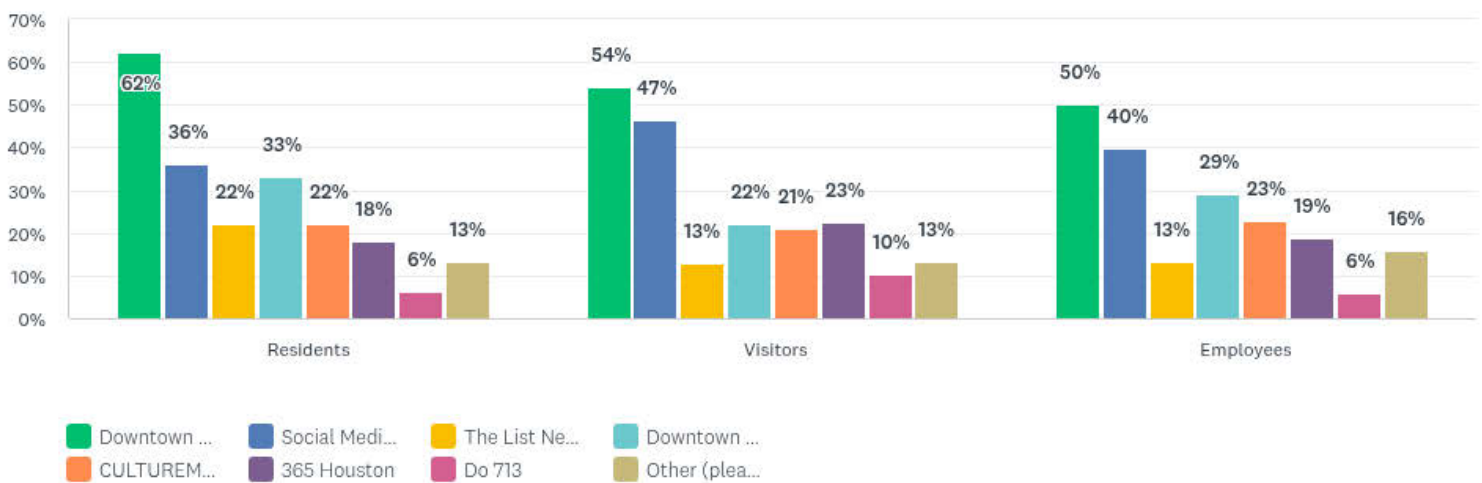


Q15 1024 responses

Where do you get information about things to do Downtown?

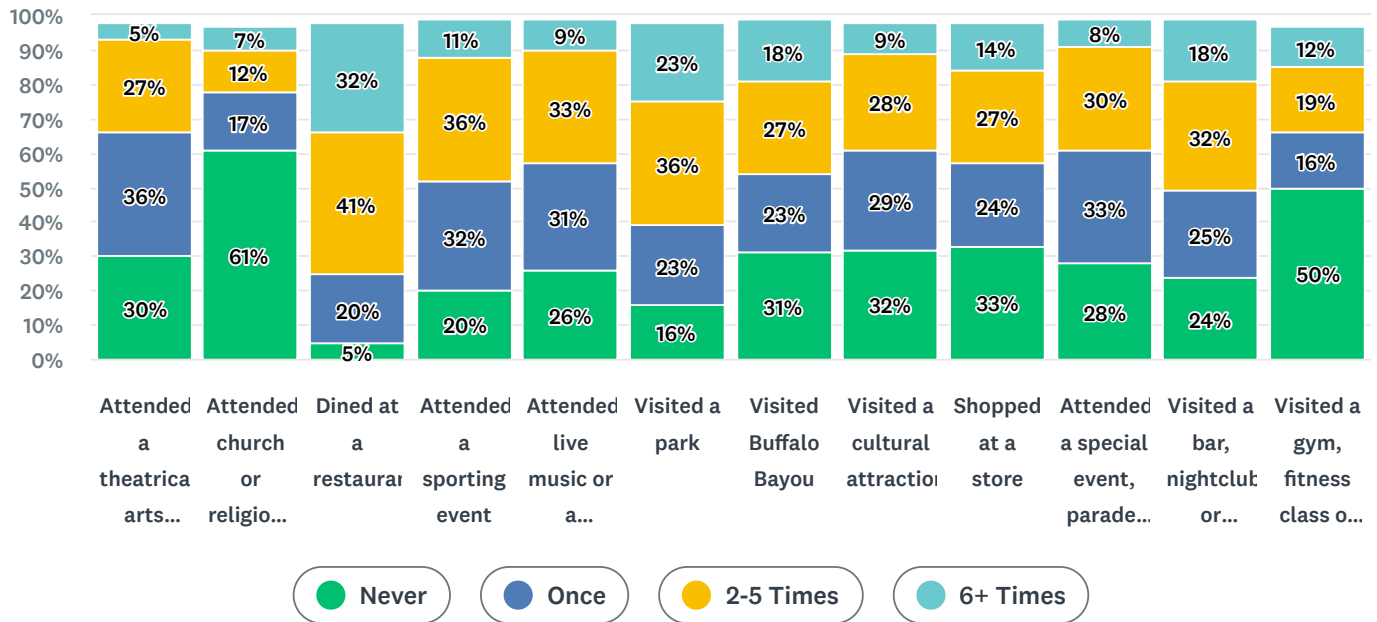


Q15 Where do you get information about things to do Downtown?

