



Board of Directors Meeting

December 14, 2023



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

November 9, 2023

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 November 9, 2023 at 12:00 p.m. inside the Large 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	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	Cat Nguyen
Irma Galvan	Randy Pryor
Marian Harper	Edna Ramos
Gilbert A. Herrera	Frem Reggie
C.C. Huang	Grace Rodriguez
Angus Hughes	John Schafer
Toni Jackson	Richard Torres

and all of the above were present, with the exception of Directors Allen, Baumgardner, Boykins Davis, D’Rovencourt, Foreman, Hughes, Jacobs.

Also present were Kris Larson, President/CEO; Allen Douglas, COO & General Counsel; Jana Gunter, Director of Finance; and staff members Christal Ayala, Jenna Beasley, Jordan Cutler, Brett DeBord, Scott Finke, Jacque Gonzalez, Keith Gould, Aaron Hernandez, Cassie Hoeprich, James Kennedy, Dusty McCartney, Luis Nunez, Jamie Perkins, Albert Sanchez, Ann Taylor, and Candace Williams all with the District; Danielle Page from the City of Houston Public Works Department; and Eugene Lee from the public.

WELCOME

Chair Ashby presided over the meeting and welcomed all directors, consultants and other meeting attendees.

Quorum was established and the meeting began at approximately 12:14 PM.

PUBLIC COMMENT

Chair Ashby asked if anyone from the public had comments. There were no public comments.

APPROVAL OF MINUTES

The Board considered approving the minutes of the October 12, 2023 meeting of the board of directors. Upon a motion duly made and seconded, the Board approved the minutes as presented.

ITEMS PERTAINING TO FINANCE AND ADMINISTRATIVE MATTERS**Approval of Financial Statements and Ratification of Expenditures**

Chair Ashby called on Richard Torres, Chair of the Finance & Investment Committee, to present the interim financial statements and check registers for the period of October 31, 2023. Mr. Torres provided an overview of the October financials and check registers. There were no questions, comments, or discussions.

Upon a motion duly made and seconded, the interim financial statements and check registers for the period of October 31, 2023 were accepted as presented.

Third Quarter Investment Report

Mr. Torres continued and presented highlights from the third quarter Investment Report. There were no questions, comments, or discussions.

Upon a motion duly made and seconded, the Board accepted the third quarter Investment Report as presented.

Investment Policy Review and action thereon

Chair Ashby called on Allen Douglas, General Counsel to the District, to present the draft and annual review of the District's Investment Policy. He reviewed the suggested changes in the redline in the material previously provided. Discussion ensued and edits to pages 31, 34 and Exhibit A were noted.

Chair Ashby called for a motion, which was moved and seconded; and the board approved changes outlined in the draft and adopted the 2023 Investment Policy as amended.

Set 2024 Meeting Dates

Chair Ashby referred to the memo containing the proposed 2024 District Board meeting dates. Hearing no questions or discussion, the board accepted the proposed 2024 District Board meeting dates as presented.

REVIEW AND DISCUSSION OF 2024 BUDGETING AND ASSESSMENT RATE AND RELATED ACTION

Presentation and Discussion of Draft 2024 Operating and Capital Budgets

Kris Larson presented the draft of the 2024 operating and capital budgets. Discussion ensued over the District's reserve account, a look ahead to the projected five-year reserve balance, variables over HCAD's property valuations, property owners challenging HCAD's valuations, and how all the aforementioned factors should be taken into consideration on the District's decision setting the 2024 tax assessment rate. Questions were asked and answered. President Larson noted the final operating and capital budgets will be presented for Board approval at the December 14th meeting. No further action was required.

Assessment Rates for 2024 (2023 Tax Year)

Next, President Larson continued the discussion for the proposed 2024 assessment rate. Discussion ensued over the proposed rate, and questions were asked and answered. The suggested 2024 rate for the 2023 tax year is \$0.1325 per \$100 assessed valuation, comprised of \$0.1225 for operating and \$0.01 for capital improvements.

Upon a motion duly made and seconded, the Board members voted unanimously to set the 2024 tax rate for the 2023 tax year to \$0.1325 per \$100 assessed valuation, comprised of \$0.1225 for operating and \$0.01 for capital improvements, as presented.

PROGRAM AUTHORIZATIONS

Planning, Design & Capital Projects

Cassie Hoeprich presented an item for consideration by the District Board. She referred to the request found on page 49 in the materials previously provided, which included a request for supplemental funds associated with the More Space Main Street 2.0 project, in an amount not to exceed \$50,000.

Hearing no questions or discussion, Chair Ashby called for a motion, which was carried and seconded; and the Board approved this request as presented.

STRATEGIC ALIGNMENT UPDATES

President Larson referred to the updates included in the materials previously provided and asked if Board members had any questions. No questions were asked and discussion did not occur. No further action was needed.

DIRECTORS' QUESTIONS ON OTHER INITIATIVES

There were no questions.

OTHER BUSINESS

Chair Ashby noted the next Board meeting is scheduled for December 14, 2023 and will be held in person. There being no further business to come before the Board, the meeting was adjourned at 1:37 PM.

Jamie Perkins, Assistant Secretary
Houston Downtown Management District

YTD November 2023 Balance Sheet

Assets

Operating Cash Balance is \$2.8M

TexPool Investments \$7.5M

2023 Assessments have been invoiced by Utility Tax Services

2023 Assessments Receivable \$19,4M

Liabilities

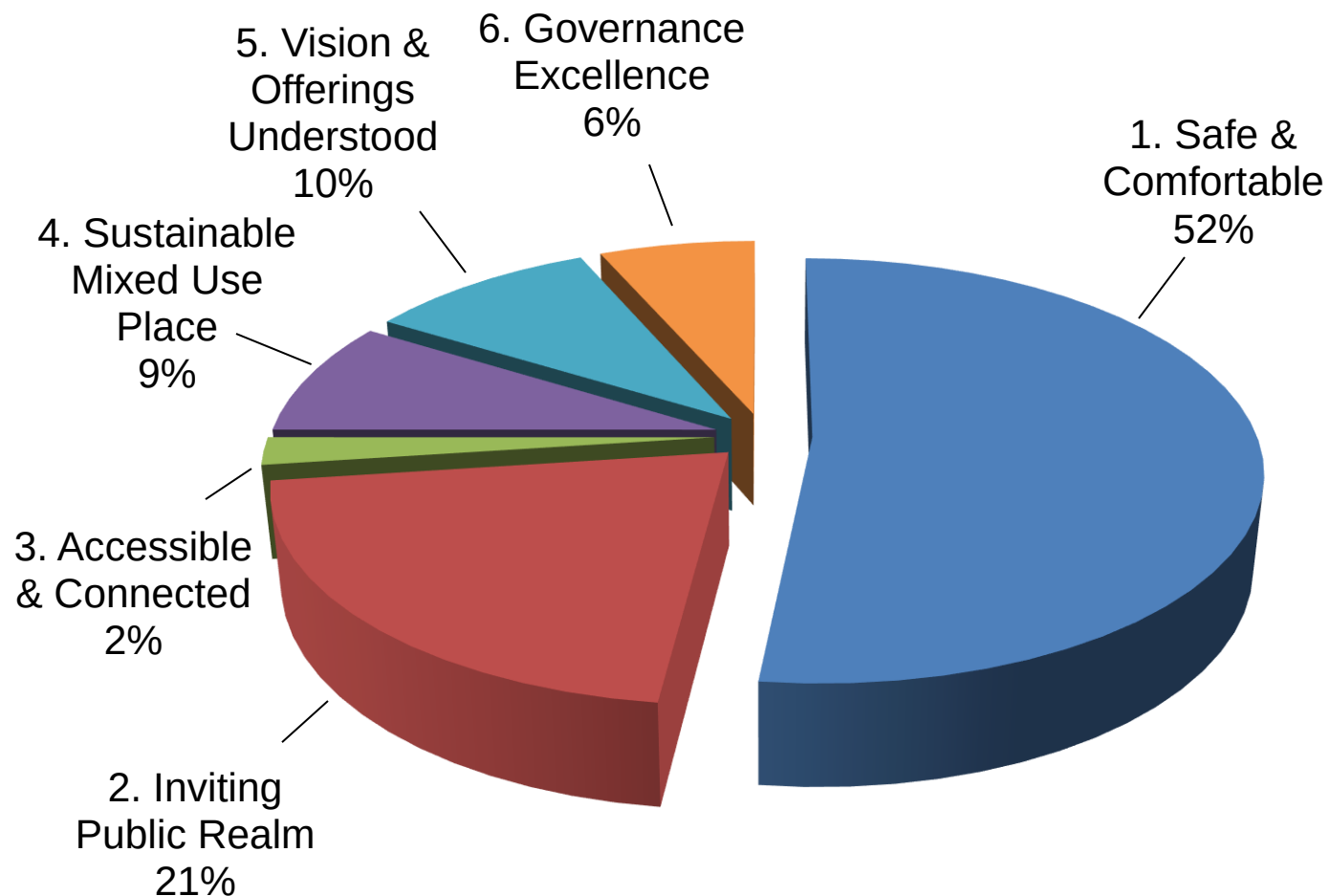
Reserves for Property Value Protests are \$2.7M calculated using an average 8-year loss rate of 11.4% for 2023 tax assessments.

Fund Balance

Unrestricted Fund Balance \$20.9M

Capital Fund Balance \$6.5M

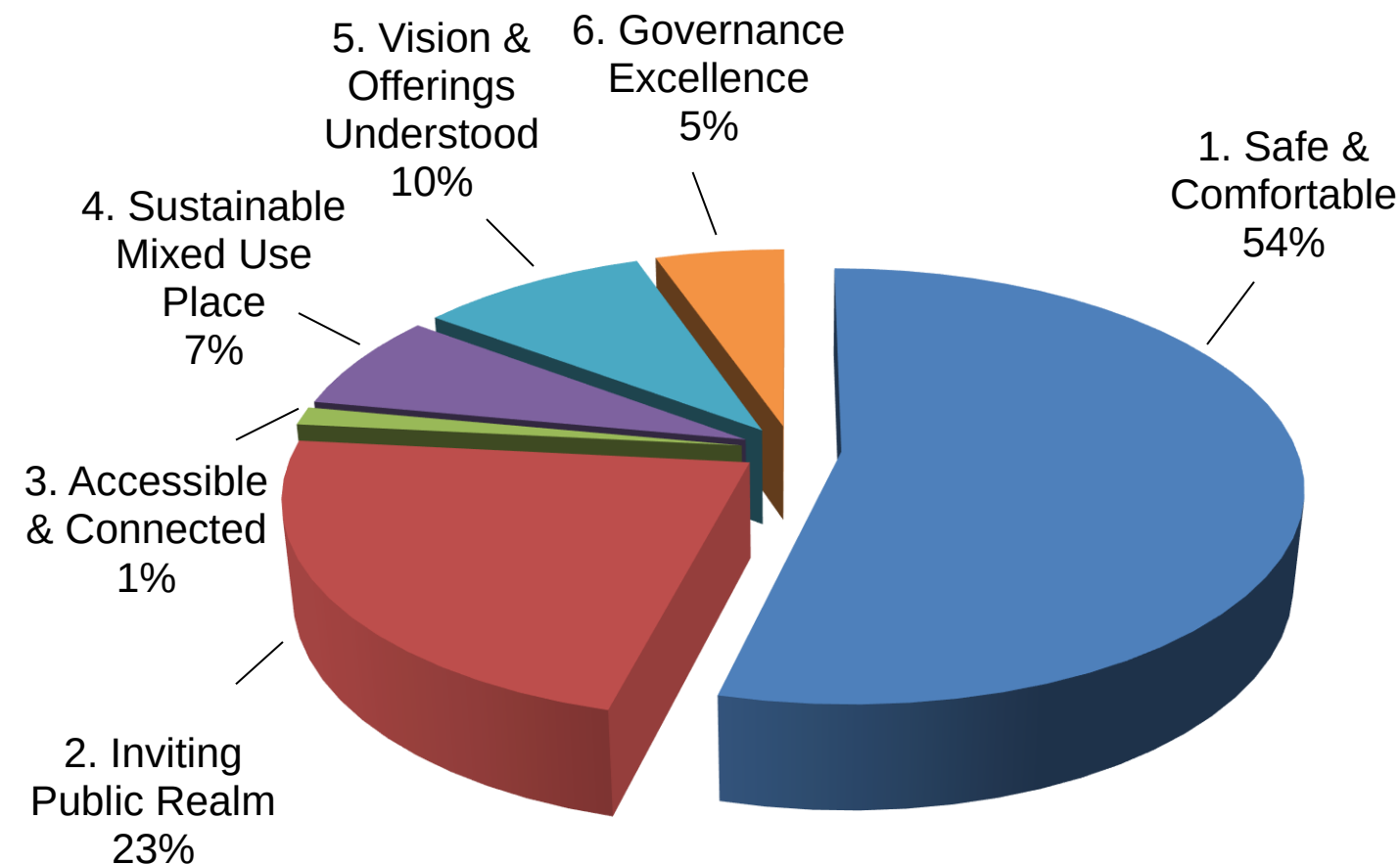
2023 Amended Budget



Total: \$22,844,210

Operating: \$19,255,294 Capital: \$3,588,916

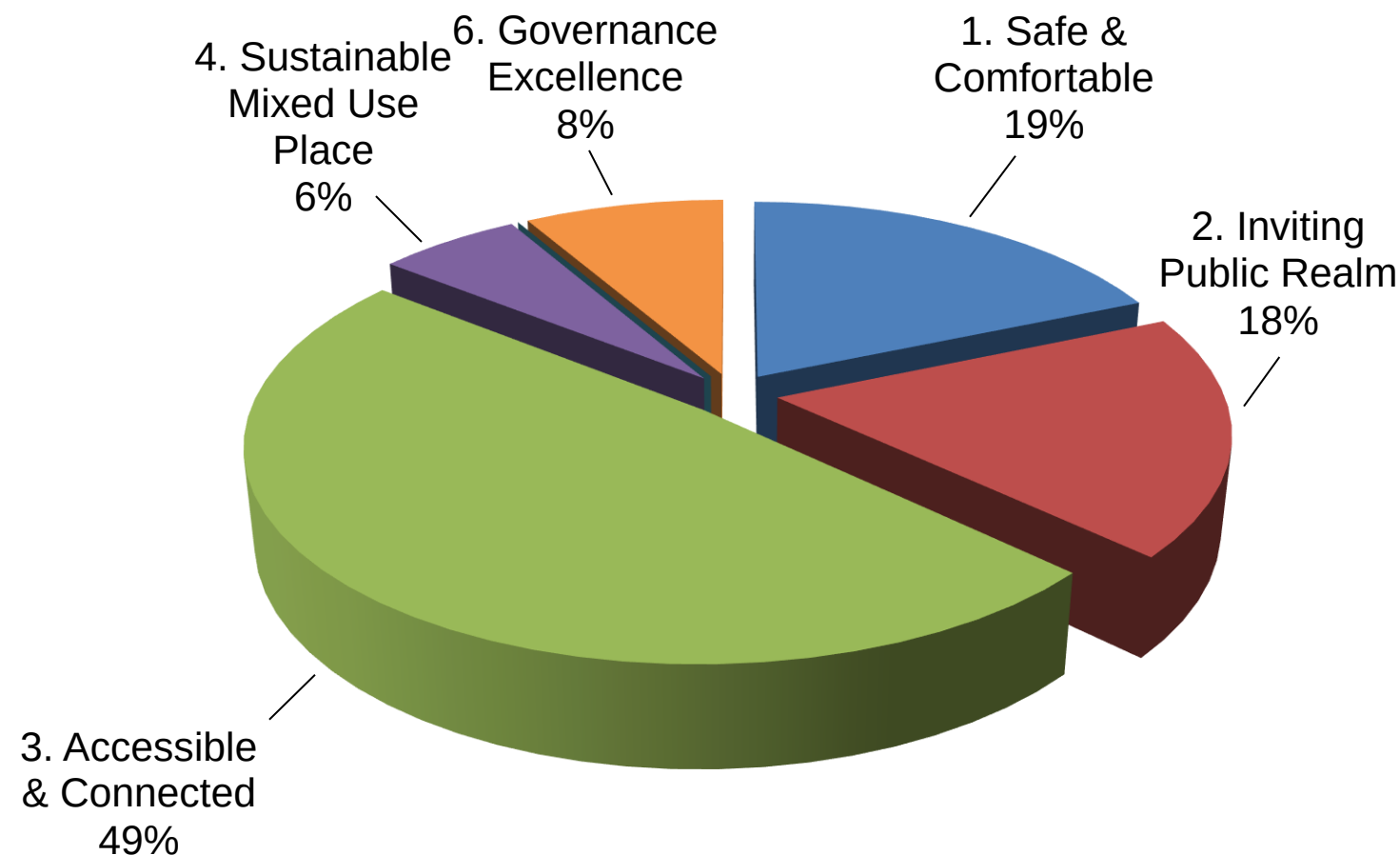
November 2023 Operating Spending



Total: \$15,024,166

Variance from amended budget (\$1,386,758) or (8%) under budget

November 2023 Capital Spending



Total: \$1,120,106

Variance from amended budget (\$1,572,154) or (58%) under budget

November 2023 Variances greater than 5% from Amended Budget

Operating – (\$1.387M) under budget or (8%)

- Safe and Comfortable (\$522K) or 6% under budget
 - Inability to hire and retain qualified Safety Guide personnel because of the severe summer heat and dealing with the homeless.
- Accessible to Region (\$180K) or 47% under budget
 - Ft Bend transit support has not been funded of \$150K
- Sustainable Mixed-Used Place (\$331K) or 23% under budget
 - Economic Development Initiatives have not been funded.
- Vision & Offering Understood by All (\$226K) or 14% under budget
 - Rebranding, new website development costs and holiday activations will be expensed in December.

October 2023 Variances greater than 5% from Amended Budget

Capital Improvement – (\$1.572M) under budget or (58%)

- Safe & Comfortable (\$41K) under budget in Irrigation refurbishment
- Inviting Public Realm (\$990K) under budget for Storefront activation and streetscape grants, More Space Main Street 2.0, Banners, MSQ Park improvements and Landscape enhancements.
- Accessible to Region (\$252K) under budget for Southeast Sidewalks TxDot, Sidewalk Infill Projects and Wayfinding
- Sustainable Mixed Used Place (\$203K) under budget for Retail Challenge Grants
- Capital Replacement (\$86K) under budget due to repairs being less than forecasted.