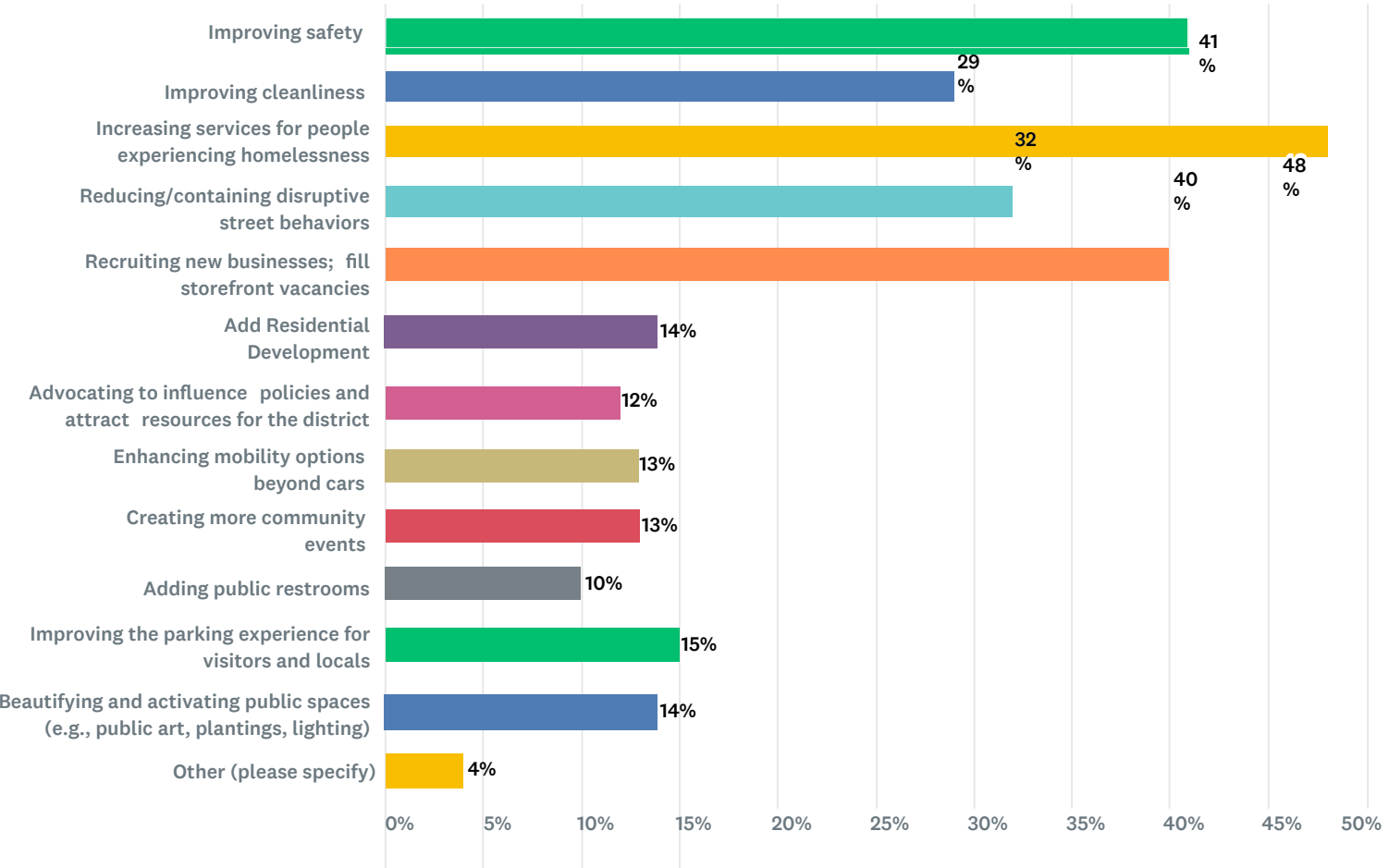


Q16 1025 responses

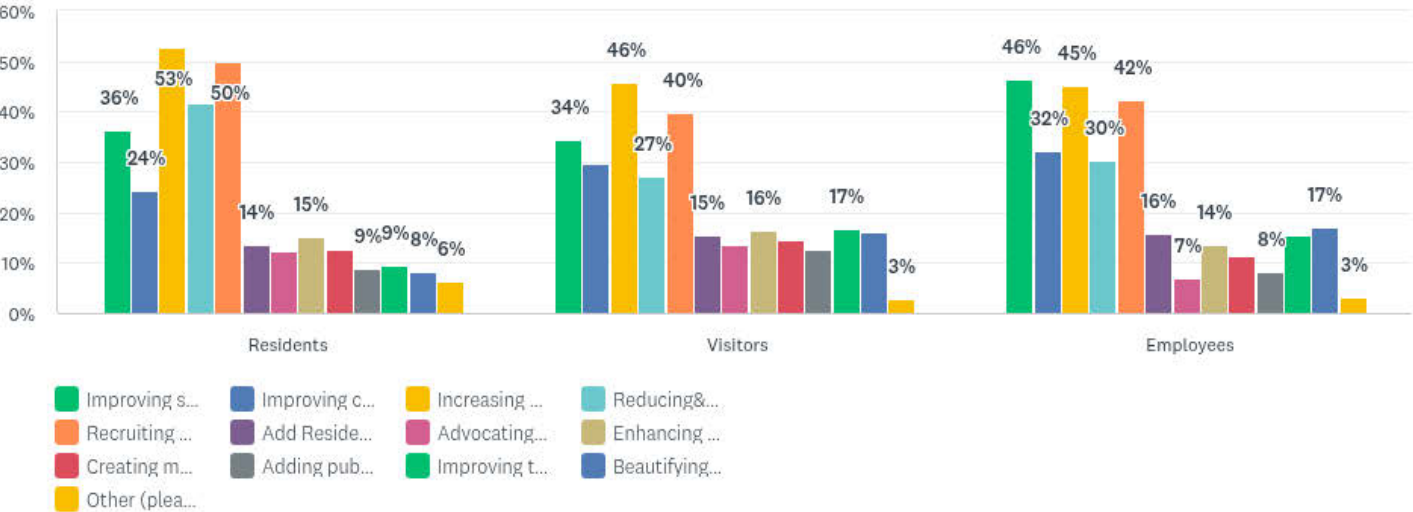
In the past six months, how often have you participated in each of the following activities in Downtown Houston?



Of following actions, which 3 do you think will be important to enhancing Downtown Houston? (Select Up to 3)

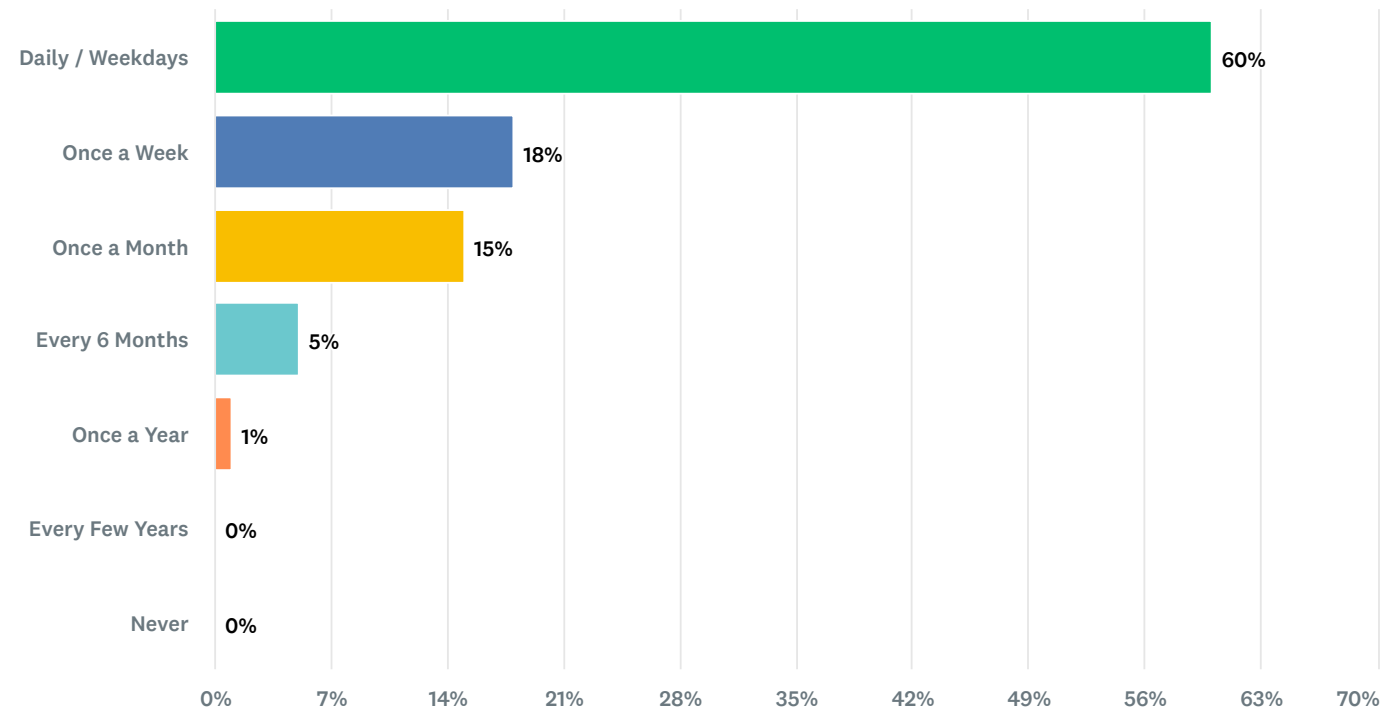


Q17 Of following actions, which 3 do you think will be important to enhancing Downtown Houston? (Select Up to 3)

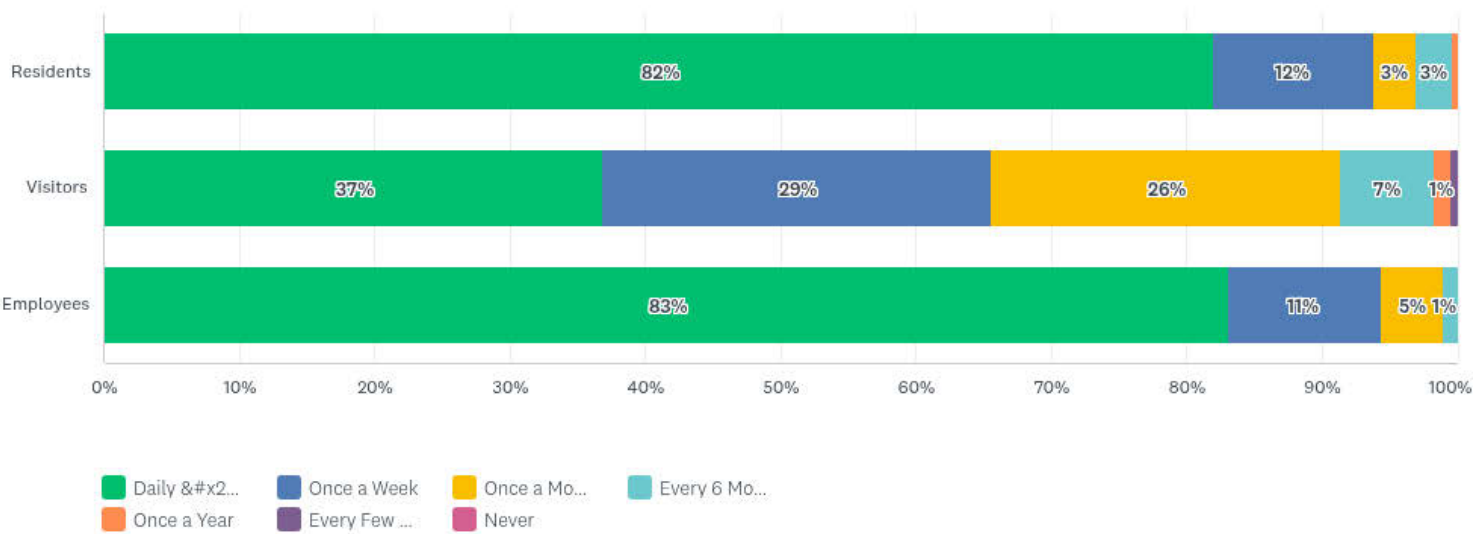


Q18 1025 responses

How often are you in Downtown Houston?

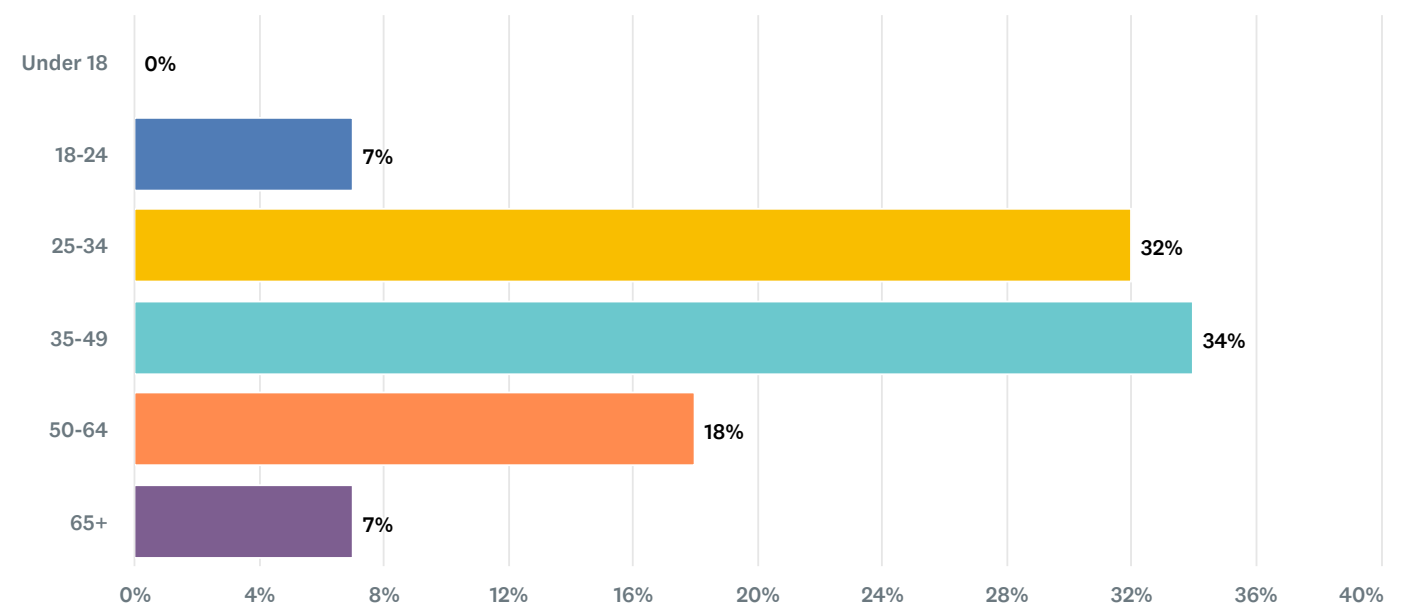


Q18 How often are you in Downtown Houston?



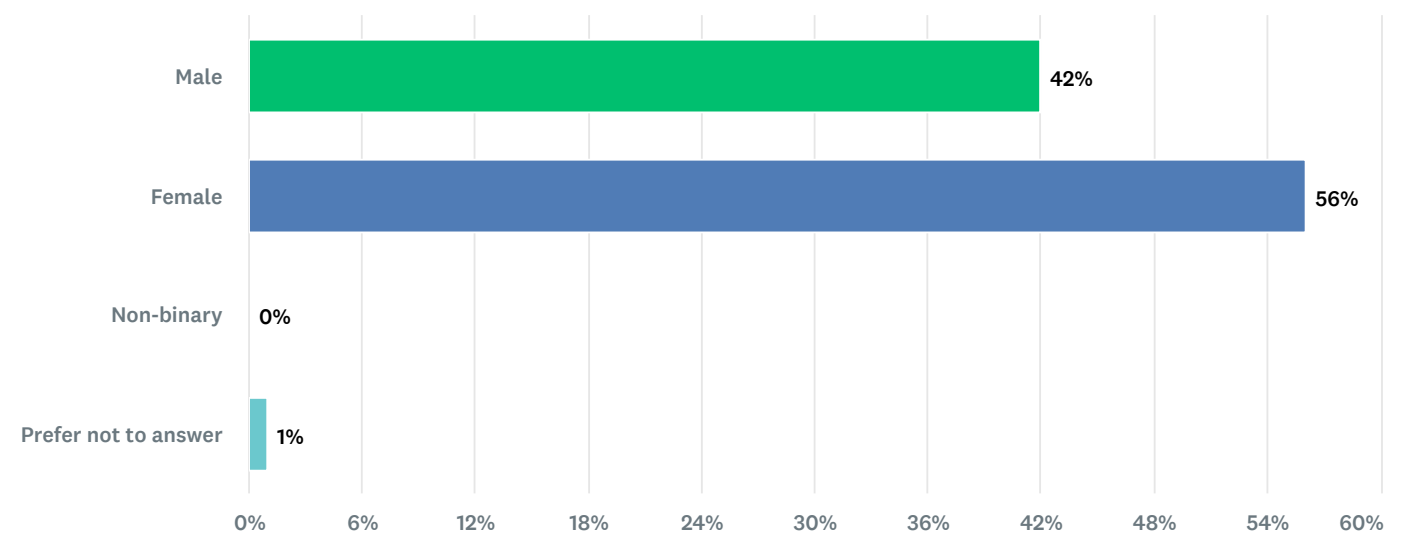
Q20 995 responses

Age (optional)