Check register for November 2023

- Total checks issued in November 2023 were \$1.5 million.
 - Block by Block - \$291,213
 - Associated Landscape Services - \$102,511
 - Seal Security Solutions, LLC - \$76,398
 - Downtown Redevelopment Authority - \$72,268
 - Streetsense - \$67,200
 - Roll Out Productions - \$45,000
 - Geocentric - \$45,000
 - Finger FSC McKinney LTD - \$44,875

2023 Disadvantaged Business Enterprise Program (DBE) Activity Report (1/1 – 9/30)

	2023			2022		
	Operating	Capital	Total	Operating	Capital	Total
Total Certified MWBE	\$1,839K	\$16K	\$1,855K	\$1,274K	\$91K	\$1,365K
Adj. Total Spending	\$11,605K	\$868K	\$12,473K	\$10,917K	\$667K	\$11,584K
Less: Qualified Exclusions	(\$6,253K)	(\$362K)	(\$6,615K)	(\$6,344K)	-	(\$6,344K)
Qualifying Total Spending	\$5,352K	\$506K	\$5,858K	\$4,573K	\$667K	\$5,240K
% MWBE Certified	34.4%	3.2%	31.7%	27.9%	13.7%	26.1%
Total Self-Certified MWBE	\$90K	-	\$90K	\$394K	-	\$394K
% Cert. + Self Cert.	36.0%	3.2%	33.2%	36.5%	13.7%	33.6%
GOAL			25.0%			25.0%

HOUSTON DOWNTOWN MANAGEMENT DISTRICT

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AP Check Register (Current by Bank)

Check Dates: 11/1/2023 to 11/30/2023

Check No.	Date	Vendor ID	Payee Name
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BANK ID: A - OPERATING ACCT-JPMORGAN**101.000**

35557	11/14/23	4753	CMYK GROUP LLC
35558	11/21/23	4753	CMYK GROUP LLC
35560	11/01/23	999987	101 AUSTIN LLC
35561	11/01/23	999944	BOP HOUSTON HOTEL, LLC
35562	11/01/23	1598	CLAYCO ACADEMY SPORTS NO 1 LTD
35563	11/01/23	99956	FINGER FSC MCKINNEY LTD
35564	11/01/23	999988	HOUSTON HOUSE LP
35565	11/01/23	4014	HYCO INDUSTRIAL,LTD
35566	11/01/23	5255	KJD AUTO STORAGE LLC
35567	11/01/23	5648	LINEBARGER GOGGAN BLAIR
35568	11/01/23	99929	REGENCY MAIN LLC
35569	11/01/23	99917	SPUS9 HSTN NORTH TOWER LP
35570	11/01/23	99937	SPUS9 HSTN SOUTH TOWER LP
35571	11/20/23	5986	DOWNTOWN REDEVELOPMENT
* 70438	11/03/23	9067	WASTE MANAGEMENT OF TEXAS, INC
* 70442	11/03/23	1801	DIRECTV
* 70444	11/03/23	0490	ASSOCIATED LANDSCAPE SERVICES
* 70451	11/03/23	1713	CREST PRINTING, INC
* 70455	11/03/23	0450	AVALON MUSIC
* 70462	11/03/23	5636	THE LETCO GROUP, LP
* 70465	11/03/23	4563	JENNA BEASLEY
* 70468	11/03/23	6298	JORDAN CUTLER
* 70470	11/03/23	8552	TEXAS outhouse, INC.
* 70472	11/03/23	5211	KEITH GOULD
* 70474	11/03/23	3630	HOME DEPOT CREDIT SERVICES
* 70476	11/03/23	8119	ROADRUNNER RECYCLING, INC
* 70478	11/03/23	8315	SWANK MOTION PICTURES, INC
* 70480	11/03/23	8607	TXU ENERGY RETAIL COMPANY, LLC
* 70482	11/03/23	1227	CENTRAL CITY CO-OP
* 70484	11/03/23	8148	SABRINA NAULINGS
* 70486	11/03/23	2550	SCOTT FINKE
* 70488	11/03/23	8609	TOUCH & AGREE PROPERTY
* 70490	11/03/23	1787	DIS OR DAT CAFE
* 70492	11/03/23	9948	ORKIN PEST CONTROL
* 2305472	11/14/23	8315	SWANK MOTION PICTURES, INC
* 2305481	11/14/23	1692	COSTAR GROUP, INC.
* 2305500	11/14/23	8552	TEXAS outhouse, INC.
* 2305512	11/14/23	8168	SEAL SECURITY SOLUTIONS, LLC
* 2305522	11/14/23	8148	SABRINA NAULINGS
* 2305531	11/14/23	7400	PFEIFFER & SON, LTD
* 2305541	11/14/23	5961	MELISSA TAYLOR
* 2305549	11/14/23	7995	INCONTROL CONTRUCTION LLC

HOUSTON DOWNTOWN MANAGEMENT DISTRICT

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AP Check Register (Current by Bank)

Check Dates: 11/1/2023 to 11/30/2023

Check No.	Date	Vendor ID	Payee Name
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BANK ID: A - OPERATING ACCT-JPMORGAN**101.000**

* 2305559	11/14/23	3548	HAMILTON PLUMBING SERVICE
* 2305568	11/14/23	1713	CREST PRINTING, INC
* 2305579	11/14/23	0490	ASSOCIATED LANDSCAPE SERVICES
* 2305586	11/14/23	0009	THOMAS PRINTWORKS
* 2305594	11/14/23	8351	SHOOT EDIT SLEEP, LLC
* 2305601	11/14/23	8403	SPECIAL EVENT HOUSTON
* 2305610	11/14/23	2550	SCOTT FINKE
* 2305617	11/14/23	8121	ROLL OUT PRODUCTIONS LLC
* 2305621	11/14/23	7712	POWER PEST CORP
* 2305629	11/14/23	5540	LINCOLN COLWELL
* 2305635	11/14/23	5211	KEITH GOULD
* 2305644	11/14/23	3550	HARDY & HARDY
* 2305648	11/14/23	2762	FIELD OF STUDY
* 2305652	11/14/23	0089	EGIDIO NARVAEZ PHOTOGRAHER
* 2305658	11/14/23	1543	CITY OF HOUSTON
* 2305664	11/14/23	0880	BYRD CREATIVE MARKETING
* 2305669	11/14/23	0450	AVALON MUSIC
* 2305679	11/14/23	0446	ARUP US, INC
* 3769497	11/20/23	3288	BRACEWELL
* 3769509	11/20/23	0490	ASSOCIATED LANDSCAPE SERVICES
* 3769527	11/20/23	0511	BLOCK BY BLOCK
* 3769538	11/20/23	5700	LONE STAR FLAGS AND FLAGPOLES
* 3769542	11/20/23	5996	MJB CONSULTING
* 3769546	11/20/23	0594	STREETSENSE
* 3769558	11/20/23	0044	AABLE FINANCIAL GROUP, INC
* 3769563	11/20/23	0450	AVALON MUSIC
3769564	11/20/23	5703	MICHAEL LOESSIN
* 3769569	11/20/23	9819	BRYAN K BENNETT
* 3769574	11/20/23	1227	CENTRAL CITY CO-OP
* 3769579	11/20/23	1601	COOPWOOD'S AIR CONDITIONING
* 3769587	11/20/23	2082	D9 DESIGNS, LLC
* 3769594	11/20/23	1787	DIS OR DAT CAFE
* 3769612	11/20/23	2929	FORT BEND BATTERY & GOLF CARTS
* 3769622	11/20/23	3113	GEOCENTRIC
* 3769629	11/20/23	3550	HARDY & HARDY
* 3769636	11/20/23	3821	HOUSTON POLICE FOUNDATION
* 3769639	11/20/23	5950	JANA GUNTER
* 3769645	11/20/23	5211	KEITH GOULD
* 3769649	11/20/23	5710	LVA 4 HOUSTON GREENSTREET LP
* 3769658	11/20/23	8315	SWANK MOTION PICTURES, INC
* 3769662	11/20/23	8564	TEXAS PIE GUY
* 3769665	11/20/23	1860	THE DAVEY TREE EXPERT COMPANY

HOUSTON DOWNTOWN MANAGEMENT DISTRICT

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AP Check Register (Current by Bank)

Check Dates: 11/1/2023 to 11/30/2023

Check No.	Date	Vendor ID	Payee Name
-----------	------	-----------	------------

BANK ID: A - OPERATING ACCT-JPMORGAN

101.000

* 3769669	11/20/23	8609	TOUCH & AGREE PROPERTY
* 3769675	11/20/23	9089	WE 68 LLC
* 3769680	11/20/23	9045	WESTERN FIRST AID & SAFETY
* 5326518	11/29/23	8066	READYREFRESH
* 5326521	11/29/23	0490	ASSOCIATED LANDSCAPE SERVICES
* 5326535	11/29/23	5987	MAINTENANCE TO GO
* 5326540	11/29/23	0034	ABC HOME & COMMERCIAL SERVICES
* 5326544	11/29/23	1733	CRITERION PICTURES
* 5326548	11/29/23	0027	AT&T
* 5326552	11/29/23	0450	AVALON MUSIC
* 5326556	11/29/23	1227	CENTRAL CITY CO-OP
* 5326561	11/29/23	1601	COOPWOOD'S AIR CONDITIONING
* 5326563	11/29/23	5700	LONE STAR FLAGS AND FLAGPOLES
* 5326566	11/29/23	5996	MJB CONSULTING
* 5326576	11/29/23	9113	NCTP-CPAS PLLC
* 5326582	11/29/23	8027	RAE SECURITY SOUTHWEST, LLC
* 5326585	11/29/23	3400	RAFFLE PARKING COMPANY,LLC
* 5326589	11/29/23	8151	SEARCH HOMELESS SERVICES
* 5326591	11/29/23	3948	THE HARRIS CENTER FOR
* 5326593	11/29/23	9081	WESTPARK COMMUNICATIONS, L.P
* 704401	11/03/23	8912	VORTEX COLORADO, LLC
* 9155392	11/20/23	9948	ORKIN PEST CONTROL

BANK A REGISTER TOTAL: _____

BANK ID: B - CAPITAL ACCT-JPMORGAN

102.000

69895	11/03/23	3804	HOUSTON BUSINESS JOURNAL
* 70138	11/03/23	3804	HOUSTON BUSINESS JOURNAL
* 2304912	11/14/23	4560	JERDON ENTERPRISE, L.P.
* 2304967	11/14/23	4560	JERDON ENTERPRISE, L.P.
* 2305377	11/14/23	7400	PFEIFFER & SON, LTD
* 3769033	11/20/23	1751	DESIGN WORKSHOP, INC
* 5326396	11/29/23	5987	MAINTENANCE TO GO

BANK B REGISTER TOTAL: _____

GRAND TOTAL : _____

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 November 30, 2023 and 2022, 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
December 7, 2023

**Houston Downtown Management District
Governmental Fund Balance Sheets and
Statement of Net Position
November 30, 2023 and November 30, 2022**

	2023			2022		
	HDMD Operating Year to Date	HDMD Capital Year to Date	Total (Memo Only)	HDMD Operating Year to Date	HDMD Capital Year to Date	Total (Memo Only)
Assets						
Cash	\$ 6,292,630	\$ 4,161,403	\$ 10,454,033	\$ 9,076,028	\$ 5,068,648	\$ 14,144,676
Assessments Due	17,955,705	1,466,876	19,422,581	16,590,998	1,412,454	18,003,452
Accounts Receivable	417,952	-	417,952	36,554	4,800	41,355
Prepaid Expense	26,235	-	26,235	26,235	-	26,235
Property & Equipment, Net	533,704	93	533,797	567,959	2,214	570,173
Right of Use Lease Assets, Net	2,538,279	-	2,538,279	2,664,169	-	2,664,169
Intercompany Rec/Pay	(1,078,831)	1,078,831	-	97,879	(97,879)	-
Total Assets	\$ 26,685,674	\$ 6,707,203	\$ 33,392,877	\$ 29,059,822	\$ 6,390,238	\$ 35,450,060
Liabilities						
Accounts Payable & Accrued Expenses	\$ 576,050	\$ -	\$ 576,050	\$ 543,715	\$ 43,000	\$ 586,715
Lease Liabilities	2,704,165	-	2,704,165	2,778,459	-	\$ 2,778,459
Deferred Revenue	-	-	-	-	-	-
Reserve for Refunds due to Property Protests	2,495,835	189,188	2,685,023	1,674,038	142,472	1,816,510
Total Liabilities & Deferred Revenue	5,776,050	189,188	5,965,238	4,996,211	185,472	5,181,683
Fund Balances						
Unreserved, Undesignated	20,109,624		20,109,624	23,263,611		23,263,611
Unreserved, Designated for Catastrophy	800,000		800,000	800,000		800,000
Reserved for Capital Projects		6,518,015	6,518,015		6,204,766	6,204,766
	20,909,624	6,518,015	27,427,639	24,063,611	6,204,766	30,268,377
Total Liabilities, Deferred Revenue & Fund Balances	\$ 26,685,674	\$ 6,707,203	\$ 33,392,877	\$ 29,059,822	\$ 6,390,238	\$ 35,450,060

Houston Downtown Management District
Statement of Activities
For the Eleven Months Ended November 30, 2023

	Operating YTD Actual	Capital YTD Actual	Total YTD Actual	Amended YTD Budget	Fav (Unfav) Variance	% Var
Revenues						
Assessment Revenue	\$ 15,634,303	\$ 1,276,270	\$ 16,910,573	\$ 16,430,423	\$ 480,150	3%
Operations Revenue	631,088	-	631,088	612,291	18,797	3%
Project Revenue	195,839	-	195,839	190,648	5,191	3%
Other Income	21,038	-	21,038	3,686	17,352	471%
Interest Income	545,395	209,645	755,040	700,336	54,704	8%
Total Revenues	\$ 17,027,663	\$ 1,485,915	\$ 18,513,578	\$ 17,937,384	\$ 576,194	3%
Expenses						
Downtown Feels Safe & Comfortable at All Times						
Collaboration to Maintain Low Crime Rate	\$ 2,486,112	\$ -	\$ 2,486,112	\$ 2,814,335	\$ 328,224	12%
Reduced Presence of Homeless & Street Persons	752,112	-	752,112	912,472	160,360	18%
Downtown Sidewalks are Comfortably Lighted	162,370	-	162,370	137,051	(25,319)	-18%
Downtown Clean & Well-Kept Appearance	4,514,474	-	4,514,474	4,573,315	58,841	1%
Remove Signs of Disorder in Downtown	78,388	-	78,388	78,207	(181)	0%
Prepare for Emergencies	111,621	-	111,621	111,249	(371)	0%
	8,105,077	-	8,105,077	8,626,629	521,553	6%
Public Realm is Charming, Inviting, Beautiful & Celebrates the Life of the City						
Key Pedestrian Streets are Inviting	453,076	-	453,076	601,528	148,452	25%
Public Spaces Managed, Programmed, & Delightful	1,544,980	-	1,544,980	1,591,122	46,141	3%
Place of Civic Celebration	1,410,013	-	1,410,013	1,301,564	(108,449)	-8%
	3,408,069	-	3,408,069	3,494,214	86,144	2%
Accessible to Region & Easy to Get Around						
Effective Transit Access More Places, More Hours	26,346	-	26,346	170,375	144,029	85%
Convenient Circulation Without Personal Vehicle	-	-	-	-	-	N/A
Easy To Find Way Around	58,691	-	58,691	118,299	59,608	50%
Connect Neighbors & Districts Inside/Outside Downtown	110,327	-	110,327	87,185	(23,142)	-27%
Convenient, Understandable & Managed Parking	7,652	-	7,652	6,771	(882)	-13%
	203,015	-	203,015	382,630	179,614	47%
Vibrant, Sustainable Mixed-Use Place						
Best Place to Work in Region	267,156	-	267,156	495,462	228,306	46%
Exciting Neighborhoods to Live In	783,112	-	783,112	889,410	106,298	12%
Competitive Shopping Place	22,544	-	22,544	18,618	(3,925)	-21%
Remarkable Destination for Visitors	14,940	-	14,940	15,107	166	1%
	1,087,752	-	1,087,752	1,418,597	330,845	23%
Downtown's Vision & Offering Understood By All						
Market to Region	683,375	-	683,375	944,379	261,004	28%
Promote Downtown's Ease of Use	97,737	-	97,737	86,783	(10,955)	-13%
Vision/Development Framework Understood By All	589,330	-	589,330	570,674	(18,656)	-3%
Tools to Assist Continued Redevelopment	24,871	-	24,871	24,463	(408)	-2%
Develop & Maintain Information to Support Downtown	24,289	-	24,289	19,796	(4,493)	-23%
	1,419,603	-	1,419,603	1,646,096	226,493	14%
District Governance & Service Known for Excellence						
Engage Stakeholders in Decision Making	702,772	-	702,772	750,325	47,553	6%
Communications to Owners, Tenants & Others	53,165	-	53,165	47,721	(5,444)	-11%
Preservation of Districts' Capital Assets	44,561	-	44,561	44,560	(1)	0%
	800,498	-	800,498	842,606	42,108	5%
Capital Improvement & Expenditures						
Downtown Feels Safe & Comfortable	-	209,034	209,034	250,507	41,473	17%
Public Realm is Charming, Inviting, & Beautiful	-	204,341	204,341	1,194,136	989,795	83%
Accessible to Region & Easy to Get Around	-	545,610	545,610	797,766	252,156	32%
Vibrant, Sustainable Mixed-Use Place	-	67,133	67,133	269,937	202,804	75%
Downtown's Vision & Offering Understood By All	-	-	-	-	-	N/A
Capital Replacement Expenditure	-	93,988	93,988	179,914	85,926	48%
	-	1,120,106	1,120,106	2,692,260	1,572,154	58%
Total Expenses	\$ 15,024,014	\$ 1,120,106	\$ 16,144,120	\$ 19,103,031	\$ 2,958,912	15%
Depreciation Expense	82,727	1,027	83,753	95,312	11,559	
Excess of Revenue Over Expenses GAAP Basis	\$ 1,920,922	\$ 364,783	\$ 2,285,705	\$ (1,260,960)	\$ 3,546,665	

Houston Downtown Management District
Statement of Activities
For the Eleven Months Ended November 30, 2023 and November 30, 2022