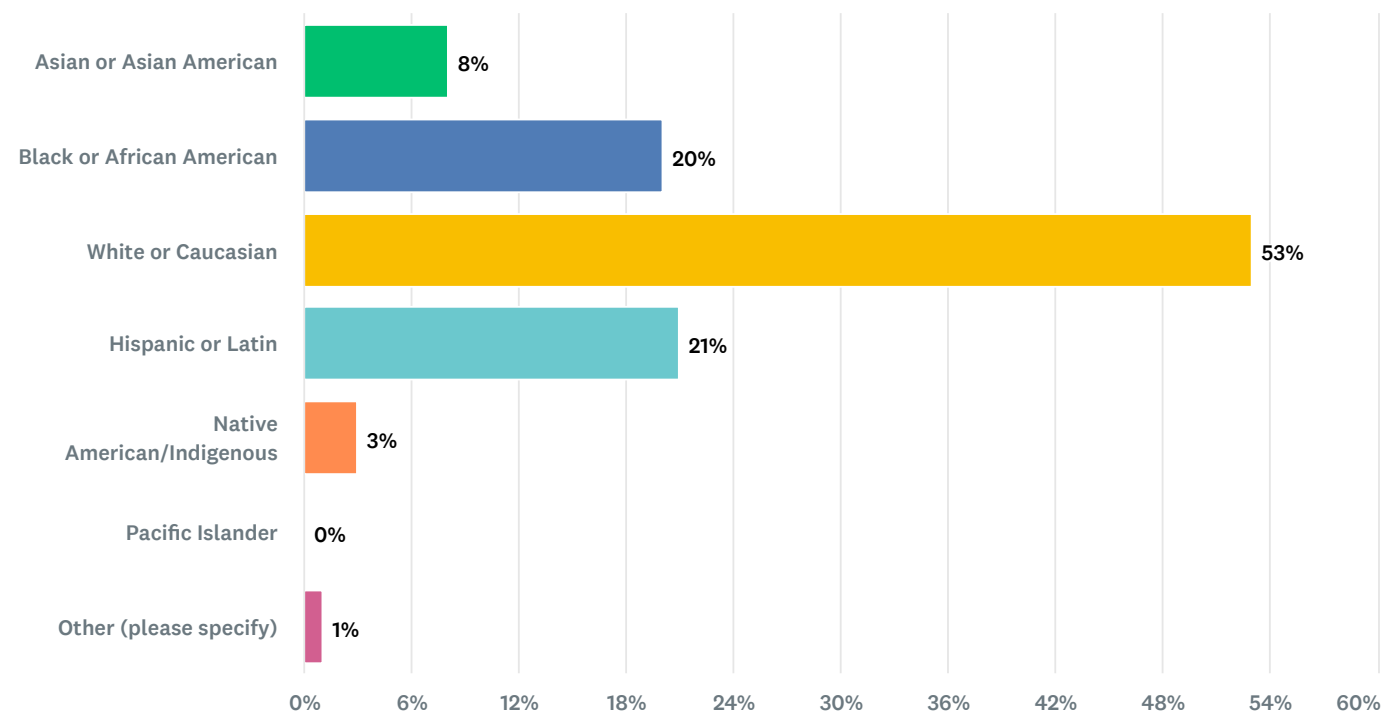
Q21 992 responses

What is your gender? (optional)



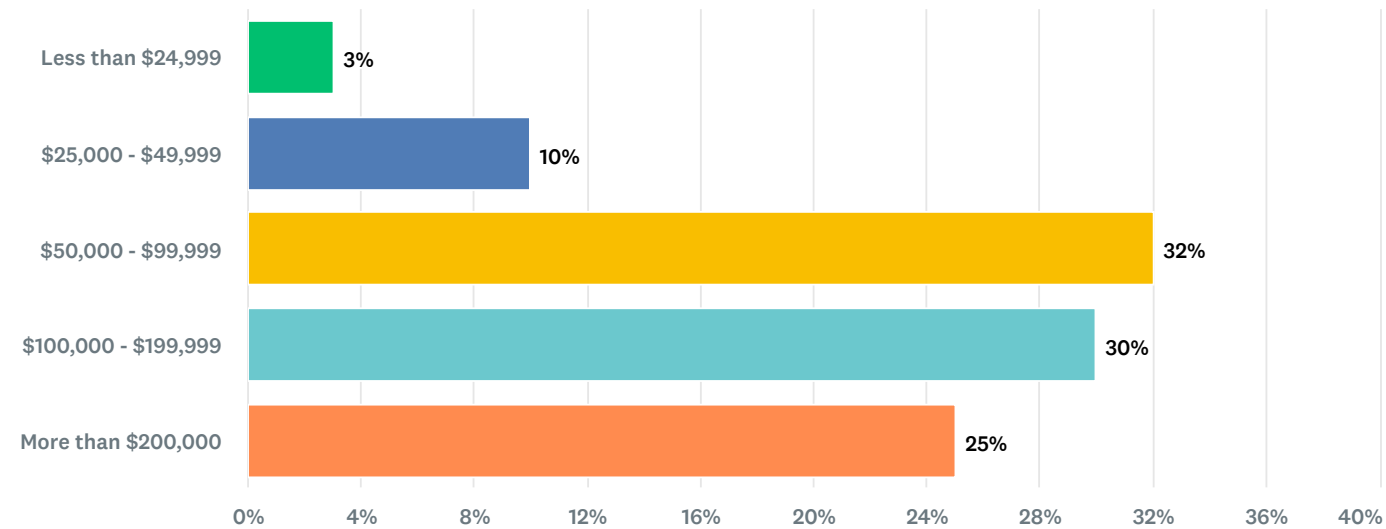
Q22 952 responses

What is your ethnicity (optional) (Select all that apply)