	Operating YTD Actual	Capital YTD Actual	2023 Total YTD Actual	2022 Total YTD Actual	Fav (Unfav) Variance	% Var
Revenues						
Assessment Revenue	\$ 15,634,303	\$ 1,276,270	\$ 16,910,573	\$ 16,430,423	\$ 480,150	3%
Operations Revenue	631,088	-	631,088	476,890	154,198	32%
Project Revenue	195,839	-	195,839	114,176	81,663	72%
Other Income	21,038	-	21,038	70,783	(49,745)	-70%
Interest Income	545,395	209,645	755,040	203,842	551,198	270%
Total Revenues	\$ 17,027,663	\$ 1,485,915	\$ 18,513,578	\$ 17,296,114	\$ 1,217,464	7%
Expenses						
Downtown Feels Safe & Comfortable at All Times						
Collaboration to Maintain Low Crime Rate	\$ 2,486,112	\$ -	\$ 2,486,112	\$ 2,142,313	\$ (343,799)	-16%
Reduced Presence of Homeless & Street Persons	752,112	-	752,112	582,042	(170,070)	-29%
Downtown Sidewalks are Comfortably Lighted	162,370	-	162,370	114,634	(47,736)	-42%
Downtown Clean & Well-Kept Appearance	4,514,474	-	4,514,474	4,240,597	(273,877)	-6%
Remove Signs of Disorder in Downtown	78,388	-	78,388	48,009	(30,379)	-63%
Prepare for Emergencies	111,621	-	111,621	98,389	(13,232)	-13%
	8,105,077	-	8,105,077	7,225,984	(879,093)	-12%
Public Realm is Charming, Inviting, Beautiful & Celebrates the Life of the City						
Key Pedestrian Streets are Inviting	453,076	-	453,076	359,045	(94,031)	-26%
Public Spaces Managed, Programmed, & Delightful	1,544,980	-	1,544,980	895,380	(649,601)	-73%
Place of Civic Celebration	1,410,013	-	1,410,013	1,109,208	(300,805)	-27%
	3,408,069	-	3,408,069	2,363,632	(1,044,437)	-44%
Accessible to Region & Easy to Get Around						
Effective Transit Access More Places, More Hours	26,346	-	26,346	10,223	(16,123)	-158%
Convenient Circulation Without Personal Vehicle	-	-	-	-	-	N/A
Easy To Find Way Around	58,691	-	58,691	83,781	25,090	30%
Connect Neighbors & Districts Inside/Outside Downtown	110,327	-	110,327	9,471	(100,856)	-1065%
Convenient, Understandable & Managed Parking	7,652	-	7,652	18,093	10,441	58%
	203,015	-	203,015	121,568	(81,448)	-67%
Vibrant, Sustainable Mixed-Use Place						
Best Place to Work in Region	267,156	-	267,156	370,991	103,835	28%
Exciting Neighborhoods to Live In	783,112	-	783,112	682,482	(100,630)	-15%
Competitive Shopping Place	22,544	-	22,544	15,995	(6,549)	-41%
Remarkable Destination for Visitors	14,940	-	14,940	25,354	10,414	41%
	1,087,752	-	1,087,752	1,094,821	7,069	1%
Downtown's Vision & Offering Understood By All						
Market to Region	683,375	-	683,375	1,014,878	331,503	33%
Promote Downtown's Ease of Use	97,737	-	97,737	29,935	(67,803)	-227%
Vision/Development Framework Understood By All	589,330	-	589,330	438,431	(150,900)	-34%
Tools to Assist Continued Redevelopment	24,871	-	24,871	64,725	39,854	62%
Develop & Maintain Information to Support Downtown	24,289	-	24,289	35,080	10,791	31%
	1,419,603	-	1,419,603	1,583,049	163,446	10%
District Governance & Service Known for Excellence						
Engage Stakeholders in Decision Making	702,772	-	702,772	877,350	174,578	20%
Communications to Owners, Tenants & Others	53,165	-	53,165	44,482	(8,683)	-20%
Preservation of Districts' Capital Assets	44,561	-	44,561	43,976	(585)	-1%
	800,498	-	800,498	965,808	165,310	17%
Capital Improvement & Expenditures						
Downtown Feels Safe & Comfortable	-	209,034	209,034	-	(209,034)	N/A
Public Realm is Charming, Inviting, & Beautiful	-	204,341	204,341	5,107	(199,234)	N/A
Accessible to Region & Easy to Get Around	-	545,610	545,610	148,145	(397,465)	-268%
Vibrant, Sustainable Mixed-Use Place	-	67,133	67,133	92,925	25,792	28%
Downtown's Vision & Offering Understood By All	-	-	-	-	-	N/A
Capital Replacement Expenditure	-	93,988	93,988	271,664	177,676	65%
	-	1,120,106	1,120,106	517,841	(602,264)	-116%
Total Expenses	\$ 15,024,014	\$ 1,120,106	\$ 16,144,120	\$ 13,872,703	\$ (2,271,417)	-16%
Depreciation Expense	82,727	1,027	83,753	91,788	8,035	
Excess of Revenue Over Expenses GAAP Basis	\$ 1,920,922	\$ 364,783	\$ 2,285,705	\$ 3,331,623	\$ (1,045,918)	

Houston Downtown Management District

Variance Analysis to Amended 2023 Budget

For the Eleven Months Ended November 30, 2023

Revenue

1) Assessment revenue is over budget \$480K due to board approved increase in operating assessment rate of .50 cents per \$100 in value. Operations revenue is under budget (\$1K) in Cotswold Fountain reimbursements, (\$21K) in Trebly Park Tout Suite Utility reimbursements and (\$1K) in DRA reimbursements. The shortfall for Trebly Park Tout Suite is due to a necessary contract revision no longer requiring reimbursements for utility expenses. Over budget \$8K in Main Street Fountain Reimbursements, \$14K in the Trash Program, \$18K in Irrigation reimbursements from Buffalo Bayou Park and \$2K in METRO Bus Stop Cleaning due to timing of receipts. Project revenue is over budget \$5K in Market Square Park reimbursements. Other income is over budget \$12K in Market Square Park event revenue and \$5K in virtual card rebates. Interest income is over budget \$55K due to more favorable rates than projected.

Operating Budget

Expenses

2) Goal 1a-Collaboration to Maintain Low Crime Rate-Under budget (\$260K) in Safety Guides due to the inability to hire and retain qualified personnel because of the severe summer heat and dealing with the homeless. Under budget (\$17K) in the Off Duty Officer program, (\$7K) in Seal Security and (\$44K) in staffing off duty officers..

3) Goal 1b-Reduced Presence of Homeless & Street Persons-Under budget (\$160K) in homeless outreach programs. SEARCH is having a difficult time keeping the three budgeted employees on staff. They are working with two staff to fulfill objectives.

4) Goal 1c-Downtown Sidewalks are Comfortably Lighted-Over budget \$25K in Street Lighting Expense, amenities and maintenance.

5) Goal 1d-Downtown Noted for Cleanliness & Well-Kept Appearance- Under budget (\$10K) in Trash Collection, (\$13K) in Landscaping, (\$18K) in Operations overhead, (\$19K) in Irrigation and (\$9K) in staffing. Over budget \$7K in Street Teams cleaning sidewalks and bus stops and \$4K in Paver repair and maintenance.

6) Goal 2a-Key Pedestrian Streets are Inviting-Under budget (\$169K) in accent plants. Over budget \$21K in staffing.

7) Goal 2b-Key Public Spaces Programmed and Delightful-Over budget \$7K in Cotswold Fountain repairs and maintenance. Under budget (\$46K) in Main Street Square maintenance, (\$31K) in Market Square Park Maintenance, and (\$1K) in Trebly Park maintenance. Under budget in Farmer's Market programming (\$10K), Collaborative programming (\$9K), Trebly Park programming (\$1K) and (\$14K) in staffing. Over budget in Market Square programming \$59K.

8) Goal 2c-Place of Civic Celebration-Over budget \$3K in Pole & Pot Maintenance, \$46K in Allen Parkway Maintenance, \$82K in Holiday Promotions and \$8K in staffing. Under budget (\$30K) in Art programming.

9) Goal 3a-Effective Transit Access More Places - Under budget (\$150K) in Effective transit access (Ft. Bend Co. Park and Ride). Over budget \$6K in staffing.

10) Goal 3c-Easy to Find Way Around - Under budget \$51K in Wayfinding and \$19K in staffing.

11) Goal 3d-Connect Neighbors & Districts Inside/Outside Downtown-Over budget \$23K in staffing.

12) Goal 4a-Best Place to Work in the Region-Under budget (\$225K) in Economic Development and (\$3K) in staffing.

13) Goal 4b-Exciting Neighborhoods To Live In-Under budget (\$97K) in DLI payments (\$9K) for Residential Market Research.

14) Goal 4c-Competitive Shopping Place - Over budget \$4K in staffing.

15) Goal 5a-Market to Region-Under budget (\$112K) in marketing expenditures and (\$149K) in staffing.

16) Goal 5b-Promote Downtown's Ease of Use - Over budget \$11K in staffing.

17) Goal 5c-Planning Consultants & Expenses are under budget (\$93K) and over budget \$112K in staffing.

18) Goal 5e-Develop and Maintain Information to Support Downtown - Staffing is over budget \$4K.

19) Goal 6a-Complete engagement by all stakeholders in District - Over budget \$4K in Operations, under budget (\$3K) in Engagement, (\$16K) in Economic Development, (\$12K) in Planning Design & Construction, (\$11K) in Administration and (\$9K) in staffing.

20) Goal 6b-Communications to owners, tenants and others - Over budget \$5K in staffing.

Capital Budget

21) Under budget (\$41K) in Landscape Amenities-Irrigation.

22) Under budget (\$318K) in Banners, (\$27K) in More Space Main Street 2.0, (\$400K) for Storefront Activation and Improved Pedestrian Connection, (\$100K) in Landscape Enhancements and (\$150K) in Market Square Park improvements. Over Budget \$5K in Trebly Park improvements

23) Under budget (\$130K) for Southeast Sidewalks TxDOT, (\$115K) for Sidewalk Infill Projects and (\$7K) for Vehicular and Pedestrian Wayfinding.

24) Under budget (\$200K) for Retail Challenge Grants and (\$3K) in DLI payments.

25) Under budget (\$89K) for Capital Replace expenditures. Over budget \$3K in Assessment fees.

Houston Downtown Management District
Disadvantaged Business Enterprise Program (DBE) Activity Report

Reporting Period: 1/1/2023 - 9/30/2023

	2023			2022		
	<u>Operating</u>	<u>Capital</u>	<u>Total</u>	<u>Operating</u>	<u>Capital</u>	<u>Total</u>
Total Certified MWBE	\$ 1,838,761	\$ 15,969	\$ 1,854,730	\$ 1,274,220	\$ 91,289	\$ 1,365,509
Adjusted Total Spending	\$ 11,605,592	\$ 867,685	\$ 12,473,277	\$ 10,916,908	\$ 667,023	\$ 11,583,931
Less Qualified for Exclusion	\$ (6,253,147)	\$ (362,259)	\$ (6,615,406)	\$ (6,343,624)	\$ -	\$ (6,343,624)
Qualifying Total Spending	\$ 5,352,445	\$ 505,426	\$ 5,857,871	\$ 4,573,284	\$ 667,023	\$ 5,240,307
%MWBE Certified	34.4%	3.2%	31.7%	27.9%	13.7%	26.1%
Total Self-Certified MWBE	\$ 89,950	\$ -	\$ 89,950	\$ 393,899	\$ -	\$ 393,899
% Certified + Self-Certified	36.0%	3.2%	33.2%	36.5%	13.7%	33.6%

AMENDMENT TO INFORMATION FORM OF HOUSTON DOWNTOWN MANAGEMENT DISTRICT

[illegible]

We, the undersigned, constituting a majority of the members of the Board of Directors of Houston Downtown Management District (the "District"), do hereby make, execute and affirm this Amended Information Form in compliance with TEXAS WATER CODE § 49.455 and TEXAS ADMIN. CODE §293.92. We do hereby certify as follows:

1. The most recent rate of the assessment levied by the District on property within the District is \$0.1325 per \$100 of assessed valuation.
2. The form Notice to Purchasers required by Texas Water Code, Section 49.452, to be furnished by a seller to a purchaser of real property in the District is attached hereto as Exhibit A and incorporated herein for all purposes.

IN WITNESS WHEREOF on this 14th day of December 2023.

[illegible]

THE STATE OF TEXAS §
§
COUNTY OF HARRIS §

BEFORE ME, the undersigned, a Notary Public, on this day personally appeared

known to me to be the persons and officers whose names are subscribed to the foregoing instrument and affirmed and acknowledged that said instrument is correct and accurate to the best of their knowledge and belief, and that they executed the same for the purposes and in the capacity therein stated.

GIVEN UNDER MY HAND AND SEAL OF OFFICE this 14th day of December 2023.

Notary Public, State of Texas

(SEAL)

After recording, return to: Jamie Perkins at Houston Downtown Management District,
1221 McKinney St., Suite 4250 Houston, TX 77010.

EXHIBIT A**NOTICE TO PURCHASERS**

The real property, described below, that you are about to purchase is located in the Houston Downtown Management District (the "District"). The District has taxing authority separate from any other taxing authority, and may, subject to voter approval, issue an unlimited amount of bonds and levy an unlimited rate of tax in payment of such bonds. As of this date, the rate of taxes levied by the District on real property located in the District is \$0.1325 on each \$100 of assessed valuation. The total amount of bonds, excluding refunding bonds and any bonds or any portion of bonds issued that are payable solely from revenues received or expected to be received under a contract with a governmental entity, approved by the voters and which have been or may, at this date, be issued is \$ 0, and the aggregate initial principal amount of all bonds issued for one or more of the specified facilities of the District and payable in whole or in part from property taxes is \$ 0.

The District has the authority to adopt and impose a standby fee on property in the District that has water, sanitary sewer, or drainage facilities and services available but not connected and which does not have a house, building, or other improvement located thereon and does not substantially utilize the utility capacity available to the property. The District may exercise the authority without holding an election on the matter. As of this date, the most recent amount of the standby fee is \$ 0. An unpaid standby fee is a personal obligation of the person that owned the property at the time of imposition and is secured by a lien on the property. Any person may request a certificate from the District stating the amount, if any, of unpaid standby fees on a tract of property in the District.

The District has the authority to levy an assessment on property within the District. The District may exercise this authority without holding an election on the matter. As of this date, the amount of the assessment is \$0.1325 (\$0.1225 for services and minor capital improvements and \$.01 for major capital improvements) per \$100 of valuation for the real property and any improvements thereon, as reflected on the tax rolls of the Harris County Appraisal District for 2023, in the District, in accordance with the provisions of the District's Service Plan, adopted on November 12, 2020.

The District is located in whole or in part within the corporate boundaries of the City of Houston. The taxpayers of the District are subject to the taxes imposed by the municipality and assessments or taxes imposed by the District until the District is dissolved. By law, a district located within the corporate boundaries of a municipality may be dissolved by municipal ordinance without the consent of the district or the voters of the district.

The purpose of this District is to promote, develop, encourage and maintain employment, commerce, transportation, housing, tourism, recreation, arts, entertainment, economic development, safety and public welfare. The cost of these services and improvements is not included in the purchase price of your property.

The legal description of the property you are acquiring is as follows:

(legal description of property attached as Attachment A)

SELLER:

(Date)

Signature of Seller

PURCHASER IS ADVISED THAT THE INFORMATION SHOWN ON THIS FORM IS SUBJECT TO CHANGE BY THE DISTRICT AT ANY TIME. THE DISTRICT ROUTINELY ESTABLISHES ASSESSMENT RATES DURING THE MONTHS OF SEPTEMBER THROUGH DECEMBER OF EACH YEAR, EFFECTIVE FOR THE UPCOMING YEAR. PURCHASER IS ADVISED TO CONTACT THE DISTRICT TO DETERMINE THE STATUS OF ANY CURRENT OR PROPOSED CHANGES TO THE INFORMATION SHOWN ON THIS FORM.

The undersigned purchaser hereby acknowledges receipt of the foregoing notice at or prior to execution of a binding contract for the purchase of the real property described in such notice or at closing of purchase of the real property.

PURCHASER:

(Date)

Signature of Purchaser

(APPROPRIATE ACKNOWLEDGMENTS)

NOTE: After recording, please return to:

ATTACHMENT A

Legal Description of Property



MEMORANDUM

December 14, 2023

TO: Board of Directors

FROM: Nominating Committee

ACTION: Recommendation of Nominee for District Director

In early November, Director Cat Nguyen submitted her resignation from the HDMD Board due to extenuating work conflicts. The Nominating Committee moved quickly to interview a candidate to replace prior representatives from a major Downtown property owner. The Committee respectfully requests the Board of Directors consider the below recommended nominee for appointment to the District Board of Directors:

<u>Pos. #</u>	<u>Appointment</u>	<u>Name</u>	<u>Affiliation</u>	<u>Replacing</u>
15	New	Sean Alley	Brookfield Properties	Cat Nguyen

With your approval, the recommendation for Position 15 will be submitted to the City of Houston Boards and Commissions for consideration and confirmation by City Council. A short resume for Mr. Alley is attached.

Recommended Motion: Approve the Nominating Committee's recommendation to nominate Sean Alley to Position No. 15 and submit a request to the City of Houston Director of Boards and Commissions for vetting and approval.

Sean Alley

Brookfield Properties
Vice President, Operations



In my role I oversee 11 million square feet of Class A office space in downtown Houston. I manage the property management, engineering, security & life safety and construction for Brookfield. I have a finance degree from Auburn University. I am originally from New Orleans but have lived in Houston since 1999.

I have been with Brookfield since 2008. I started as the assistant property manager at Two Allen Center, promoted to property manager of Two Allen Center in 2010. I moved to 2 Houston Center after we purchased Houston Center in 2018 as the property manager. In 2022 I was promoted to General Manager of Houston Center and earlier this year to VP operations.

I am married to Ellen Alley for 26 years and have a son Cole who recently graduated from UT Austin with Economics and Government degrees and is working for a city councilwoman in Austin. My daughter is Kate and a freshman at Tulane and a triple major in Arts History, Anthropology and Communications and a member of the Tulane rowing team.

Houston Downtown Management District

Resolution of Appreciation

WHEREAS, CAT NGUYEN was elected to the Board of Directors of the Houston Downtown Management District in 2020; and

WHEREAS, CAT NGUYEN now wishes to retire from the Board of Directors having committed her experience, time, and responsibility to the District for the past three years; and

WHEREAS, CAT NGUYEN has played a key role in Downtown's business growth and development. She shared her knowledge and expertise in several capacities in her roles as a Sommelier with Houston Sommelier Association; a Vanguard Representative for Republic National Distributing Company, and as a resident of Downtown; and

WHEREAS, during her tenure as a Director, CAT NGUYEN committed substantial time and talent to the District in her service on the Board of Directors, serving as a Member of the Retail & Attractions Committee; and

FURTHER WHEREAS, CAT NGUYEN shared substantial knowledge, advice, keen insight and sound judgment in her public service to the District and served as a champion for Downtown.

NOW, THEREFORE, be it

RESOLVED, the Board of Directors expresses its sincerest appreciation to CAT NGUYEN for her service and is grateful for her service as a Director of the District and wishes her well in future endeavors; and

RESOLVED FURTHER, the Board of Directors directs the Assistant Secretary to transmit to CAT NGUYEN a certified copy of this resolution as a permanent token of the Board's expression of gratitude.



MEMORANDUM

December 14, 2023

To: Board of Directors
Houston Downtown Management District

From: Kristopher Larson, AICP, LPM

Re: 2024 Budget Memo

Revenue

On October 27, 2020, a virtual format Public Hearing was conducted for the purpose of giving testimony regarding the details and benefits to property owners of the District's 2021-2025 Service and Improvement Plan. As a result of the hearing, the Plan came before the Board of Directors on November 20, 2020, and was adopted. The new Plan called for total spending of \$100.3 million over the five-year period, divided into \$93.8 million for operations and \$6.5 million for capital improvements at a maximum rate of 15 cents per \$100 of assessed value. The District has changed its method of assessment to measure property values annually based on the HCAD property values in each year of the Plan and the Board of Directors will set the assessment rate annually, subject to the maximum rate cap. In addition, the new Plan calls for approximately \$1 million of the surplus fund balance to be utilized in each of the five years.

The 2024 budget was prepared using the six goals outlined in the 2021-2025 Service and Improvement Plan and is similar in scope to the budget adopted for 2023. The draft budget prepared for your review reflects an assessment rate increase of .50 cent approved by the Houston Downtown Management District board on November 9, 2023. The increase results in 13.25 cents per \$100 of assessed value, with the split of 12.25 cents to operating expenditures and 1 cent to capital improvements. The District has provided for potential valuation adjustments achieved through protests/litigation of approximately \$2.2 million which assumes a 11.4% loss rate on those properties currently in dispute. We project net assessment revenue to be \$16.9 million for 2024.

The status of properties in litigation continues to be significant. For tax year 2023, approximately \$11.4 billion, or nearly 79% of the property value in downtown, is under protest. For tax year 2023, \$898K in refunds have been issued, \$617K less than what was issued during 2023 for tax year 2022. We will add \$2.2 million to the reserves to take care of the protests for tax year 2023, for a total reserve for protests balance of \$2.7 million. We will continue to monitor the

MEMORANDUM**December 14, 2023**

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litigation status each month and will increase or decrease the reserve as appropriate to provide for assessment refunds.

In addition to the assessment revenue, the District expects to receive the following other sources of revenue: \$228K from the trash subscription program, \$285K from METRO bus shelter cleaning, \$70K from Main Street fountain maintenance reimbursements, \$225K from Cotswold fountain maintenance reimbursements by Houston First, \$30K from Tout Suite for utilities at Trebly Park, \$150K reimbursement from Downtown Redevelopment Authority for Allen Parkway maintenance and \$7K reimbursement from Buffalo Bayou Park for irrigation. Total partner funding equals \$995K and interest income is forecasted to be \$733K. We anticipate utilizing the \$2.8 million of the carryover fund balance to balance the budget.

Total sources of revenue for 2024 is \$20.1 million (\$1.9 million higher than 2023 projected revenue) on a total property valuation of \$14.4 billion.

Process

The 2024 budget represents the fourth year of the current Plan and addresses the priorities discussed with stakeholders during the Service and Improvement Plan development.

During the month of October 2023, the District conducted two work sessions with the Board to review priorities, plus a stakeholder town hall meeting on November 30. Feedback from those meetings is incorporated into the 2024 budget and was shared in the November board meeting.

Expenditures

Highlights of the 2024 budget include:

Public Safety

Public Safety includes 28 guides, 3 leads and 1 supervisor to meet the deployment needs of residential areas of downtown. The total budget for public safety guides is \$2.3 million. The service contract was bid in 2021 and awarded to Block by Block. The budget has increased \$407K due to Block by Block's ongoing efforts to raise wages to support a "living wage" and maintain an adequate level of staff. In 2024 six of the Public Safety guides will be deployed to Homeless Outreach as part of the Quality-of-Life Response team and are included in that budget.

The number of Off-Duty HPD Officers has been set at 4 full-time equivalent positions. This allows four-hour shifts of 2-4 officers, seven days a week. The District has increased its pay rate

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from \$50 per hour to \$60 to be more competitive. Consequently, our budget for Off-Duty Officers is \$351K higher than the 2023 budget of \$281K.

To supplement the Off-Duty Officers and provide coverage for late night downtown activities, the District entered a contract for private security officers with S.E.A.L. Security. Two officers with a patrol car are assigned to four different shifts covering 7am to 3am, seven days a week. Dedicated walking patrols cover Main Street and the Historic District in addition to patrols in marked vehicles throughout downtown. The total budget for S.E.A.L. security is \$965K up from the 2023 budget of \$920K due to an increase in the hourly rate of \$37.65 to \$39.91.

The total 2023 budget for Public Safety is \$3.7M.

Homelessness

The District currently contracts with SEARCH for an Outreach Coordinator, Peer Specialist and Case Manager dedicated to downtown. The District has also engaged Harris Center to provide a Mental Health Case Manager dedicated to downtown to connect us with direct access to mental health resources, partnered with a Certified Mental Health law enforcement officer to work outreach with the Harris Center team. The intensive case management and collaboration between Harris Center and SEARCH is an approach that is working. In addition, SEARCH is conducting night outreach regularly to better connect with individuals that may be mobile and hard to find during the daytime. Total cost of SEARCH, Harris Center, and plus an unallocated amount for services coordination (\$100K) in 2024 is \$777K. The 2024 budget also includes a \$100K to support board-approved homeless initiatives.

During 2023, the District created the Downtown Public Safety office across the street from the Beacon, a facility which provides day services to persons experiencing homelessness. The Downtown Public Safety office provides additional oversight and houses staff from SEARCH, the Harris Center and “hot coffee” for HPD. Since the satellite public safety center’s opening, the Beacon’s surroundings have become much safer.

The total 2024 budget for Homeless Initiatives is \$1.3 million up from \$920K in 2023 due to the new “Quality of Life Response” team, six associates responsible for working at hot spot areas and providing a targeted presence. It also includes rent and utilities for the Downtown Public Safety office.

Street Lighting

The conversion to LED lighting continues to decrease the budget for the enhanced street lighting differential to be reimbursed to the City of Houston.

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The total 2024 budget for lighting enhancements is \$180K up \$15K from 2023 due to a forecasted increase in maintenance.

Street Team

The 2024 budget provides funding for 26.5 Street Team associates, an operations manager, a full-time maintenance technician, a dispatcher, a training coordinator, a supervisor and 2.5 team leaders. The total budget for Street Teams and equipment (contracted through Block by Block) is \$2.3 million, up from \$1.8 million in 2023. The authorized personnel count is unchanged but the contractor Block By Block continues to move towards a livable wage that is increasing costs. In addition, contractors are retained for pressure washing, bird abatement, port-to-can maintenance, and hand washing stations, totaling \$457K up \$5K from the 2023 budget.

The budget for the trash collection program is \$446K offset by revenue of \$228K.

Paver Repairs

The 2024 budget provides \$350K in funding for paver repairs reflecting no increase from 2023. Funding is used to replace pavers removed by Public Works to make repairs. We have made no provision for Bagby or Trebly Park as these are recent capital projects and will have a period of warranty. This contract was bid in 2021 and was awarded to Gulf Coast Pavers.

Landscaping, Tree Maintenance and Water

The District has extensive landscaping needs and maintains approximately 2,000 trees throughout downtown. The cost to maintain these assets is budgeted at \$875K, up \$60K from the 2023 budget. The contractor and supplies budget increased by \$20K to \$250K due to increasing costs and the tree maintenance budget increased by \$40K to \$150K to account for replacement of trees.

Operations Center Facility

During 2018 a 15-year lease was signed for the Operations Center facility at 1313 Main, upgrading the operational capabilities and expanding the space to 12,500 square feet. The District also utilizes a warehouse for storage of attic stock and equipment near downtown. In 2024, total rent for the facility and the warehouse equals \$465K and other facility operating costs are \$74K.

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Graffiti Removal

Every year the District removes thousands of stickers and graffiti in the public realm of the downtown area. Eliminating this type of urban blight is a key function of the Street Team and \$30K is budgeted in 2024 for this effort.

Emergency Planning

The 2024 budget allows for a contract to provide temporary emergency power through a vendor if needed. The budget for emergency planning is \$10K.

Public Realm Spaces

Floral displays are beautiful and extensive along Main Street, Dallas Street, Crawford Island and in the McKinney/Lamar pots. Colors are changed three times a year and supplemental plants are added in the cases where the plants have been damaged. Total budget for floral “around” downtown is \$530K reflecting no increase from 2023 budget. This does not include floral plantings in Market Square Park, Main Street Square, or Trebly Park which are included in the maintenance budgets for those areas.

Maintenance costs for Market Square Park, including park attendants, landscaping/floral, maintenance, supplies, kiosk repairs/utilities and programming is \$554K for 2024, an increase of \$140K due to the six months of forecasted programming for the District’s Farmer’s Market which was launched in 2023. Maintenance costs for Main Street Square including these similar categories total \$389K, down from \$475K in 2023 due to reduced programming. The District receives reimbursement from the surrounding properties of \$70K for fountain maintenance. Maintenance and programming costs for Trebly Park are \$383K, up from \$372K in 2023. Maintenance costs for the Cotswold fountains in the 2024 budget are \$212K which will be fully reimbursed by Houston First.

The cost of the Holiday Décor in 2024 is \$700K down from \$850K in 2023. 2023 is the final year for the leased holiday décor. In 2024 the District will be able to request new bids. The decorations will continue to include LED trees, twinkle lights, pole décor and installations at Market Square Park. The décor will also continue to be installed on Main Street from Dallas to Texas and Bagby Street to make a big visual impact on this high-traffic corridor. Total cost of collaborative and holiday programming is \$245K.

Banner, pole/pot are budgeted at \$120K, and Allen Parkway maintenance is budgeted at \$150K which is reimbursed by the Downtown Redevelopment Authority.

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Circulation/Wayfinding

An interlocal agreement signed in 2020 between the District and Fort Bend County provides operating support to a new park and ride service from Ft. Bend County estimated at \$150K per year for three years. The launch of this park and ride service is expected to resume the 1Q 2024, after being delayed because of COVID, with the bus fleet delivered 3Q-4Q 2023. This program was not funded during 2022 or 2023. In 2024, \$150K is budgeted representing the second payment of three, though the need & likelihood of this expense is still being investigated.

We currently have a wayfinding maintenance agreement for the 64 vehicular and 109 pedestrian wayfinding signs and have budgeted \$60K for wayfinding system upkeep.

Economic Development

In 2024, the budget is \$340K down from \$402K in 2023. It includes \$125K for a build out of a Research and Reports program that produces monthly, quarterly, and ad-hoc data on Downtown, \$15K for Marketing, \$100K to launch a Retail Vibrancy Strategy, \$50K for Regional Collaboration and \$50K for Reference Material/Research Sources. The 2024 budget also includes \$1 million for grant payments related to the Downtown Living Initiative. \$30K has been budgeted for Residential Programming.

Engagement

The 2024 marketing plan includes opportunities to spotlight appeal aspects of downtown and attract diverse audiences from around the region. It includes \$459K for an advertising campaign that includes television spots, digital and social media, and funds for creative & strategy. An additional \$245K was allocated to include original video production, promotional items, a field guide, and PR consultants.

The total 2024 marketing budget is \$615K down from \$946K in 2023.

Planning and Design

The 2024 planning budget is \$450K down from \$550K in 2023. In 2024 Planning and Design will continue the development work with TxDOT on the NHHIP civic opportunities project (\$250K), develop and launch a Downtown Placemaking & Connectivity Plan (\$100K) and conduct a New Transportation Study (\$100K), the scope of which is still under development.

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Governance

District governance includes expenditures for assessment collection, legal, accounting/auditors, administration contractor fees, insurance, District website and administrative personnel. There is no material change in the budget for administration and governance from 2023. The total 2024 budget is \$1.1 million. Staffing costs remain at approximately 17% of total expenditures, unchanged from 2023.

Overall, total operating expenditures are budgeted at \$20.1 million, an increase from the 2023 amended budget of approximately \$1.9M (10.4%). This reflects the District's expectations of increased costs due to cost escalation plus more downtown activity as recovery continues and placemaking opportunities increase. It should be noted that the total budgeted 2024 expenditures track very closely with our expectations of total spending on operations approved in the five-year Service and Improvement Plan.

Based on 2023, the expenditure budget for 2024 presents an optimistic outlook with the expectation of growth in the downtown workforce, business travel, visits to restaurants/bars, arts, sports, and entertainment venues, etc. over the course of the year. However, while the budget is built with a degree of optimism to accomplishing myriad objectives, the financial position of the District is strong and provides considerable flexibility to adjust with the ever-changing needs of the district.

Capital Projects

New projects for 2024 are:

Flock cameras - \$157K
Landscape Enhancements – Urban Canopy- \$150K
Storefront & Streetscape Design & Construction – \$250K
Banners \$335K
Trebley Park Improvements \$175K
Market Square Park Improvements \$50K
Lighting Plan Implementation \$250K

There are some carryover projects from 2023 that also have been budgeted for 2024:

Irrigation & Landscape Smart System Implementation - \$75K
Southeast Sidewalks - \$550K
Sidewalk Infill Projects - \$200K
Retail Catalytic Grants - \$250K

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Also included in the capital projects budget is the capital portion of the Downtown Living Initiative grants of \$88K, assessment collection fees of \$6K, and an allowance for capital replacement expenditures of \$250K.

Total capital projects expenditures for 2024 are \$2.8 million and we anticipate utilizing the \$1.3 million of the carryover fund balance to balance the budget.

Operating Fund Balance

The District has accumulated surplus fund balance through the years driven by conservative revenue assumptions and careful spending. There are a couple of major development projects under construction and the District will see the benefit of increased values for 2024 and beyond. We have designated \$800K of our fund balance to be held for catastrophic circumstances but estimate that \$16.9 million will be our year-end balance carried into 2024.

	2021-2025 Service Plan Avg. Annual	2023 Amended Budget	2023 Projected	2024 Budget	2024 Budget vs. 2023 Projected	2024 Budget vs. 2023 Budget
Revenues						
Assessment revenue	\$17,065,269	\$15,141,762	\$14,996,169	\$15,634,303	\$638,135	\$492,542
Total Other Revenue	\$575,000	\$938,416	\$782,230	\$995,000	\$212,770	\$56,584
Interest	\$200,000	\$525,238	\$600,000	\$733,000	\$133,000	\$207,762
Utilization of Surplus Fund Balance	\$933,155	\$2,649,878	\$1,862,068	\$2,769,916	\$907,847	\$120,037
Total Funds Available	\$18,773,424	\$19,255,294	\$18,240,467	\$20,132,219	\$1,891,752	\$876,925
Expenses						
Goal 1. Downtown feels comfortable and safe at all times						
1a. Collaboration to maintain low crime rate	\$3,545,000	\$3,365,014	\$3,097,815	\$3,817,393	\$719,578	\$452,379
1b. Reduced presence of homeless & street persons	\$1,366,645	\$1,015,130	\$918,628	\$1,467,302	\$548,674	\$452,172
1c. Downtown's sidewalks are comfortably lighted	\$346,917	\$206,742	\$247,132	\$229,735	(\$17,397)	\$22,993
1d. Downtown noted for cleanliness and well kept appearance	\$4,591,002	\$5,199,040	\$5,116,073	\$5,347,379	\$231,306	\$148,339
1e. Remove conditions of disorder in downtown	\$36,794	\$87,321	\$87,455	\$70,241	(\$17,214)	(\$17,080)
1f. Prepare for and respond to emergencies	\$113,011	\$120,822	\$121,057	\$114,365	(\$6,692)	(\$6,457)
Total Goal 1:	\$9,999,369	\$9,994,069	\$9,588,160	\$11,046,414	\$1,458,254	\$1,052,345
Goal 2. Public realm is charming, inviting, beautiful and celebrates the life of the city						
2a. Key pedestrian areas are inviting	\$633,388	\$611,055	\$651,128	\$632,959	(\$18,169)	\$21,904
2b. Public spaces: managed, programmed and delightful	\$1,604,230	\$1,764,965	\$1,934,750	\$1,967,203	\$32,453	\$202,238
2c. Place of civic celebration	\$1,325,646	\$1,670,205	\$1,622,863	\$1,433,214	(\$189,649)	(\$236,991)
Total Goal 2:	\$3,563,264	\$4,046,225	\$4,208,741	\$4,033,377	(\$175,364)	(\$12,848)
Goal 3. Accessible to region and easy to get around						
3a. Effective transit access: more places, more hours	\$179,766	\$172,227	\$28,219	\$170,145	\$141,926	(\$2,082)
3b. Convenient circulation without a personal vehicle	\$26,282	\$0	\$0	\$0	\$0	\$0
3c. Easy to find way around	\$140,344	\$127,849	\$80,150	\$95,000	\$14,850	(\$32,849)
3d. Connect neighborhoods and districts inside/outside downtown	\$31,538	\$95,111	\$119,604	\$63,678	(\$55,926)	(\$31,433)
3e. Convenient, understandable and managed parking	\$34,166	\$7,386	\$8,102	\$12,780	\$4,678	\$5,394
Total Goal 3:	\$412,096	\$402,573	\$236,075	\$341,604	\$105,529	(\$60,969)
Goal 4. Vibrant, sustainable mixed use place						
4a. Best place to work in region	\$370,893	\$619,926	\$452,758	\$535,854	\$83,096	(\$84,072)
4b. Exciting neighborhoods to live in	\$854,153	\$1,026,441	\$989,360	\$1,087,732	\$98,372	\$61,291
4c. Competitive shopping place	\$26,282	\$20,311	\$24,253	\$19,202	(\$5,051)	(\$1,109)
4d. Remarkable destination for visitors	\$65,178	\$16,480	\$16,322	\$17,316	\$994	\$836
Total Goal 4:	\$1,316,506	\$1,683,158	\$1,482,693	\$1,660,105	\$177,412	(\$23,053)
Goal 5. Downtown's vision and offerings are understood by all						
5a. Market to region	\$1,181,727	\$1,093,545	\$768,758	\$959,323	\$190,565	(\$134,222)
5b. Promote downtown's ease of use	\$52,563	\$94,672	\$103,420	\$123,833	\$20,413	\$29,161
5c. Vision/ development framework understood by all	\$1,085,432	\$625,281	\$663,101	\$549,768	(\$113,333)	(\$75,513)
5d. Tools to assist continued redevelopment	\$84,101	\$26,687	\$27,075	\$28,456	\$1,381	\$1,769
5e. Information to support development, investment and marketing of downtown	\$42,051	\$21,596	\$25,989	\$23,438	(\$2,551)	\$1,842
Total Goal 5:	\$2,445,874	\$1,861,781	\$1,588,343	\$1,684,817	\$96,474	(\$176,964)
Goal 6. District governance and service known for excellence						
6a. Board and administration: engage stakeholders in decision making	\$870,399	\$1,111,379	\$1,035,305	\$1,143,735	\$108,430	\$32,357
6b. Communications to owners, tenants and others	\$39,659	\$52,133	\$56,589	\$71,321	\$14,732	\$19,188
6c. Preservation of the District's capital assets	\$126,257	\$103,977	\$44,561	\$150,846	\$106,285	\$46,869
Total Goal 6:	\$1,036,315	\$1,267,489	\$1,136,455	\$1,365,903	\$229,448	\$98,414
Total Expense	\$18,773,424	\$19,255,294	\$18,240,467	\$20,132,219	\$1,891,752	\$876,925
Revenue in Excess (Deficit) Expense	\$0	\$0	\$0	\$0	\$0	\$0