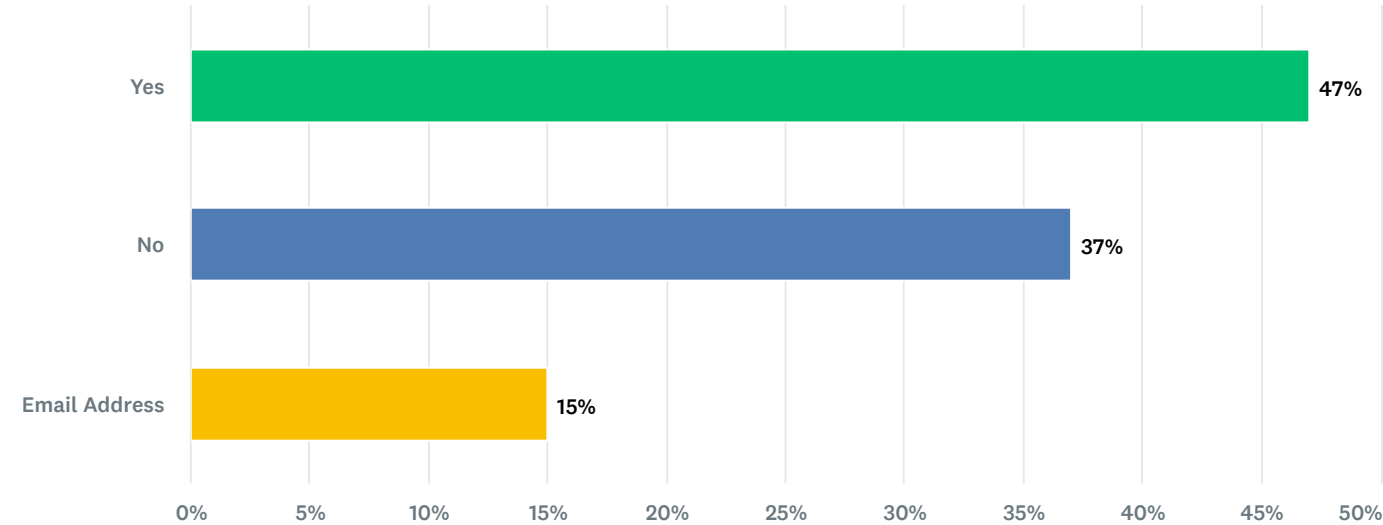
Q23 910 responses

Annual Household Income (optional)



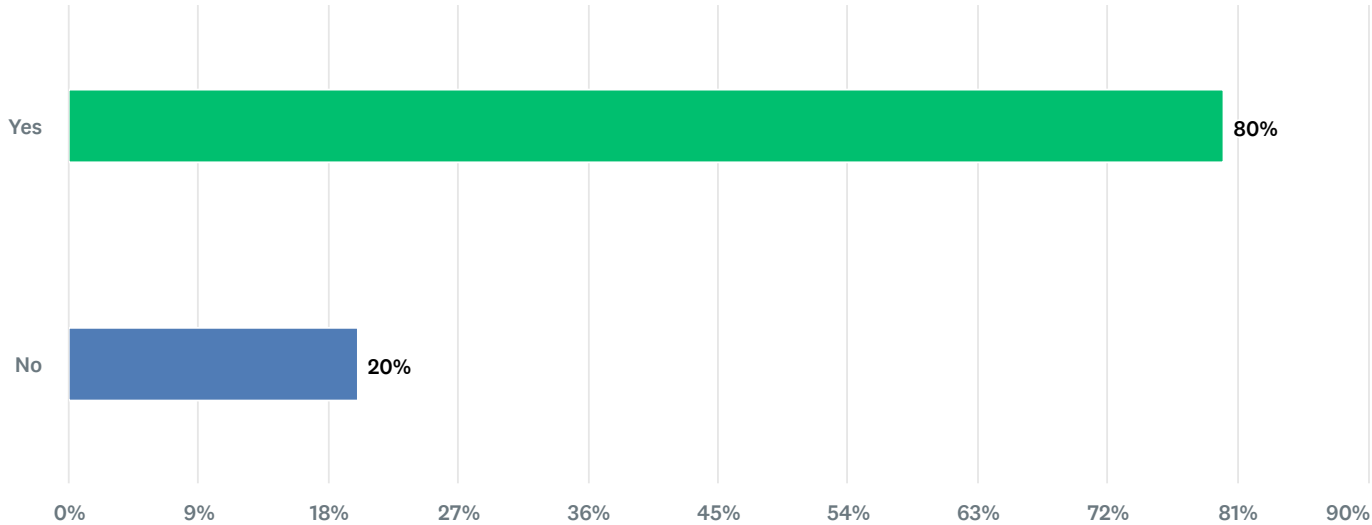
Q24 1007 responses

Would you like to receive email updates about events, news, and what’s happening in Downtown Houston?



Q26 996 responses

Would you like to enter to win a \$50 gift card to a Downtown business? (Must enter email address, above.)



2027 Budget Work Session

in-meeting presentation



DOWNTOWN HOUSTON+

STRATEGIC ALIGNMENT PLAN UPDATES

October 2026

GOAL 1

39

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: Midtown staff leadership invited DH+ CEO Kris Larson to kick-off the first-ever retreat of the Midtown Boards, held on September 12th. Bringing together the Management District and the Authority in common cause is a core element in Midtown's transition toward effective leadership in the community. In capturing this opportunity for strengthening Downtown's relationship with a key adjacent organization, Larson discussed best practices for place management organizations and presented methods and lessons from collaborative Board initiatives he introduced in Grand Rapids and, most recently, in the approach adopted Downtown to bring together the Boards of CHI, DRA, and HDMD. Assisting in improving the health of Houston's many place management organizations pay dividends as it redounds to the benefit of the community as whole.

Participating Agencies:



1.4 Guide the implementation of Plan Downtown, the HDMD Service & Improvement Plan, and TIRZ Project Plan.

Highlight: DTH+ welcomed five newly appointed directors to the Houston Downtown Management District (HDMD) Board. Following City Council ratification, the new directors completed a comprehensive District Director Orientation covering the District's governance structure, the 2026-2035 Service and Improvement Plan, the CHI/DRA/HDMD Strategic Alignment Plan, and the collaborative committee structure, with oaths of office and onboarding training to follow.

The orientation came on the heels of a major milestone for Downtown's national profile: at the International Downtown Association's (IDA) 72nd Annual Conference in Toronto, DTH+ introduced Houston as host city for the IDA Annual Conference in 2027. The Houston delegation provided leadership as panel participants and speakers at seven conference sessions, led a space-themed exhibitor booth, staged a "Houston Hype Session," featuring NASA Astronaut Capt. Mike Foreman, and hosted the IDA Chair's Reception. Hosting IDA in 2027 will give Downtown a national stage to showcase its transformation, its partners, and its momentum.

Participating Agencies:



GOAL 2

40

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

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

Highlight: Working diligently with the leadership of HPD's Downtown Division, DH+ leadership and staff are advancing a reporting structure for receiving pinpoint crime data, for identifying when and where Flock Services technology supported investigations and arrests, and instituting a consistent cadence for communicating current issues, emerging crime trends, and Flock usage, among other relevant matters. Building upon DH+'s long-standing partnership with the Downtown Division affords the Organization the opportunity to understand and convey crime activity and perception issues to Downtown stakeholders and to use the organizations resources to effectively support of HPD initiatives.