	Revenue						
Analysis of functional expenses	Out of Pocket Expense	% of Bdgt	Admin Contractor Expense	% of Bdgt	Budget Total	Partner Funding	Net Expense
Goal 1. Downtown feels safe and comfortable at all times	\$9,855,785	49.0%	\$1,190,629	5.9%	\$11,046,414	\$520,000	\$10,526,414
1a Collaboration to maintain low crime rate	3,324,250	16.5%	493,143	2.4%	3,817,393	0	3,817,393
Contract labor- public safety guides	2,313,250						
Off duty + private security	1,011,000						
1b Reduced presence of homeless & street persons	1,362,900	6.8%	104,402	0.5%	1,467,302	0	1,467,302
Homeless planning and services	1,302,000						
Downtown Safety Office	60,900						
1c Downtown's sidewalks are comfortably lighted	180,000	0.9%	49,735	0.2%	229,735	0	229,735
Street lighting operating charge	50,000						
Utility expense-special lighting/amenities	30,000						
Lighting repair & maintenance	100,000						
1d Downtown noted for cleanliness & well-kept appearance	4,948,635	24.6%	398,744	2.0%	5,347,379	520,000	4,827,379
Contract labor- cleaning	2,125,300						
Contract labor - special events	10,000						
Contract labor- flagging	35,000						
Contract labor- trash collection	350,000					228,000	
Bus stop cleaning	150,000					285,000	
Recycling program	25,000						
Portable restroom servicing	30,000						
Trash bags/truck insurance	386,700						
Rat/bird abatement	73,000						
Landscape contractor	250,000						
Landscape water	275,000						
Tree maintenance contractor	150,000						
Irrigation maintenance & repair contractor	200,000					7,000	
Paver repair contractor	350,000						
Operations center expense	404,235						
Storage yard and warehouse	60,000						
Vehicle & cleaning equipment related expense	74,400						
1e Remove signs of disorder in downtown	30,000	0.1%	40,241	0.2%	70,241	0	70,241
Contract labor-graffiti abatement	30,000						
1f. Prepare for emergencies	10,000	0.0%	104,365	0.5%	114,365	0	114,365
Expense of Emergency Operations Center	10,000						
Goal 2. Public realm is charming, inviting, beautiful and celebrates the life of the city	\$3,408,000	16.9%	\$625,377	3.1%	\$4,033,377	\$475,000	\$3,558,377
2a Key pedestrian streets are inviting	530,000	2.6%	102,959	0.5%	632,959	0	632,959
Contractor floral accent planting and care	530,000						
Vacant space/window activation	0						
2b Public spaces: managed, programmed and delightful	1,663,000	8.3%	304,203	1.5%	1,967,203	325,000	1,642,203
Main Street Square fountain plantings	55,000						
Main Street fountain repairs	60,000						
Main Street Square fountain maintenance	112,000					70,000	
Main Street Square electricity	15,000						
Main Street Square attendant	147,000						
Main Street Square events & programming	0						
Cotswold Fountain Maintenance	112,000					225,000	
Cotswold Fountain Repairs	100,000						
Market Square Park landscaping	105,000						
Market Square Park operations	40,000						
Market Square Park attendant	147,000						
Market Square Park events & programming	100,000						
Market Square Park Farmer's Market	150,000						
Market Square Park kiosk utilities	12,000						
Trebley Park Accent Plants & Landscape Contractor	33,000						
Trebley Accent Plants - Contractor & Materials	33,000						
Trebley Park Attendant	147,000						
Trebley Park Repairs, Supplies & Misc.	25,000						
Trebley Park - Utilities	45,000					30,000	
Trebley Park Programming and Events	100,000		383,000				
Trebley Event Contractor	0						
Collaborate on nonpark based events	125,000						
2c Place of civic celebration	1,215,000	6.0%	218,214	1.1%	1,433,214	150,000	1,283,214
Street banners & pole repair contractor	120,000						
Allen Parkway maintenance	150,000					150,000	
Holiday logistics and installation	700,000						
Holiday season promotion expense	125,000						
Main Street Square art program	100,000						
Art consultant	20,000						

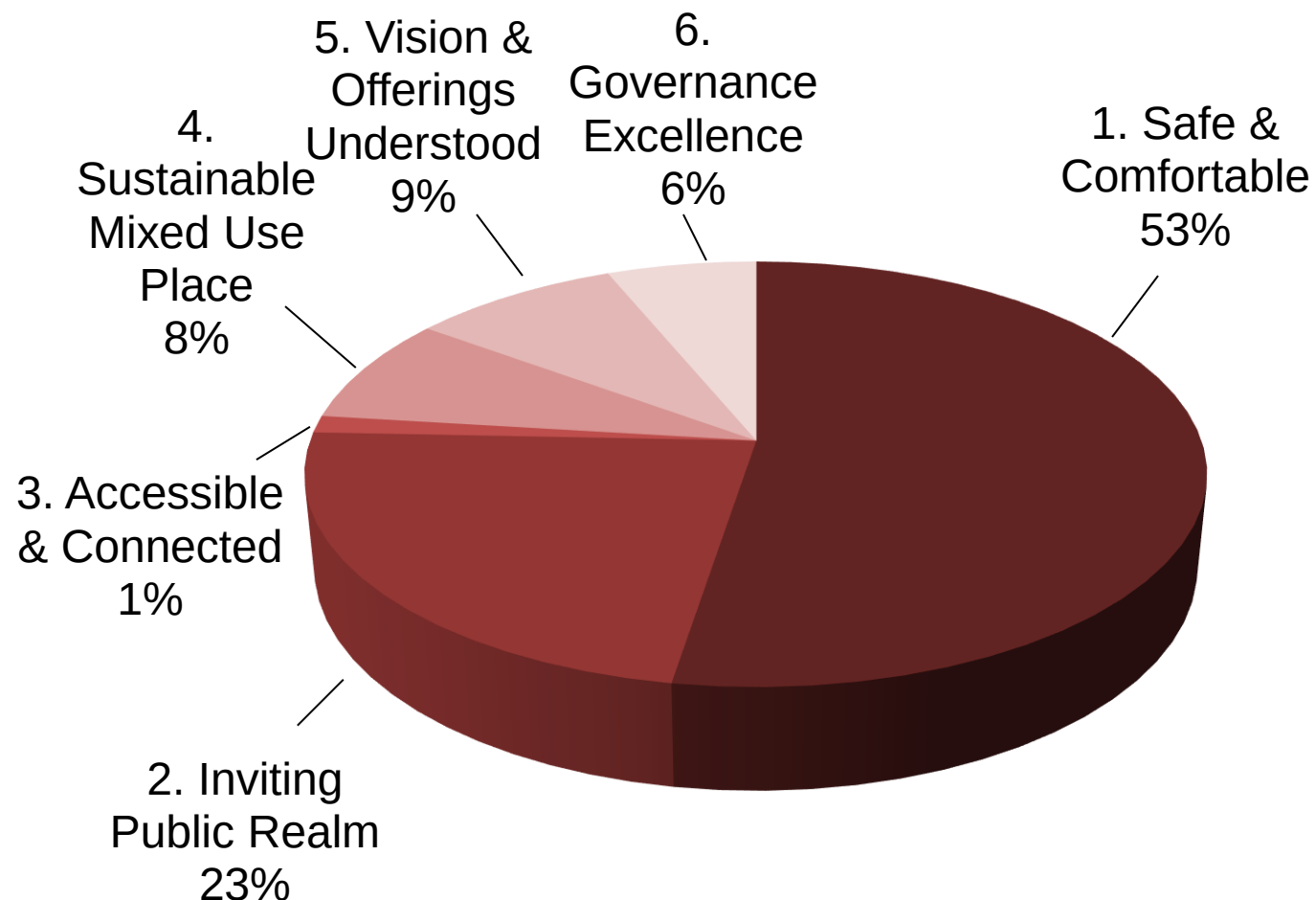
					Revenue		
Analysis of functional expenses					Budget Total	Partner Funding	Net Expense
Out of Pocket Expense	% of Bdgt	Admin Contractor Expense	% of Bdgt				
Goal 3. Accessible to entire region all of the time and easy to get around					\$341,604	\$0	\$341,604
3a Effective transit access: more places, more hours	150,000	0.7%	20,145	0.1%	170,145	0	170,145
Ft. Bend Park and Ride	150,000						
3b Convenient circulation without personal vehicle	0	0.0%	0	0.0%	0	0	0
Circulator operation	0						
Consulting to pursue additional transportation funding	0						
3c Easy to find way around	60,000	0.3%	35,000	0.2%	95,000	0	95,000
Wayfinding system maintenance contractor	60,000						
Create and update informational maps	0						
3d Connect neighborhoods and districts inside/ outside downtown	0	0.0%	63,678	0.3%	63,678	0	63,678
Streetscape project coordination	0						
3e Convenient, understandable and managed parking	0		12,780		12,780	0	12,780
Parking program updates	0						
Goal 4. Vibrant, sustainable mixed-use place					\$1,660,105	\$0	\$1,660,105
4a Best place to work in region	340,000	1.7%	195,854	1.0%	535,854	0	535,854
Economic Development Reports	125,000						
Marketing	15,000						
Retail Recruitment Strategy	100,000						
Retention/Expansion	0						
Regional Collaboration	50,000						
Meetings	0						
Reference Material/Research	50,000						
CHCI sustainability program	0						
4b Exciting neighborhoods to live in	1,066,519	5.3%	21,213	0.1%	1,087,732	0	1,087,732
Downtown Living Initiative Grants	1,036,519						
Open space, park & recreational offerings	30,000						
School, educational options	0						
4c Competitive shopping place	0	0.0%	19,202	0.1%	19,202	0	19,202
Retail core planning consultants	0						
Signage and advertising	0						
Recruitment consultant	0						
4d Remarkable destination for visitors	0	0.0%	17,316	0.1%	17,316	0	17,316
	0						
Goal 5. Downtown's vision and offerings understood by all					\$1,684,817	\$0	\$1,684,817
5a Market to region	703,500	3.5%	255,823	1.3%	959,323	0	959,323
Email blast	8,500						
Downtown web portal	25,000						
Social Media	40,000						
Field Guide	60,000						
Creative & Strategy	50,000						
Photography	35,000						
Promotions & Video	50,000						
Placebranding	75,000						
Park Promotions	25,000						
Media & Advertising	200,000						
Promotional Items	45,000						
PR consultants	90,000						
5b Promote downtown's ease of use	0	0.0%	123,833	0.6%	123,833	0	123,833
	0						
5c Vision/ development framework understood by all	450,000	2.2%	99,768	0.5%	549,768	0	549,768
North Houston Highway Improvement Project - consultants	250,000						
Transportation infrastructure planning- consultants	100,000						
Public Realm Activation Study - consultants	100,000						
5d Tools to assist continued redevelopment	0	0.0%	28,456	0.1%	28,456	0	28,456
Help potential new redevelopment projects	0						
5e Develop/ maintain information to support development, investment and marketing of downtown	0	0.0%	23,438	0.1%	23,438	0	23,438

					Revenue		
Analysis of functional expenses	Out of Pocket Expense	% of Bdgt	Admin Contractor Expense	% of Bdgt	Budget Total	Partner Funding	Net Expense
Goal 6. District governance and service known for excellence	\$583,258	2.9%	\$782,645	3.9%	\$1,365,903	\$0	\$1,365,903
6a Board and administration: engage stakeholders in decision making	432,412	2.1%	711,323	3.5%	1,143,735		1,143,735
Legal Counsel	24,000						
Accountant and auditor	55,400						
Assessment collector	68,000						
Administration contractor fee	70,212						
Insurance	40,800						
General out-of-pocket expenses	174,000						
6b Communications to owners, tenants and others	0	0.0%	71,321	0.4%	71,321	0	71,321
Downtown District Communication Quarterly	0						
Downtown District website	0						
6c Preservation of District's capital assets	150,846	0.7%	0	0.0%	150,846	0	150,846
Depreciation expense	150,846						
Grand Totals	\$16,617,062	83%	\$3,515,157	17%	\$20,132,219	\$995,000	\$19,137,219

	2021-2025 Improvememt Plan (5 years)	2023 Amended Budget	2023 Projected	2024 Budget
Revenues				
Net Assessment revenue	\$6,094,739	\$1,288,661	\$1,276,270	\$1,276,270
Project revenue	\$0	\$0	\$0	\$0
Interest	\$50,000	\$209,001	\$221,559	\$230,000
Utilization of Surplus Fund Balance	\$333,333	\$0	\$0	\$0
Prior Fund Balance	\$0	\$5,182,744	\$3,091,490	\$3,234,476
Total Funds Available	\$6,478,072	\$6,680,406	\$4,589,319	\$4,740,746
Expenses				
Goal 1 Downtown feel safe & comfortable				
Street lighting enhancements	\$1,000,000	\$0	\$0	\$0
Flock Cameras	\$0	\$0	\$0	\$156,700
Irrigation & Landscape Smart System Implementation	\$0	\$270,837	\$219,783	\$75,000
Total Goal 1:	\$1,000,000	\$270,837	\$219,783	\$231,700
Goal 2 Public realm is charming, inviting, beautiful & celebrates life of city				
Landscape Enhancements	\$550,000	\$150,000	\$0	\$150,000
More Spaces Main Street 2.0	\$0	\$734,839	\$194,246	\$0
Storefront/Streetscape Activation & Improved Pedestrian Connection	\$0	\$0	\$0	\$250,000
Banners	\$0	\$335,000	\$29,969	\$335,000
Trebley Park Improvements	\$0	\$54,404	\$13,474	\$175,000
Market Square Park Improvements	\$0	\$200,000	\$100,000	\$50,000
Lighting Plan Implementation	\$0	\$0	\$0	\$250,000
Total Goal 2:	\$550,000	\$1,474,243	\$337,689	\$1,210,000
Goal 3 Accessible to region & easy to get around				
Lighted street/parking signs	\$500,000	\$0	\$0	\$0
Improved pedestrian connections	\$3,000,000	\$1,194,587	\$492,501	\$750,000
Wayfinding signage	\$300,000	\$95,349	\$95,549	\$0
Total Goal 3:	\$3,800,000	\$1,289,936	\$588,050	\$750,000
Goal 4 Vibrant, sustainable mxed use place				
Downtown Living Initiative Grants	\$0	\$79,500	\$79,500	\$88,214
Retail catalytic grants	\$0	\$250,000	\$0	\$250,000
Total Goal 4:	\$0	\$329,500	\$79,500	\$338,214
Goal 5 Downtown's vision & offerings are understood by all				
Technical assistance grants	\$0	\$0	\$0	\$0
Total Goal 5:	\$0	\$0	\$0	\$0
Goal 6 District governance & excellence known for excellence				
Capital replacement	\$1,125,000	\$224,400	\$129,821	\$256,000
Total Goal 6:	\$1,125,000	\$224,400	\$129,821	\$256,000
Total Expenditures	\$6,475,000	\$3,588,916	\$1,354,843	\$2,785,914
Revenue in Excess (Deficit) Expense	\$3,072	\$3,091,490	\$3,234,476	\$1,954,832

Draft Budget Presentation
DOWNTOWN DISTRICT 2023

Projected 2023 Spending



Total: \$19,595,310

Operating: \$18,240,467 Capital: \$1,354,843

2023 Tax Year Appraised Value Downtown District

Total 2023 Certified Appraised Value:
\$14.3 Billion, approx. \$2M higher than 2022

Total 2023 Uncertified Appraised Value:
\$158 Million

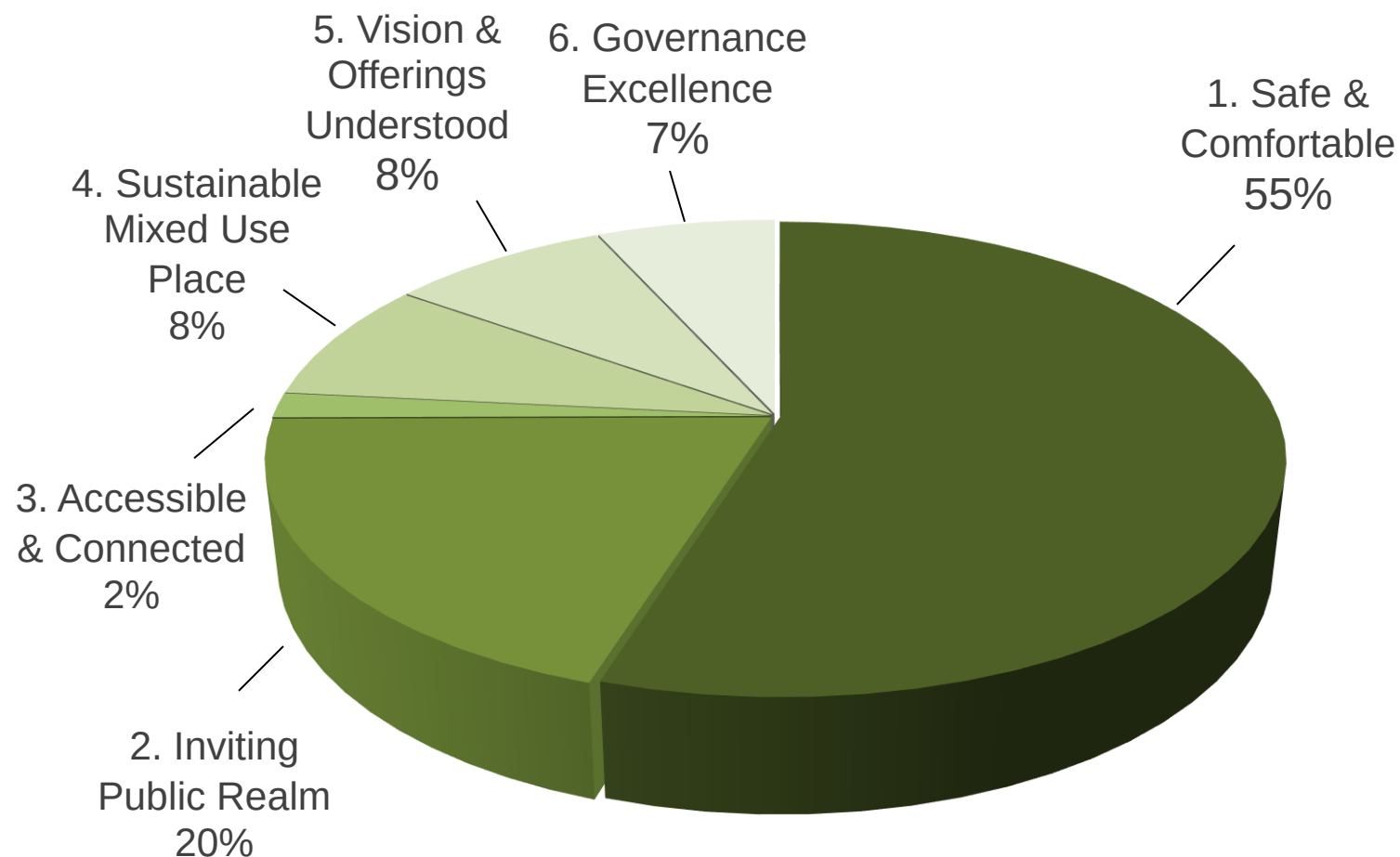
Total 2023/2022 Lawsuit & Arbitration Summary:
\$13.6 Billion
251 properties

Historic Loss Rate 11.4%

2024 Budget Assessments and Reserve

<u>Rate</u>		Certified		
		<u>Assessments</u>	<u>Reserve 11.4%</u>	<u>Net Revenue</u>
0.1225	Operating	\$ 17,637,703	\$ 2,003,400	\$ 15,634,303
0.0100	Capital	1,439,813	163,543	1,276,270
0.1325	Total	\$ 19,077,516	\$ 2,166,943	\$ 16,910,573