Participating Agency:

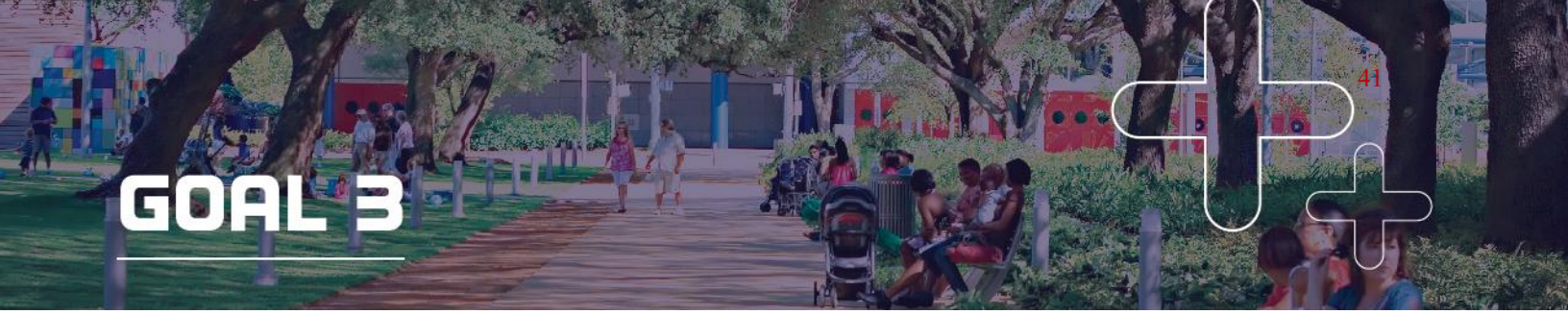


2.10 Broadly address the needs of people experiencing homelessness and the associated impacts.

Highlight: During the month of September, DTH+ leadership provided two in-depth presentations addressing the continued expansion and adaptation of the homeless response ecosystem against a backdrop of shifting political and fiscal policies. One included a presentation to the Executive Committee of the Greater Houston Partnership's Board of Directors, while the second included the full Board of Central Houston Inc. Both of the presentations included an overview of the incredible work to bolster implementation of the regional plan to end homelessness, now known as "Pathways to Independence", or "P2I", efforts to engage both the City and County as financial supporters, and the new effort led by leadership of the Sarofim Foundation to raise more than \$30M of philanthropic contributions to support the system's effectiveness. Further, the presentations included an overview of the shifting landscape for Federal funding. Central Houston is now actively advocating for two local applications for Federal funding, one in support of the City of Houston's application for the new Model Cities program from DOJ, and a second effort in support for Harris Center's application for the Bureau of Justice Assistance Grant program.

Participating Agencies:





GOAL 3

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

3.1 Plan, design, and construct public infrastructure that supports safety and equity.

Highlight: The East End–Downtown Connectivity & Phasing Action Plan is a study led by the City of Houston and supported by Downtown Houston+ and the East End Management District. With major infrastructure projects, including the NHHIP and GRB Convention Center expansion, converging simultaneously, the study aims to maintain functional mobility for all modes (vehicle, transit, bicycle, and pedestrian) across the I-69 underpass corridor between Navigation Boulevard and Pierce Street. The plan will aggregate construction timelines, establish phasing and maintenance-of-traffic standards, and develop a unified communications and wayfinding toolkit for consistent public messaging through 2030. RFP release is anticipated for end of year 2026.

The study is guided by a monthly working group that draws together a cross-section of public agencies, elected offices, management districts, and private stakeholders with direct interests in the corridor. Participants include City of Houston Council staff (Districts I and H), TxDOT engineers, METRO representatives, Houston First Corporation, CenterPoint Energy, and the East End and EaDo Management Districts, alongside private developers, communications and PR firms, Harris County, and Hines. This blend of infrastructure owners, mobility operators, land use stakeholders, and public communicators reflects the study's emphasis on coordination across agencies and consistent public messaging.

Participating Agencies:



3.2 Leverage Downtown's adjacency to the Buffalo Bayou as an integral part of the Downtown experience.

Highlight: DTH+ is advancing Phase 2 of its Cool + Connected Corridors initiative through a \$2.066 million Harris County Precinct 2 grant, matched with DRA funds and additional planned investment for a total \$5.63 million pedestrian connectivity effort. The project will strengthen physical and visual connections between Downtown and Buffalo Bayou trailheads, including Allen's Landing, Joe Campos Torres Plaza, and James Bute Park at the MKT Trail. Building on Phase 1 improvements along Texas Avenue, Phase 2 will address lighting, planting, shade, underpasses, accessibility, and safety. Design is expected to begin later this year, with construction anticipated in 2027.

Participating Agency:



GOAL 4

42

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+ will soon hold the second event within its inaugural Place Matters series, a Downtown Houston Office Symposium. The effort is an early implementation step in its nascent office tenant recruitment and retention strategy. The invitation-only convening will bring together owners, investors, brokers, employers, and commercial real estate leaders to address messaging headwinds affecting Downtown leasing, including parking, safety perceptions, access, transit, NHHIP timing, tenant retention, landlord capacity, and the need for stronger broker-ready messaging. The partnership with the Greater Houston Partnership (GHP) is central to the effort. At GHP's recommendation, DTH+ engaged Economic Leadership LLC to help shape market positioning and strategic guidance. GHP CEO Steve Kean will also provide remarks, reinforcing Downtown's importance to Houston's regional economic competitiveness.

Participating Agency:



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

Highlight: DTH+ completed its 2026 Downtown Stakeholder Survey, an annual initiative launched in 2024 to build reliable intelligence on Downtown experiences and priorities. Targeted outreach to key stakeholder segments generated 1,026 responses and achieved 90%+ confidence levels across priority audiences. Results show progress: 69% say cleanliness has improved and 50% report improved safety, while findings also demonstrate connections between safety, homelessness, public realm conditions, and economic vitality. Survey results will be incorporated into a new organizational dashboard launching this year, complementing DTH+'s recently launched economic development dashboard and expanding Downtown-specific data available for decision-making.

Participating Agencies:



GOAL 5

43

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

5.2 Expand CHI-produced events and engagement opportunities to offer broader opportunities for stakeholders to engage with and participate in the Downtown community.

Highlight: In recognition of the 25th anniversary of September 11, Downtown Houston+ hosted a special memorial ceremony at Lauren's Fountain in Market Square Park, bringing together the Downtown community and public safety partners to honor and remember those who lost their lives. The Events team collaborated closely with the Mayor's Office of Special Events and the Catuzzi family to plan and coordinate the meaningful commemoration. Leading up to the event, Downtown Houston+ also oversaw enhancements to the fountain and coordinated additional site preparations to create a welcoming and reflective setting that honored the significance of the occasion.

Participating Agencies:



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

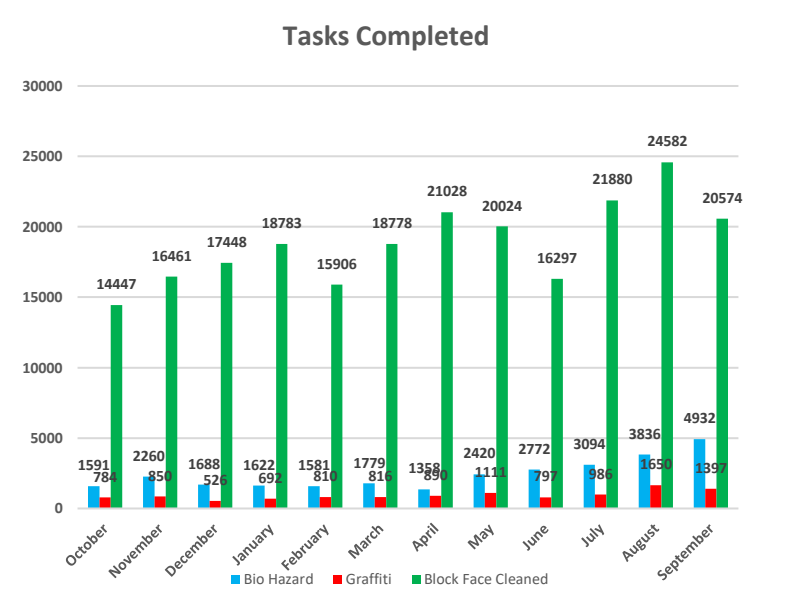
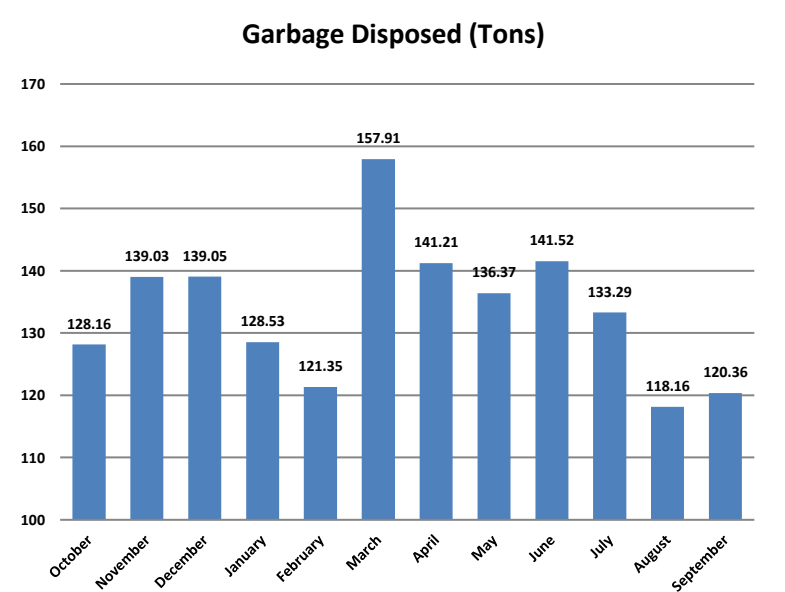
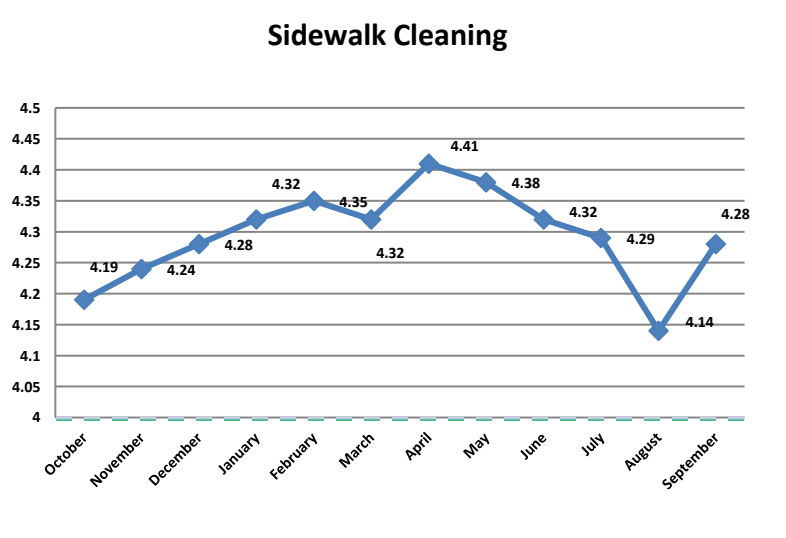
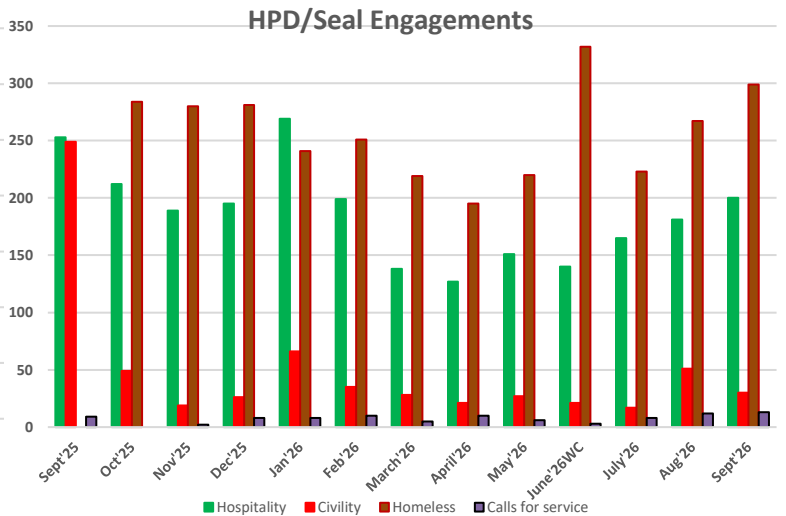
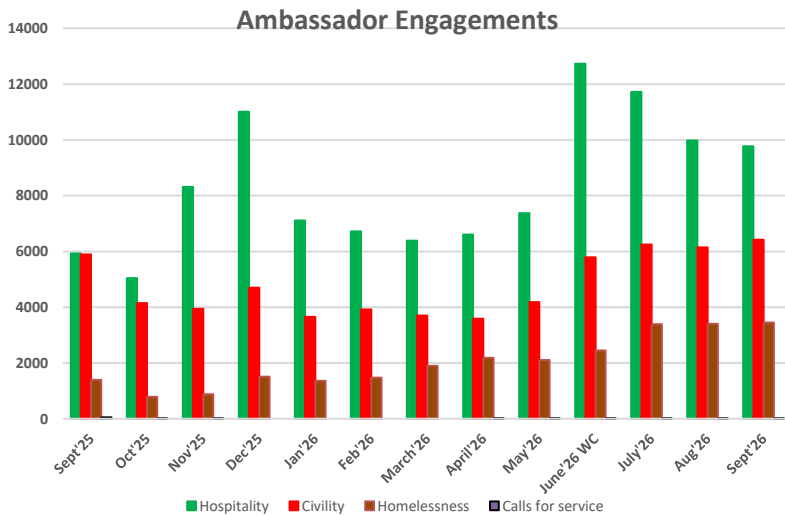
Highlight: Planning for State of Downtown 2026 began earlier than ever, creating more time to focus on the program and overall show experience. A key priority this year has been strengthening the flow, pacing and production of the event with support from experienced live-performance professionals. Through a partnership with the Houston Theater District, Nick Rainey of DACAMERA joined the planning effort to help shape the program and bring a stage-production perspective to the show. His involvement has already influenced the structure, transitions and overall presentation, helping create a more cohesive and engaging experience while building on the momentum of record-setting sponsorship sales.

Participating Agencies:



Engagements 147939 Total	Homeless Count 204 Average	Sidewalk Cleaning 4.31 Average	Garbage Disposed (Tons) 1199 Total	44 BF Clean/Graffiti/Bio 177852/9149/23394 Total
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Safety & Quality Control