Proposed 2024 Budget



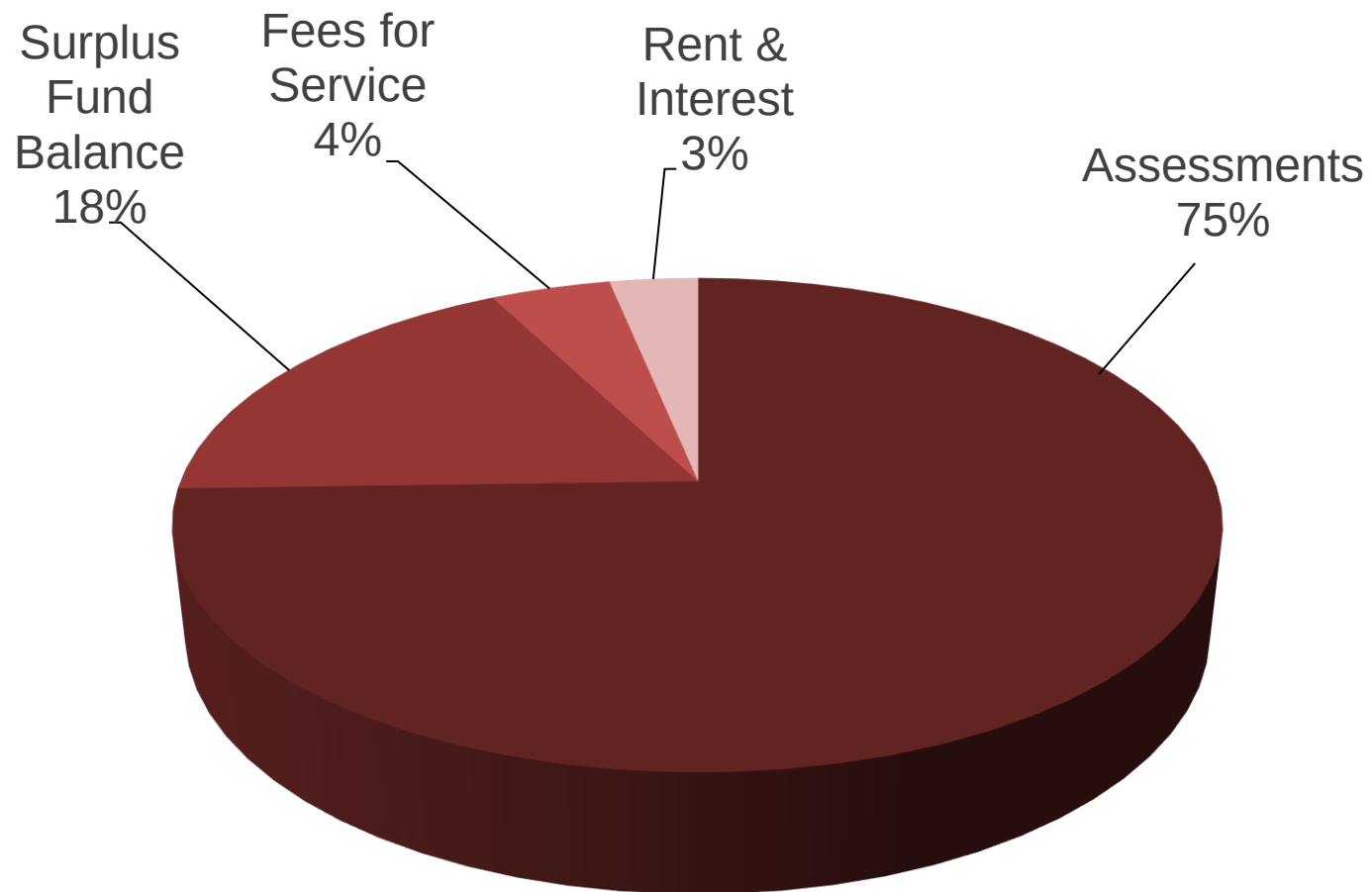
Total: \$22,918,133 (increase of \$117K from November draft)

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

2023 Budget Changes from November draft

- Operating Assessment Revenue increased \$638K due to the .50 cent increase in the rate.
- Expenditures increased \$117K.
 - Goal 2: Public realm is charming, \$112K for maintenance of the Main Street Fountain.
 - \$5K for adjustments to allocation of administrative contractor costs, benefits and overhead.

Proposed Sources of Funds



Total: \$22,918,133

Thank you!
Questions & Comments?



**Houston Downtown Management District
Board of Directors Meeting
December 14, 2023**

CONSENT AGENDA

The board of directors hereby authorizes the following items and furthermore hereby authorizes the President/CEO to execute agreements as necessary for same. Requests are attached for each item on the agenda.

1. Authorize expenditure for customized trash bags
2. Authorize agreement and expenditure for trash collection management
3. Authorize agreements and expenditures for deep cleaning pressure washing on sidewalks
4. Authorize agreement and expenditures for bus stop pressure washing
5. Authorize expenditure for Operations Center rent (1313 Main)
6. Authorize expenditure for Operations Center voice and data service
7. Authorize expenditure for Operations Center parking spaces
8. Authorize expenditure for transient and lawn meter water costs
9. Authorize agreement and expenditures for irrigation repairs
10. Authorize expenditures for tree maintenance
11. Authorize expenditure for Allen Parkway maintenance and repairs
12. Authorize expenditures for electrical costs for Operations Center, warehouse and various streetscape amenities
13. Authorize agreement and expenditures for electrical maintenance and repairs
14. Authorize expenditure for Main Street Square electrical expenses
15. Authorize expenditure for utility costs related to Market Square
16. Authorize expenditure for utility costs related to Trebly Park
17. Authorize agreement and expenditure for bird abatement
18. Authorize agreement and expenditures for safety office rent
19. Authorize agreement and expenditures for safety officer for outreach team
20. Authorize expenditure for off-duty HPD police program coordinators
21. Authorize expenditure for warehouse rent
22. Authorize expenditure for public restrooms facilities
23. Authorize agreement and expenditures for banner program
24. Authorize agreement and related expenditure for recycling program
25. Authorize agreement and expenditures for wayfinding maintenance

ACTION ITEM	Authorize 2024 expenditure with All American Poly for customized trash bags.
SERVICE PLAN	2021-2025
Account Code	828.255
Budget & Year	\$40,000 2024
REQUEST	Not to exceed \$40,000
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.
DISCUSSION	The Clean Team associates use these trash bags to remove litter and debris from the sidewalks, encampments and bus stops as well as tip trash receptacles that are overflowing. The District also has a curbside trash program that services approximately 100 small businesses. The businesses place their trash in the blue bags and the garbage truck removes all the bags between the hours of 2pm - 9pm and 4:30am – 7am.
M/WBE Participation	All American Poly is not a DBE. All American Poly was awarded the contract that included a DBE search and proposals.

ACTION ITEM	Authorize agreement and related 2024 expenditures to LJC Janitorial Service for trash collection management services.
SERVICE PLAN	2021-2025
Account Code	828.256
Budget & Year	\$25,000 2024
REQUEST	Not to exceed \$25,000
DESCRIPTION	LJC Janitorial Service is a liaison between the District and the City of Houston for the Curbside Trash Program and trash collection operations.
DISCUSSION	LJC Janitorial Service works with the City of Houston to coordinate issues associated with the garbage truck and the process of disposing of the trash collected downtown. LJC also monitors the Block By Block personnel and assists with safety training. Mr. Caldwell has his hours verified by HDMD staff and submits them in writing on a monthly basis.
DBE Participation	LJC Janitorial Service is a self certified MWBE contractor.

ACTION ITEM	Authorize agreements and 2024 expenditures for deep cleaning pressure washing of sidewalks.
SERVICE PLAN	2021-2025
Account Code	821.203
Budget & Year	\$ 150,000 2024
REQUEST	Not to exceed \$83,000
DESCRIPTION	This action allows the District to contract with companies to provide deep cleaning pressure washing for sidewalks needing special attention.
DISCUSSION	Block By Block has a crew to perform cold water pressure washing. The District wants to continue to improve the level of cleanliness of the sidewalks by hiring a company to concentrate on problem areas to remove stains utilizing hot water with a chemical application.
M/WBE Participation	District currently utilizes DBE contractors.

ACTION ITEM	Authorize agreement and 2024 expenditure with Touch & Agree Property Management & Maintenance Services for METRO bus stop pressure washing.
SERVICE PLAN	2021-2025
Account Code	821.203
Budget & Year	\$ 150,000 2024
REQUEST	Not to exceed \$67,000
DESCRIPTION	Touch & Agree is the District's sub-contractor for the METRO bus stop cleaning contract.
DISCUSSION	Touch and Agree will continue to perform the pressure washing duties of the METRO bus stop cleaning contract. Touch & Agree will pressure wash 128 stops once a week on Sunday, Monday and Tuesday nights between 6:00pm – 3:00am.
M/WBE Participation	Touch & Agree is a certified DBE.

ACTION ITEM	Authorize 2024 expenditure to LVA4 Houston GreenStreet, LP for rent for the Operations Center.
SERVICE PLAN	2021-2025
Account Code	822.250
Budget & Year	251,000 2024
REQUEST	Not to exceed \$251,000
DESCRIPTION	The District's Operations Center relocated to 1313 Main in April 2019. The District will pay approximately \$251,000 for the 12,500 sq. ft. space in 2024.
DISCUSSION	The Operations Center houses the Operations staff and all the employees of Block By Block, the contractor that manages the Clean Team and Downtown Public Safety Guide Programs. It also provides a street level space for anyone to walk in and receive information about downtown. All the equipment and vehicles needed for daily Street Team activities are stored in the annex space that opens up from the garage.
M/WBE Participation	LVA4 Houston GreenStreet, LP is not a DBE.

ACTION ITEM	Authorize 2024 expenditures with AT&T for voice and data service.
SERVICE PLAN	2021-2025
Account Code	822.255
Budget	\$23,000 2024
REQUEST	Not to exceed \$ 23,000
DESCRIPTION	This action allows payment for the internet and data service for the Operations Center. With the availability of fiber, the District now has a faster internet service to Operations and voice and data sharing services between its offices at 1221 McKinney and 1313 Main.
DISCUSSION	Since inception of the Operations Center, staff and management have desired unified day-to-day voice & data sharing systems. With the introduction of fiber, the District now has unified the voice and data sharing services between its offices at 1221 McKinney and 1313 Main.
DBE Participation	AT&T is not a DBE vendor.

ACTION ITEM	Authorize 2024 expenditures with Raffle Parking for the Operations Center parking spaces
SERVICE PLAN	2021-2025
Account Code	822.254
Budget & Year	\$12,000 2024
REQUEST	Not to exceed \$12,000
DESCRIPTION	Expenditures cover the costs associated with the four parking spaces in the garage at 1301 Main.
DISCUSSION	In the Operations Center lease, there is a clause that the garage provides the District four parking spaces for District vehicles and equipment to park throughout the day and overnight.
M/WBE Participation	Raffle Parking does not qualify as a DBE.

ACTION ITEM	Authorize 2024 expenditures with the City of Houston for transient and lawn meter water costs.
SERVICE PLAN	2021-2025
Account Code	831.258
Budget & Year	\$275,000 2024
REQUEST	Not to exceed \$275,000
DESCRIPTION	The District maintains all the trees and landscaping installed within the Cotswold Projects, Transit Streets Projects, Main Street METRO Rail Project, South East Sidewalks Project, Dallas Street, and Bagby Street. The water utilized to irrigate the landscaping and trees is metered and the District pays the City of Houston monthly for each meter.
DISCUSSION	The District has 23 lawn meters and 3 transient meters that are utilized to water the landscaping materials that were installed under the above-mentioned projects. To achieve a high standard of landscaping, the trees and groundcover need water to thrive in an urban environment.
M/WBE Participation	City of Houston is not a DBE.

ACTION ITEM	Authorize agreement and 2024 related expenditure with Maintenance To Go, Inc. for irrigation system repairs and maintenance.		
SERVICE PLAN	2021-2025		
Account Code	833.201		
Budget & Year	\$200,000	2024	
REQUEST	Not to exceed \$200,000		
DESCRIPTION	This expenditure allows for the continued maintenance and repair of the vast irrigation systems throughout the District.		
DISCUSSION	The District routinely performs needed repairs and maintenance of the irrigation systems that supply water to all the trees, planter beds and planter pots. As per the Maintenance Agreement with the City of Houston, the District is obligated to maintain the irrigation systems that were installed as part of the Metro’s Transit Street Projects, District’s Cotswold Projects, and other projects implemented by the Downtown Redevelopment Authority such as the Bagby Street Improvements Project.		
DBE Participation	Maintenance To Go, Inc. is a certified DBE company.		

ACTION ITEM	Authorize 2024 expenditures for tree trimming and maintenance throughout the downtown area.
SERVICE PLAN	2021-2025
Account Code	831.259
Budget & Year	\$150,000 2024
REQUEST	Not to exceed \$150,000
DESCRIPTION	These expenditures are for the contractors to perform tree trimming and maintenance throughout downtown.
DISCUSSION	The District has a maintenance obligation to trim trees within the Downtown District for clearance of street light poles. Our landscape contractors will be trimming branches within 4 feet of light poles. The District will also add or replace trees, ground cover and gravel as needed.
M/WBE Participation	Plan to utilize DBE contractor(s).

ACTION ITEM	Authorize 2024 agreements and expenditures for the maintenance of Allen Parkway.
SERVICE PLAN	2021-2025
Account Code	834.202
Budget Year	2024
Budget Amount	\$150,000
REQUEST	An amount not to exceed \$150,000 to perform annual maintenance for the eastern segment of Allen Parkway.
DESCRIPTION	This action enables the District to contract with vendors who perform landscaping and maintenance work within Downtown.
DISCUSSION	Several vendor work tasks are related to this authorization including, but not limited to, the following maintenance items along the eastern segment of Allen Parkway: street light replacement and repairs including attic stock for future replacement; irrigation and landscaping maintenance and repairs; tree replacements, median bollards, pavement markings, traffic signage and solar-powered speed feedback signs.
DBE Participation	Maintenance-to-Go, the District's current irrigation contractor is a City-certified DBE vendor.

ACTION ITEM	Authorize 2024 expenditure to Reliant Energy and TXU Energy for electricity costs at the Operations Center, warehouse and for the various amenities throughout the District.
SERVICE PLAN	2021-2025
Account Code	812.201, 822.252, 822.253
Budget & Year	\$145,000 2024
REQUEST	Not to exceed \$100,000
DESCRIPTION	Reliant Energy is the electricity provider for the Operations Center, warehouse and the meters installed throughout downtown for the street amenities. We signed an agreement with TXU Energy to lock in pricing starting in 2023.
DISCUSSION	The Operations Center is utilized by the District staff, Street Teams, Downtown Public Safety Guides and the security officers. The warehouse is located at 3711 Polk and stores wayfinding, trash bags, holiday decorations, electrical fixtures, etc. The District has 37 electrical meters to power the irrigation systems, wayfinding signage, pedestrian and festoon lighting, electrical receptacles, holiday décor, and illuminated banner poles.
M/WBE Participation	Reliant Energy & TXU Energy are not a DBE.

ACTION ITEM	Authorize agreement and 2024 related expenditure with Pfeiffer & Son for electrical repairs and maintenance.		
SERVICE PLAN	2021-2025		
Account Code	812.202		
Budget & Year	\$100,000	2024	
REQUEST	Not to exceed \$100,000		
DESCRIPTION	This expenditure allows for the continued maintenance and repair of the vast electrical components throughout the District.		
DISCUSSION	The District routinely performs needed repairs and maintenance of the electrical components that power the parks, irrigation systems, wayfinding system, fountains, and various architectural lighting elements. The District is obligated to maintain these components per the Maintenance Agreement with the City of Houston.		
DBE Participation	Pfeiffer & Son does not qualify as a DBE company.		

ACTION ITEM	Authorize 2024 expenditure to City of Houston for Main Street Square electrical expenses.
SERVICE PLAN	2021-2025
Account Code	835.203
Budget & Year	\$15,000 2024
REQUEST	Not to exceed \$15,000
DESCRIPTION	The District is responsible for annual energy costs related to the operations of Main Street Square. The electrical costs are primarily related to the operation of the fountain and the street lights.
DISCUSSION	These electrical costs for Main Street Square include power for the pump motors, the computer systems, air supply, the air conditioner for the vault, and lighting at the square. The District and the adjacent property owners share the electrical costs. The District pays fifty percent (50%), and our two partners pay twenty-five percent (25%) each. The amount budgeted is calculated using the City of Houston's rate per kilowatt-hour.
DBE Participation	City of Houston is not a DBE.

ACTION ITEM	Authorize 2024 expenditure to City of Houston for utility costs related to Market Square Park.
SERVICE PLAN	2021-2025
Account Code	837.203
Budget & Year	\$12,000 2024
REQUEST	Not to exceed \$12,000
DESCRIPTION	The expenditure is for electricity utility bills associated with the operation of the food kiosk at Market Square Park.
DISCUSSION	Under the District's operating agreement with the City for Market Square Park, the District is responsible for the electricity for the food kiosk. The City reads the meter and then bills the District. The District invoices the kiosk operator for reimbursement of the bill.
M/WBE Participation	City of Houston is not a DBE.

ACTION ITEM	Authorize 2024 expenditures for utility costs related to Trebly Park.
SERVICE PLAN	2021-2025
Account Code	839.203
Budget & Year	\$45,000 2024
REQUEST	Not to exceed \$45,000
DESCRIPTION	The expenditure will include the gas, electric and water utility bills associated with the operation of Trebly Park.
DISCUSSION	The District will pay all the costs of the gas, electricity and water usage for the operation of the park's amenities. The District will bill back the utility costs associated to the operation of the restaurant to the tenant, Tout Suite, on a monthly basis.
M/WBE Participation	N/A

ACTION ITEM	Authorize agreement and related 2024 expenditure to Urban Bird Services for bird abatement services.		
SERVICE PLAN	2021-2025		
Account Code	825.200		
Budget & Year	\$72,000	2024	
REQUEST	Not to exceed \$72,000		
DESCRIPTION	This expenditure is paying the costs for Urban Bird Services to perform bird monitoring, dispersal and abatement throughout downtown.		
DISCUSSION	This service helps alleviate the problem of large migratory bird population which causes bird dropping issues on the streets and sidewalks. Property managers and the District pressure wash and scrub the stains off the sidewalks but the birds come right back the next night. Urban Bird Services will work at night and use high powered, long-range avian lasers to disperse roosting in the trees. Urban Bird Services is the largest provider of Bird & Bat services in Texas. The service is set up on a month-to-month basis.		
M/WBE Participation	Urban Bird Services is not a DBE.		

ACTION ITEM	Authorize 2024 agreement and expenditure for rent for the Downtown Safety Office.
SERVICE PLAN	2021-2025
Account Code	851.201
Budget & Year	\$38,900 2024
REQUEST	Not to exceed \$38,900
DESCRIPTION	The Safety Office is located at 421 San Jacinto. The District will pay approximately \$3,200 per month for the space in 2024.
DISCUSSION	The Downtown Safety Office houses the homeless outreach staff and also provides an office for the off-duty officers, SEAL Security and DRT of HPD to have breaks 7 days a week. A BBB employee also mans the front desk and performs dispatch operations Monday through Friday. It provides a street level space for the outreach team to work with the unhoused individuals in a safe environment. The original term of the lease expires on May 14, 2024 but there are 2 additional one-year extensions if both parties agree to extend.
M/WBE Participation	TBD

ACTION ITEM	Authorize 2024 expenditures with Harris County for support services for outreach teams.
SERVICE PLAN	2021-2025
Account Code	851.200
Budget & Year	\$1,302,000 2024
REQUEST	Not to exceed \$87,300
DESCRIPTION	The Harris County Sheriff's Office will continue to provide support services in partnership with the Harris Center's Care Coordinator. Partnering together they will provide support services and long-term housing to homeless individuals suffering with mental illness or intellectual disability within our district. The contract term is from October 1, 2023 to September 30, 2024.
DISCUSSION	The Harris County Sheriff's Office will continue to work in partnership with the District's program with the Harris Center for Mental Health & IDD to further the Chronic Consumer Assistance Program (CCAP) that engages individuals identified by the District as being chronically homeless and suffering from serious mental illness. The Sheriff's Office will provide a full-time Deputy to partner with the Harris Center Care Coordinator to act as a liaison between the homeless population and area housing, medical, and mental health providers. The Deputy will provide a law enforcement presence and offer more options in dealing with a very tough population, such as being able to issue emergency detention orders (EDO) for individuals that pose a danger to themselves and others. The amount requested is for January 2024 – September 2024.
DBE Participation	Harris Center for Mental Health and IDD is the state designated local Mental Health Authority for Harris County. The Sheriff is an employee of Harris County.