Monthly Events Metrics

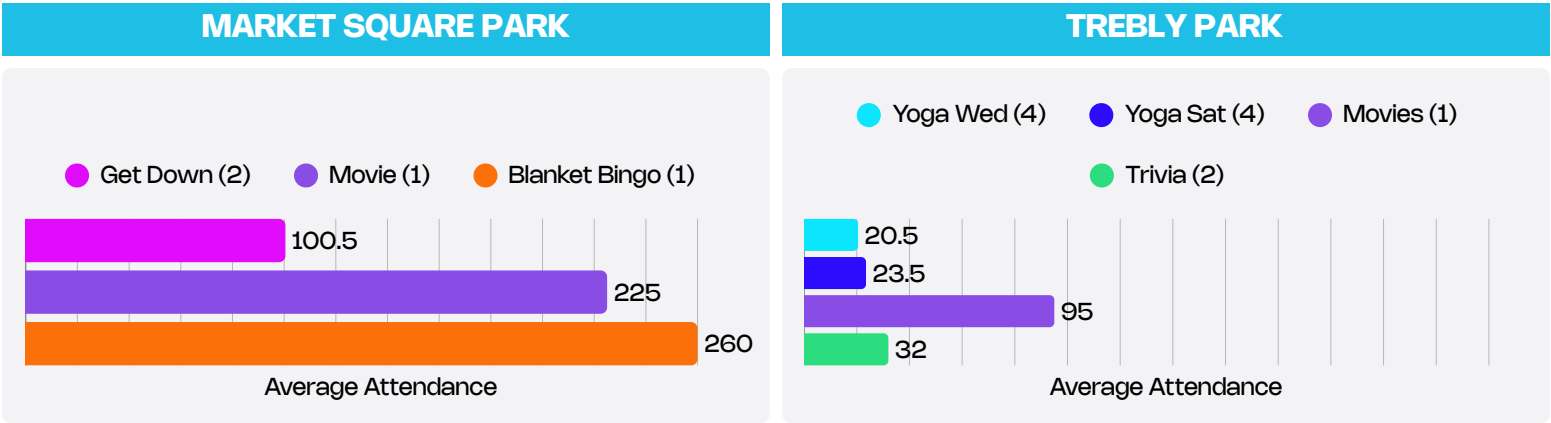
September 2026⁴⁵

- Yoga (Wed)
- Blanket Bingo
- Trivia Night
- Yoga (Sat)
- Movies Under the Stars
- Get Down, Downtown!

OVERVIEW

MARKET SQUARE PARK		TREBLY PARK	
 4 Planned Events	 0 Cancelled Events	 12 Planned Events	 1 Cancelled Events

AVERAGE ATTENDANCE BY EVENT TYPE



ATTENDANCE + COST OVERVIEW

MARKET SQUARE PARK				TREBLY PARK			
Event Type	Total Attendance	Total Spend	Cost Per Person	Event Type	Total Attendance	Total Spend	Cost Per Person
Get Down	201	\$5,900.00	\$29.35	Yoga (Wed)	82	\$2,015.00	\$24.57
Movies	225	\$1,522.90	\$6.77	Yoga (Sat)	94	\$1,628.00	\$17.32
Blanket Bingo	260	\$2,240.31	\$8.62	Movies	95	\$1,520.30	\$16.00
				Trivia	64	\$775.00	\$12.11
TOTAL	686	\$9,663.21	\$14.09	TOTAL	335	\$5,938.30	\$17.73

MARKET SQUARE PARK REVENUE

 \$3,021 Blanket Bingo (1)  \$7,000 Third Party (2)
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NOTES

Yoga (Wed): 1 Class canceled due to an instructor family emergency

● Mid-Day on Main

● Happy Hour on Main

● Good Times on Main

OVERVIEW

MAIN STREET PROMENADE



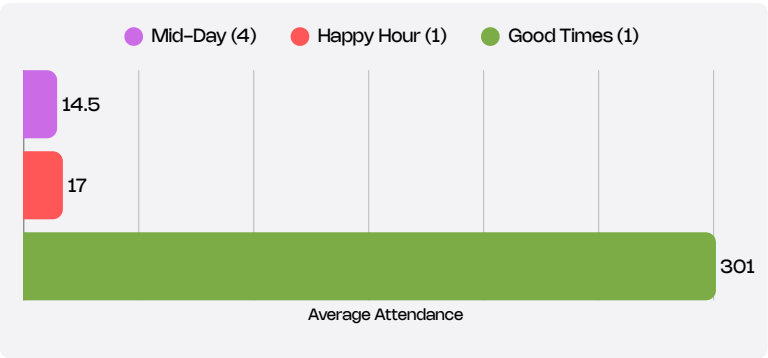
10
Planned Events



4
Cancelled Events

AVERAGE ATTENDANCE BY EVENT TYPE

MAIN STREET PROMENADE



ATTENDANCE + COST OVERVIEW

MAIN STREET PROMENADE

Event Type	Total Attendance	Total Spend	Cost Per Person
Mid-Day on Main	58	\$900.00	\$15.52
Happy Hour on Main	17	\$300.00	\$17.65
Good Times on Main	301	\$6,420.32	\$21.33
TOTAL	376	\$7,620.32	\$20.27

NOTES

Mid-Day: 1 event canceled due to weather
Happy Hour: 2 events canceled due to street performer transportation issues, 1 event canceled due to weather
Good Times: Average estimated attendees on Main St. between Preston St. & Texas Ave.

Digital Performance Snapshot

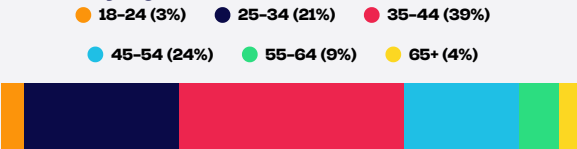
September 2026

SOCIAL

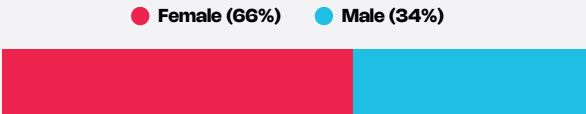
Social Metrics

	Instagram	Facebook	X	TikTok	LinkedIn	Total
Total Impressions	1.3M	480,880	48,178	116,500	54,725	2M
Total Reach	223,666	132,029	1,872	9,423	6,262	373,252
Total Followers (+Increase)	208,126 (+579)	176,682 (+318)	159,584	15,150 (+961)	6,684 (+123)	566,226 (+1,981)

Followers by Age



Followers by Gender



Top Content of the Month

Good Times on Main is back!

This post highlighted the return of Good Times on Main to Main Street Promenade following its grand opening in May. It shared that the event will continue every third Saturday through December, featuring local vendors, street performers, extended business hours, and special food and drink offers from businesses along Main Street.

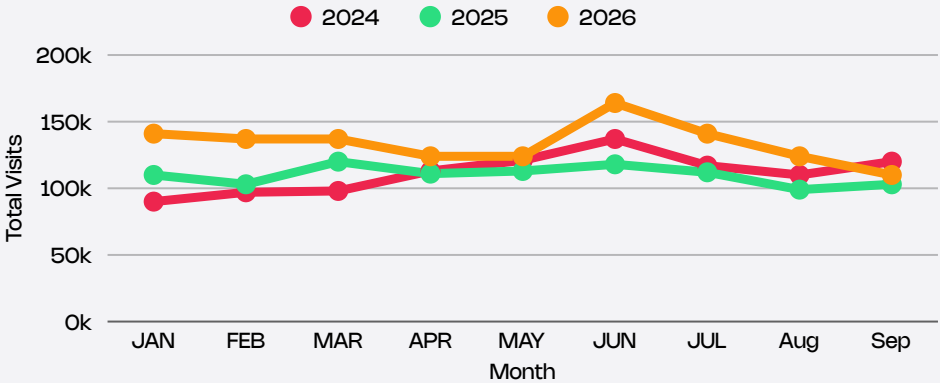
Views		223,406
Likes		5,614
Comments		192
Shares		3,653
Saves		2,468



WEBSITE

Website Visits

September 2026	110,542 (YoY 7%)	2026 YTD	1,203,760 (YoY 22%)
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Top 3 Pages

- 1 Calendar
18,776
(YoY +29%)
- 2 Tunnels
10,186
(YoY -9%)
- 3 Market Square Park
3,215
(YoY 5%)