ACTION ITEM Authorize 2024 expenditure to Bryan Bennett and Mike Loessin to be the Off Duty Police Program Coordinators.

SERVICE PLAN 2021-2025
Account Code 816.200
Budget & Year \$30,000 2024

REQUEST Not to exceed \$30,000

DESCRIPTION The expenditure pays Bryan Bennett to be the coordinator for the Off Duty Police Program and Mike Loessin to be the coordinator for the officers at designated areas of concern.

DISCUSSION The Off Duty Police Program was created to add uniformed police presence to the streets. The District manages the program to assist the Downtown Public Safety Guides with monitoring and responding to negative public behaviors that add to the perception of crime and the environment in the public streets. The coordinators schedule the officers to fulfill the shifts the District has created. The amount paid to the coordinators is 10% of the total labor hours the officers in the program work.

M/WBE Participation N/A

ACTION ITEM	Authorize agreement and 2024 expenditure with WE 68 for leasing warehouse space.
SERVICE PLAN	2021-2025
Account Code	822.252
Budget & Year	\$60,000 2024
REQUEST	Not to exceed \$60,000
DESCRIPTION	This action provides the monthly rent for the warehouse lease at 3711 Polk for 2024.
DISCUSSION	The District receives large deliveries and stores holiday decorations, banners, brackets, trash bags, wayfinding signage and electrical materials in the 4,750 square foot facility.
M/WBE Participation	WE 68 is not a DBE.

ACTION ITEM	Authorize 2024 expenditures for servicing public restrooms.
SERVICE PLAN	2021-2025
Account Code	821.205
Budget & Year	\$30,000 2024
REQUEST	Not to exceed \$30,000
DESCRIPTION	Expenditures cover the costs associated with installation and service of port-a-cans placed within the Downtown District to provide public restrooms.
DISCUSSION	Currently, the District has two port-a-cans providing a public restroom to users and visitors of downtown. The District pays for 7 day a week service and the locations are monitored by the Clean Teams. The port-a-cans are located at: 600 Bagby 800 Smith (Tranquility Park) Other viable locations are being pursued to provide public restroom options in other areas of downtown due to the reports and complaints of urination in certain locations.
M/WBE Participation	TBD

ACTION ITEM	Authorize agreement and related 2024 expenditures with Lone Star Flags & Flagpoles for the 2024 Banner Program.
SERVICE PLAN	2021-2025
Account Code	834.200
Budget & Year	\$90,000 2024
REQUEST	Not to exceed \$90,000
DESCRIPTION	Expenditures cover the costs associated with installation, maintenance and takedown of District banners that are displayed through the end of 2024 including the holiday banners.
DISCUSSION	The costs associated with this action will allow Lone Star Flags to maintain the banners including removals and re-installations due to damage or weather-related events, as necessary.
M/WBE Participation	Lone Star Flags & Flagpoles is a self certified MWBE contractor.

ACTION ITEM	Authorize agreement and 2024 expenditures for providing recycling services to participants in the Curbside Trash Program.
SERVICE PLAN	2021-2025
Account Code	828.257
Budget & Year	\$25,000 2024
REQUEST	Not to exceed \$25,000
DESCRIPTION	The contractor will provide recycling at least 2 days a week for the participants in the Downtown District's curbside trash program.
DISCUSSION	The Downtown District has been responsible for the trash collection in downtown since 1993. One portion of our trash collection operation is a curbside trash program that serves approximately one hundred (100) small to mid-sized businesses in downtown, predominately in the Historic District. Subscribers pay for this service, and we offer recycling to all participants. The recycled materials include paper, cardboard, plastic and aluminum materials.
DBE Participation	TBD

ACTION ITEM	Authorize agreement and related 2024 expenditures with NEC Signage and Architectural Products for pedestrian and vehicular wayfinding maintenance.
SERVICE PLAN	2021-2025
Account Code	841.200
Budget & Year	\$60,000 2024
REQUEST	Not to exceed \$60,000
DESCRIPTION	Expenditures will cover costs associated with dispatching contractor to assess and provide maintenance for wayfinding systems.
DISCUSSION	Routine and as-needed maintenance activities are planned to continue through 2024. Scope of work will cover the 66 large vehicular signs which were refurbished in 2015 and the 105 smaller pedestrian signs installed in 2016. Maintenance activities include polishing and cleaning of various sign components, a light check for electrified signs as well as a system wide comprehensive report which will be used to determine if further repairs are required.
DBE Participation	NEC Signage and Architectural Products does not qualify as a DBE.

**Houston Downtown Management District
Board of Directors Meeting
December 14, 2023**

PROGRAM AUTHORIZATIONS – OPERATIONS, PUBLIC SAFETY & MAINTENANCE

1. Authorize expenditure for the Street Team and Downtown Public Safety Guide Programs
2. Authorize agreements and expenditures for private security patrols & security cameras
3. Authorize agreement and expenditure for landscape services
4. Authorize agreement and related expenditure for floral plantings and maintenance
5. Authorize agreement and expenditure for paver repairs
6. Authorize agreement and related expenditure for fountain maintenance and repairs
7. Authorize interlocal agreement for fountain maintenance and repair reimbursements
8. Authorize agreements and expenditures for homeless outreach services

ACTION ITEM	Authorize agreement and 2024 expenditures to Block By Block to manage the Clean Team and Downtown Public Safety Guide Programs.
SERVICE PLAN	2021-2025
Account Code	821.800, 822.800, 823.800, 824.800, 828.800, 859.800, 836.800 837.800, 818.800, 817.800, 839.800, 851.200
Budget & Year	Total of \$6,036,550 2024
REQUEST	Not to exceed \$6,036,550
DESCRIPTION	This item covers the expenses for the Clean Team Program and Public Safety Guide Program. These associates are employed, managed and trained by Block By Block.
DISCUSSION	The Clean Team Program has helped enhance the image of the downtown area through litter removal, graffiti removal, mowing grass, weed removal and power washing of the sidewalks. The Trash Collection personnel remove and dispose of the trash collected throughout the District. The park attendants at Market Square Park, Main Street Square & Trebly Park are responsible for cleaning and maintaining the parks at an elevated standard. The Guides provide information and assistance to all users of downtown and proactively assess, monitor and report situations or issues that need to be addressed to make downtown an enjoyable experience. The District completed a RFP for the Street Teams and Public Safety Guide Programs in November 2020. 2024 is the first of two possible annual renewals.
DBE Participation	Block By Block is not a DBE, however they are the District's labor contractor and have committed to achieve a 20% DBE goal through sub-contractors and vendors.

ACTION ITEM	Authorize agreements and related 2024 expenditures with S.E.A.L. Security Services, Inc for private security and cameras.
SERVICE PLAN	2021 - 2025
Account Code	816.222
Budget & Year	\$965,000 2024
REQUEST	Not to exceed \$965,000
DESCRIPTION	S.E.A.L. Security Services will provide four teams of two officers to patrol and walk downtown 7 days a week, 24hrs per day. The private security teams provide additional support to the complex issues of civility ordinance violations and support our Downtown stakeholders with 24/7 safety presence. S.E.A.L. Security Services also provides 2 mobile cameras and monitoring that provides a crime deterrent and tool to be utilized in hot spot areas.
DISCUSSION	After early success with the initial SEAL pilot program, we continued to experience public safety issues and stakeholder concerns surrounding vagrants and illegal activity within Downtown during all hours of the day. An additional SEAL team was added in 2021 to perform foot patrols in their assigned areas during the late afternoon and evening hours. This program and the personnel deployments are constantly monitored to adapt and respond to ever changing conditions of the environment. Continuing these efforts will provide a uniformed security presence that will address the concerns regarding public safety throughout the District. The cameras will continue to be a crime deterrent and a tool that can be utilized by the police when events are captured on video. The cameras can be moved to different locations as areas of concerns change.
DBE Participation	S.E.A.L. Security Services is not a DBE.

ACTION ITEM	Authorize a one-year agreement extension and related 2024 expenditures with Associated Landscape Services LC to perform landscape services and maintenance.
SERVICE PLAN	2021-2025
Account Code	831.257, 837.205, 839.205
Budget & Year	Total of \$338,000 2024
REQUEST	Not to exceed \$338,000
DESCRIPTION	These expenditures are for the contractor to perform maintenance on the landscaping that the District is responsible for maintaining under the maintenance agreements with the City of Houston, METRO and TXDOT. The scope also includes enhanced maintenance at Market Square Park, Main Street, and Trebly Park. The major duties performed include tree trimming for clearance, mowing grass, trimming ground cover, removing weeds and trash and reporting any issues related to irrigation or problems with the landscaping.
DISCUSSION	The District completed a Landscape Maintenance RFP in 2020. The initial term was for one year with up to four 1-year extensions. 2024 would be the third one-year extension.
M/WBE Participation	Associated Landscape Services is not a DBE.

ACTION ITEM	Authorize a one-year agreement extension and related 2024 expenditures with Color Specialists Landscaping, Inc. for floral plantings and maintenance.			
SERVICE PLAN	2021-2025			
Account Code	832.200,	837.200	835.205	839.200
Budget	\$530,000	\$50,000	\$55,000	\$33,000
REQUEST	Not to exceed \$668,000			
DESCRIPTION	Color Specialists Landscaping Inc. will provide seasonal color and maintenance for Market Square Park, Trebly Park, Main Street, Dallas Street, Bagby Street, Crawford Island and McKinney/ Lamar/ Prairie planter pots.			
DISCUSSION	Color Specialists will provide weekly maintenance at all the seasonal color locations as well as labor and materials necessary to install new seasonal color three times a year. Services also include fertilizing, mulching, and disease control, including insecticides, fungicides, and herbicide treatments. The District completed a Landscape Maintenance RFP in 2020. The initial term was for one year with up to four 1-year extensions. 2024 would be the third one-year extension.			
DBE Participation	Color Specialists Landscaping, Inc. is a certified MWBE contractor.			

ACTION ITEM	Authorize a one-year agreement extension and related 2024 expenditures with Gulf Coast Pavers, Inc. for paver repair work.
SERVICE PLAN	2021-2025
Account Code	833.200
Budget & Year	\$350,000 2024
REQUEST	Not to exceed \$350,000
DESCRIPTION	Expenditures will cover costs to repair paver crosswalks and sidewalks at various locations within the District.
DISCUSSION	The District is obligated by the maintenance agreement with the City of Houston to maintain and repair pavers in the crosswalks and sidewalks that were installed as part of the Transit Street, Cotswold, and Bagby Street Projects. The District is also required to re-installs pavers where the City makes utility repairs. The District completed a Paver Maintenance RFP in 2020. The initial term was for one year with up to four 1-year extensions. 2024 would be the third one-year extension.
DBE Participation	Gulf Coast Pavers is not a DBE.

ACTION ITEM	Authorize execution of agreement and related expenditures with inCon-Trol Water Systems for the maintenance of the Main Street Square Fountain and the Cotswold fountains.			
SERVICE PLAN	2021-2025			
Account Code	835.202	835.200	443.210	443.220
Budget	\$112,000	\$60,000	\$112,000	\$100,000
REQUEST	Not to exceed \$384,000			
DESCRIPTION	Expenditures will cover cost for inCon-Trol Water Systems to perform daily maintenance on the Main Street Square Fountain and the Cotswold fountains. The scope of work will include: five days a week of cleaning the fountains, chemical treatments, inspection of fountain equipment, daily inspection logs, water screen cleaning, and jump/pop jet adjustment and timing.			
DISCUSSION	This action allows the MSSQ fountain to continue to be inspected and maintained by qualified technicians that specialize in fountain maintenance. The District shares the fountain maintenance expenses with the adjacent properties, 1000 Main and 1021 Main, where a portion of the yearly expenditures are billed back to the properties on a quarterly basis. InCon-Trol will also continue to maintain and repair the eleven (11) Cotswold fountains located on Prairie, Preston and Congress. The maintenance and repair costs for the Cotswold fountains will be fully reimbursed by Houston First. This will be the first renewal year after the initial agreement with both parties agreeing to continue the agreement.			
DBE Participation	inCon-Trol Water Systems does not qualify as a DBE but plans to utilize DBE suppliers and potential sub-contractors when needed.			

ACTION ITEM	Authorize an agreement with Houston First to continue to maintain and make necessary repairs to the Cotswold fountains in 2024.
SERVICE PLAN	2021-2025
Account Code	510.810
Budget Year	2024
Budget Amount	\$ 225,000 (Revenue)
REQUEST	N/A
DESCRIPTION	Houston First will fully reimburse the District for maintenance and repair costs of the eleven (11) Cotswold fountains if Houston First and the District both agree to continue the partnership in 2024.
DISCUSSION	Houston First has agreed for the District to take over the maintenance responsibility to perform daily tasks to keep the Cotswold fountains operational and properly maintained. The District will utilize inControl Water Systems to perform the work and will invoice Houston First on a monthly basis for all associated costs pertaining to the Cotswold fountains.
DBE Participation	N/A

ACTION ITEM	Authorize agreements and 2024 expenditures with SEARCH & Harris Center for Mental Health and IDD to provide outreach services and assistance.
SERVICE PLAN	2021-2025
Account Code	851.200
Budget & Year	\$1,302,000 2024
REQUEST	Not to exceed \$492,000
DESCRIPTION	SEARCH provides support services and Rapid Re-Housing for Downtown's homeless population. The Harris Center provides support services and long-term housing to homeless individuals with mental illness and intellectual disability.
DISCUSSION	SEARCH is a provider of services to the homeless community including outreach, needs assessment, case management and housing assessment. In performing their mission, Downtown Public Safety Guides (DPSGs) will encounter homeless who need these services and are willing to accept assistance. SEARCH staff works to build rapport and provide ongoing case management services with Downtown individuals jointly identified by the DPSGs and SEARCH outreach staff as being homeless. Case Management services focus on individual needs that may be a barrier to one's transition off the street including addressing ongoing health, identification, income, or other factors. The Peer Specialist, who has a background in experiencing homelessness or addiction, can assist with relating to individuals experiencing similar issues. The District and The Harris Center will collaborate in a process to identify and engage adults with mental illness who are homeless in the downtown area by providing ongoing mental health treatment through intensive crisis intervention and wraparound care coordination services. This partnership includes the implementation and management of a Licensed Care Clinician who will provide intensive home and community-based crisis services and Care Coordination services to adults with mental illness. A Peer Specialist position will be added to the program to assist with follow up appointments so the clinician can spend more time for on-street outreach.
DBE Participation	S.E.A.R.C.H., is a non -profit service provider. Harris Center is the state designated local Mental Health Authority for Harris County.

**Houston Downtown Management District
Board of Directors Meeting
December 14, 2023**

PROGRAM AUTHORIZATIONS – ECONOMIC DEVELOPMENT

1. Authorize agreement and expenditures for ongoing subscription to the Placer.ai data platform for our Research & Reports Program's pedestrian tracking work
2. Authorize agreement and expenditures for ongoing subscription to the CoStar data platform for our Research & Reports Program's real estate sector tracking work
3. Authorize agreement and expenditures for new subscription to the mySidewalk platform for our Research & Reports Program's demographic and public reports work
4. Authorize agreement and expenditures for Market Square Park food service feasibility consultant
5. Authorize agreement and expenditures for Q4 Market Report design services
6. Authorize agreement and expenditures for Research & Report design services

1 – Economic Development

ACTION ITEM	Reauthorize quarterly report design and development consulting.
SERVICE PLAN	2021-2025
Account Code	621.500
Budget Year	2024
Budget Amount	\$18,000
REQUEST	\$15,000 for design services and \$3,000 (20%) for contingencies (Previous Authorization: 2302.02)
DESCRIPTION	This action authorization will cover the cost for quarterly reports design and content development consulting.
DISCUSSION	Strategic Alignment Plan Goal 4.15: The Downtown Houston Management District is committed to being the go-to organization for Downtown market research and intelligence. The selected firm will, in collaboration with Downtown Houston+, produce the Q4 2023 quarterly report in both digital and print formats. The report will be published at the end of the first month of the quarter i.e., January 2024.
DBE PARTICIPATION	Streetsense is not a City-certified M/WDBE firm

2 – Economic Development

ACTION ITEM	Authorize report design and development consulting and printing costs for the Economic Development Team.
SERVICE PLAN	2021-2025
Account Code	621.500
Budget Year	2024
Budget Amount	\$100,000
REQUEST	Not to exceed \$110,000
DESCRIPTION	This action authorization will cover the design and development consulting and printing costs for quarterly reports and other reports produced by the Economic Development team Research & Report Team.
DISCUSSION	Strategic Alignment Plan Goal 4.15: The Downtown Houston Management District is committed to being the go-to organization for Downtown market research and intelligence. The selected consultants will, in collaboration with Downtown Houston+, produce the 2024 quarterly reports (except for Q4 2023) in both digital and print formats as well as other reports identified by the Research & Reports Team.
DBE PARTICIPATION	Vendors TBD, though efforts will be made to support DBEs.

3 – Economic Development

ACTION ITEM	Reauthorize Placer.ai subscription.
SERVICE PLAN	2021-2025
Account Code	621.506
Budget Year	2024
Budget Amount	\$13,650
REQUEST	Not to exceed \$15,000 (Previous Authorization: 2212.28)
DESCRIPTION	This action authorization will cover the cost for Placer.ai.
DISCUSSION	Strategic Alignment Plan Goal 4.9: The Downtown Houston Management District is committed to being the go-to organization for Downtown market research and intelligence. Placer.ai is the industry leader in accurate, reliable, accessible and privacy preserving compliant location analytics
DBE PARTICIPATION	Placer.ai is not a City-certified M/WDBE business.

4 – Economic Development

ACTION ITEM	Authorize MySidewalk subscription.
SERVICE PLAN	2021-2025
Account Code	621.506
Budget Year	2024
Budget Amount	\$10,000
REQUEST	Not to exceed \$13,000
DESCRIPTION	This action authorization will cover the cost for MySidewalk.
DISCUSSION	Strategic Alignment Plan Goal 4.9: The Downtown Houston Management District is committed to being the go-to organization for Downtown market research and intelligence. MySidewalk is a nationally-trusted tool and resource for Census data aggregation at the block and tract level, enabling Downtown-specific analysis and custom reports on residents and workers. The platform also enables public dashboards which can be embedded on websites for public access and information sharing.
DBE PARTICIPATION	MySidewalk is not a City-certified M/WDBE business.

5 – Economic Development

ACTION ITEM	Reauthorize CoStar subscription.
SERVICE PLAN	2021-2025
Account Code	621.506
Budget Year	2024
Budget Amount	\$16,000
REQUEST	Not to exceed \$18,000 (Previous Authorization: 2212.29)
DESCRIPTION	This action authorization will cover the cost for CoStar.
DISCUSSION	Strategic Alignment Plan Goal 4.9: The Downtown Houston Management District is committed to being the go-to organization for Downtown market research and intelligence. CoStar is the industry leader in information, analytics and marketing services to the commercial property industry in the United States, Canada, the United Kingdom, France, Germany, and Spain.
DBE PARTICIPATION	CoStar is not a City-certified M/WDBE business.

6 – Economic Development

ACTION ITEM	Authorize Procurement and Contract Authorization for Market Square Park Food Service Feasibility Consultant
SERVICE PLAN	2021-2025
Account Code	621.502
Budget Year	2024
Budget Amount	\$25,000
REQUEST	Not to exceed \$25,000
DESCRIPTION	Expenditure will help fund expert consulting services in support of tenanting the Market Square Park Kiosk with a well-established, Houston-based food and beverage offering.
DISCUSSION	Following the issuance of an RFP to tenant the kiosk in Market Square Park, the Downtown Houston+ determined the three submissions were not qualified to tenant the space. Based on the organization's precedent of procuring a Food Service Feasibility Consultant for Trebly Park and Market Square Park, Downtown Houston+ staff has determined this service is the most appropriate action to secure a qualified tenant for the kiosk in a timely manner.
DBE PARTICIPATION	Consultant TBD, though efforts will be made to support DBEs.

**Houston Downtown Management District
Board of Directors Meeting
December 14, 2023**

PROGRAM AUTHORIZATIONS – ENGAGEMENT

1. Authorize the execution of agreements and related expenditures for Market Square Park programming
2. Authorize the execution of agreements and related expenditures for Lunar New Year
3. Authorize the execution of agreements and related expenditures for Around Downtown programming
4. Authorize the execution of agreements and related expenditures for Trebly Park programming
5. Authorize the execution of agreements and expenditures for social media presence and maintenance
6. Authorize expenditures of agreements and expenditures Media and Advertising Budget
7. Authorize the execution of agreements and related expenditures for advertising and creative strategy
8. Authorize expenditures for marketing/photography
9. Authorize President/CEO to execute agreements and related expenditures for video services
10. Authorize the execution of agreements and expenditures for public relations and content development services
11. Authorize expenditures for remaining consolidation of company-wide websites

ACTION ITEM	Authorize the execution of agreements and expenditures pertaining to events and programming initiatives for Market Square Park
SERVICE PLAN	2021-2025
Account Code	837
Budget & Year	\$ 100,000 2024
REQUEST	\$100,000
DESCRIPTION	This expenditure is intended to support programming initiatives aimed at enhancing and complementing the ongoing activity of downtown, with the goal of attracting neighborhood residents and visitors to Market Square Park and downtown businesses.
DISCUSSION	The programming elements encompass recurring events like movie nights, health and wellness programs, bingo, live music, as well as special events such as street fairs, festivals, and open-air markets.
DBE PROGRAM	Vendors will vary depending on the event(s), including some that are DBE certified or self-certified

ACTION ITEM	Authorize the execution of agreement and expenditure for the Lunar New Year Market initiative at Market Square Park.
SERVICE PLAN	2021-2025
Account Code	837
Budget & Year	\$ 12,000 2024
REQUEST	\$12,000
DESCRIPTION	This expenditure is intended to support the Lunar New Year Market vendor to curate an open-air market as part of the Lunar New Year initiative at Market Square Park.
DISCUSSION	The market elements aim to secure multifaceted vendors offering a range of products such as food and beverage, gifts, apparel, and more.
DBE PROGRAM	Some vendors are DBE certified/self-certified.

ACTION ITEM	Authorize the execution of agreements and expenditures for comprehensive activations and initiatives around downtown.
SERVICE PLAN	2021-2025
Account Code	838
Budget & Year	\$100,000 2024
REQUEST	\$100,000
DESCRIPTION	This expenditure is intended to support interactive activations around downtown aimed at enhancing and complementing city events, including the 2024 College Football National Championship, the 2024 Houston Livestock Show and Rodeo, and others.
DISCUSSION	The Downtown District aims to enhance Downtown public spaces by creating thoughtful and innovative programming that enlivens unique areas throughout Downtown Houston. Note that advertising and promotions for these events are built into the programming budget (print, social (organic and paid), digital retargeting, sms).
DBE PROGRAM	Vendors will vary depending on the event(s), including some that are DBE certified or self-certified.

ACTION ITEM	Authorize the execution of agreements and expenditures pertaining to events and programming initiatives for Trebly Park.
SERVICE PLAN	2021-2025
Account Code	839
Budget & Year	\$100,000 2024
REQUEST	\$100,000
DESCRIPTION	This expenditure is intended to support programming initiatives aimed at enhancing and complementing the ongoing activity of downtown, with the goal of attracting neighborhood residents and visitors to Trebly Park, Tout Suite, and downtown businesses.
DISCUSSION	The programming elements encompass recurring events like movie nights, health and wellness programs, live music, as well as special events such as street fairs and open-air markets.
DBE PROGRAM	Vendors will vary depending on the event(s), including some that are DBE certified or self-certified.

ACTION ITEM	Authorize the execution of agreements by the President/CEO and related expenditures for social media presence and maintenance.		
SERVICE PLAN	2021-2025		
Account Code	643.358		
Budget Amount	\$40,000	2024	
REQUEST	\$40,000		
DESCRIPTION	Social media is s critical tool to market Downtown as a vibrant and attractive area to live, work and enjoy. This expenditure is for the renewal of our User Generated Content (UGC) platform, Crowdriff, that allows our organization to locate and curate unique imagery and content that will help us transform Downtown's image. It also includes costs associated with social media giveaways and unique content creation that supports our SAP.		
DISCUSSION	Across all of our social media platforms, we have a following of over 475K.		
DBE PROGRAM	Vendor is not DBE certified		

ACTION ITEM	Authorize expenditures of agreements and expenditures Media and Advertising Budget
SERVICE PLAN	2021-2025
Account Code	643.366
Budget Amount	\$200,000 2024
REQUEST	\$200,000
DESCRIPTION	Goal 5.6: Improve and expand external communications to increase awareness of Downtown happenings. Goal 5.8: Spotlight initiatives, moments, and entities advancing Downtown as an inclusive community.
DISCUSSION	Paid media and impactful creative empowers us to • control messages and frequency of exposure, • capture greater mindshare of desired audiences, and • build preference for Downtown as a place for everyone and Houston's heart of excitement, opportunity, and joy.
DBE PROGRAM	Some vendors are DBE and others are certified/self-certified

ACTION ITEM	Authorize the execution of agreements and expenditures for advertising and creative strategy
SERVICE PLAN	2021-2025
Account Code	643.366
Budget & Year	\$50,000 2024
REQUEST	\$50,000
DESCRIPTION	Capitalizing upon a refreshed brand identity and enhanced reasons to be in Downtown, targeted marketing and advertising will amplify recognition and excitement, and drive traffic to key Downtown offerings.
DISCUSSION	The proposed marketing activities and advertising placement will focus on the Farmers Market, Lynn Wyatt Square and Downtown Houston Presents event series. Advertising creative will incorporate a strong call-to-action and impact measurement. Anticipated placements may include: digital banner advertising in relevant business publications: HBJ, Houston Chronicle., Bisnow, etc. IKE Kiosks (in addition to the public service space IKE is already required to provide us) Regional buys with other strategically focused outlets As feasible, additional out of home advertising.
DBE PROGRAM	CKP & Medley is the PR/Advertising Firm on record and is a DBE.

ACTION ITEM	Authorize the execution of agreements and expenditures for photography to support marketing programs.
SERVICE PLAN	2021-2025
Account Code	643.365
Budget & Year	\$ 32,000 2023
REQUEST	\$12,000
DESCRIPTION	This expenditure would support four photoshoots conducted throughout 2023 to update our photo library with contemporary images of our city and skyline to support the investments in the new website, upcoming economic development marketing programs, quarterly market reports, and much more.
DISCUSSION	Most of the organization's photography efforts were put on pause after the onset of the pandemic, and as such, requires an update to reflect our recovering Downtown.
DBE PROGRAM	Egidio Navarez is the photography vendor on record and is a DBE.

ACTION ITEM	Authorize the execution of agreements and expenditures for videography to support marketing programs.
SERVICE PLAN	2021-2025
Account Code	643.368
Budget & Year	\$50,000 2024
REQUEST	\$50,000
DESCRIPTION	This expenditure would support video campaigns conducted throughout 2024 to rebrand Downtown as a top destination in Houston. The assets would be used to support our social media and advertising efforts, as well as adding unique content to our newly rebranded website and support economic development.
DISCUSSION	A critical method for garnering interest and engagement on our digital, printed and web-based platforms is through current and relevant creative assets such as photography and video. The assets draw attention to Downtown and assist with the District's storytelling ambitions.
DBE PROGRAM	Some vendors are DBE certified/self-certified.

ACTION ITEM	Authorize the execution of an agreement and related expenditures for public relations services.		
SERVICE PLAN	2021-2025		
Account Code	641.358		
Budget Amount	\$ 90,000		2024
REQUEST	\$ 90,000		
DESCRIPTION	Earned media is a powerful tool in the communications arsenal that provides strong third-party endorsement. A proactive and consistent PR campaign will build “buzz” for Downtown, inform the public of events, activities and developments Downtown, support Downtown’s strengths and dispel any misperceptions of the area. Our PR strategy is designed to complement the Downtown District’s overall communications plan, which includes strong owned communications platforms (social media, website, e-newsletters and Downtown Magazine) as well as paid marketing campaigns.		
DISCUSSION	Plan includes: ▪ Develop a cache of story ideas—conceive and execute strong, practical and timely storytelling through targeted pitches and press releases: – Downtown evolution stories and vision for the future to support leadership transition and raise profile of the organization. – Themes that include food & beverage, art, culture, family entertainment, music and overall fun. – Trebly Park press and activities. – Market Square Park press and activities. ▪ Media and influencer relations—develop strong, authentic and timely news and calendar opportunities. ▪ Partner marketing—Identify potential marketing, business and media partners. ▪ Copywriting—collateral support and bylined articles. Specialized targeting—press tours and interviews, orchestrated FAM tours in coordination with Houston First and others.		
DBE PROGRAM	CKP is vendor on record and is DBE certified		

ACTION ITEM Authorize the execution of agreements by the President/CEO and related expenditures for company-wide website consolidation

SERVICE PLAN 2021-2025
 Account Code 642.330
 Budget Amount \$84,000 2023

REQUEST \$9,000

DESCRIPTION In addition to the \$75,000 projected costs for the website consolidation project. The \$9,000 fee is for the City Lights Subscription to host our website and provide a quality user-friendly experience.

The website is to streamline online experience for Central Houston Inc (CHI), and its affiliate organizations, Central Houston Civic Improvement (CHCI), the Houston Downtown Management District (HDMD) and the Downtown Redevelopment Authority (DRA).

DISCUSSION

To implement Strategic Action Plan Objective 5.5: “Consolidate websites to be more user-friendly, Downtown Focused, and valued as the most critical information clearinghouse about Downtown,” Central Houston Inc (CHI), and its affiliate organizations, Central Houston Civic Improvement (CHCI), the Houston Downtown Management District (HDMD) and the Downtown Redevelopment Authority (DRA) are seeking a qualified firm with a proven track record and experience assisting districts and urban places to develop a consolidated and user-friendly website.

The selected firm will work with the Stakeholder Engagement Committee, the group tasked with overseeing implementation of Goal 5 of the strategic alignment plan, to develop a cohesive information architecture and design direction that unites the organizations within an on-brand, intuitive, and comprehensive website.

The selected agency will be expected to fulfill the following deliverables, in close collaboration with CHI’s Director of Engagement and select Executives and staff members.

- 1) Develop a consolidated platform that:
 - a) Delivers up-to-date news and information about businesses and events in the District, including parking, maps, event calendar, and directory of businesses.
 - b) Includes information about the organizations, including documents and reports, in an easily navigable environment.

- c) Alerts users to street-closure impacts with option for subscribers to receive alerts via text message and/or e-mail.
- d) Includes project pages that enable users to find detailed information about organizational initiatives such as public safety, public realm maintenance and beautification, economic development, public art projects streetscape improvements, and more.
- e) Correlates the respective funding organization's brand identity with the services it provides.
- 2) Provide recommendations on rollout and launch strategy.
- 3) Work with CHI staff to comb through six existing websites and extract all necessary content and input into new web portal.
- 4) Setup a user-friendly CMS for internal members to consistently monitor and update website once relaunched.
- 5) If available, provide ongoing website management, updates and support.

DBE PROGRAM

The vendor, Geocentric, is not a DBE.

**Houston Downtown Management District
Board of Directors Meeting
December 14, 2023**

PROGRAM AUTHORIZATIONS – ADMINISTRATION

1. Authorize expenditure for administration contractor
2. Authorize expenditure for accounting services
3. Authorize expenditure for liability and property risk coverage
4. Authorize expenditure for audited financial statements for FY23
5. Authorize expenditure for legal counsel

1 - Administration

ACTION ITEM	Authorization of schedule of Maximum/Minimum Annual Charges and Rates for Central Houston, Inc. as administration contractor and expenditure with Central Houston, Inc. for same.
SERVICE PLAN	2021-2025
Account Code	All personnel account codes.
Budget & Year	\$3,585,459 2024
REQUEST	Not to exceed \$3,764,731
DESCRIPTION	On August 29, 1995, HDMD directors approved an agreement with Central Houston, Inc. to serve as administration contractor for the District and providing the District's staff. The agreement provides for annual approval by the District board of a Schedule of Maximum/Minimum Annual Charges and Rates. Following is Exhibit D, the schedule for the year 2024. Billings monthly will be at the rates and within the limits set forth. A detailed reconciliation is made at the end of the actual expense versus provisional rates in the attached schedule. The rates in the attached schedule are based on the 2024 Central Houston operating budget presented to the Central Houston board on December 6.
DISCUSSION	In place since operations inception in 1992, this method of staffing provides HDMD with flexibility and economies over time and between service plans.
DBE Participation	N/A, Central Houston is a 501(c)(6) non-profit corporation.

1 - Administration

HDMD Reimbursement for Year 2024
(Exhibit D of CHI/HDMD Admin. Agreement)

Expense Item	Budget Total	Minimum	Maximum
		-5.00%	5.00%
Salaries	\$2,432,522	\$2,310,896	\$2,554,148
Less: Part-time & contract	\$397,100	\$377,245	\$416,955
Indirect Rate	26.92%		
Indirect Personnel Expense	\$547,947	\$520,550	\$575,344
Overhead Rate	25.69%		
Less: Off-Duty Officers	\$351,200	\$333,640	\$368,760
Overhead Expense	\$534,687	\$507,953	\$561,421
Direct Expenses	\$0	\$0	\$0
Fee Rate	2.00%		
Fee	\$70,303	\$66,788	\$73,818
Total	\$3,585,459	\$3,406,187	\$3,764,731

ACTION ITEM	Authorize 2024 expenditure with NCTP-CPAs accounting firm for monthly review of financial statements and quarterly sales tax returns.		
SERVICE PLAN	2021-2025		
Account Code	913.600		
Budget & Year	\$55,400	2024	
REQUEST	\$21,600		
DESCRIPTION	Outside CPAs have provided monthly balance sheet and statement of activities financial statement reviews for the District, as well as providing supplemental accounting assistance as required.		
DISCUSSION	NCTP-CPAs have been the District’s CPA for the past several years. Ms. Minnie Carriaga has prior experience working with the District during their tenure at McConnell & Jones on the audit team and they have an exceptional understanding and depth of knowledge regarding the operations and capital improvement programs of the District.		
DBE Participation	Certified DBE vendor.		

3 - Administration

ACTION ITEM

Authorize 2024 expenditure with Texas Municipal League Intergovernmental Risk Pool for renewal of liability and property risk coverage.

SERVICE PLAN

2021-2025

Account Code

920.601, 920.602, 920.604, 920.605 and 920.607

Budget & Year

\$46,900 2024

REQUEST

Not to exceed \$49,245

DESCRIPTION

Risk coverage as detailed below for the policy year 1/1/2024 – 12/31/2024. These are preliminary numbers and reflect last year's premiums.

DISCUSSION

Elected Coverage	Limit	Deductible	Premium
General Liability includes Cyber Liability & Data Breach Response	10,000,000 (10M Annual Aggregate) 1,000,000	0 0	10,200
Errors & Omissions	1,000,000 (2M Annual Aggregate)	1,000	16,600
Automobile Liability including Automobile Medical Payments	1,000,000 25,000	0	4,700
Real & Personal Property includes Fine Arts Schedule and Boiler & Machinery	2,213,810 181,500 100,000	250 25,000 (Fire & Flood)	14,000
Mobile Equipment	129,572	250	1,400

DBE Participation

TMLIRP is a governmental risk pool.

4 - Administration

ACTION ITEM	Authorize President/CEO to execute an agreement for engagement of Carr, Riggs & Ingram, CPAs and Advisors and to authorize expenditure for the 2023 year-end audit.	
SERVICE PLAN	2021-2025	
Account Code	913.600	Accounting/ audit expense
Budget & Year	\$55,400	2024
REQUEST	Not to exceed \$33,800	
DESCRIPTION	The request for the 2023 audit expenditure authorization includes both professional fees and an allowance for expenses.	
DISCUSSION	The District went through a RFQ process in December of 2020 and received proposals from four CPA firms. The proposals were reviewed by the Audit Committee and the decision was made to award the engagement to Carr, Riggs & Ingram, CPAs and Advisors for a three year period covering audits for 2020, 2021 and 2022. This will be the fourth year for Carr, Riggs as the District's independent auditor. Carr, Riggs has extensive experience in governmental accounting and has been the auditor for the Downtown Redevelopment Authority for many years.	
DBE Participation	CRI CPA's and Advisors is not a certified DBE.	

5 - Administration

ACTION ITEM	Authorize 2024 expenditure with Bracewell for general counsel services.
SERVICE PLAN	2021-2025
Account Code	912.600
Budget & Year	\$24,000 2024
REQUEST	\$24,000
DESCRIPTION	General counsel services provided include Meeting Services (Board of Directors) and General Counsel Representation, primarily consisting of advice on procurement, contract, statute compliance matters and levying assessments. During years when the Legislature is in session (as will be the case this year) additional legal services may be required.
DISCUSSION	Bracewell launched their public finance practice group in 2012 with the addition of 24 attorneys, including Barron Wallace and Clark Lord, both having deep public finance experience and providing continuity to the transition from V&E for their clients. The group has extensive experience in the legislative and regulatory process as it impacts public finance issues and provides excellent support to in-house counsel and administration. Currently, the District is paying \$1,100 per month for board meeting services, which includes the presence of one attorney and one legal assistant, agenda review and posting, and meeting minutes plus incidental direct reimbursements. For General Counsel Representation, fees range from \$250 to \$750 per hour for counsel and \$150 to \$315 for paralegal and administrative assistant personnel.
DBE Participation	No

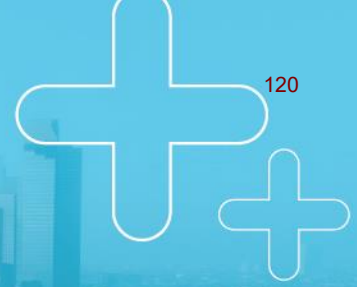


DOWNTOWN HOUSTON+

STRATEGIC ALIGNMENT PLAN UPDATES

DECEMBER 2023

GOAL 1



Champion major projects, initiatives and investments that improve Downtown.

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

Highlight: This fall the HDMD board participated in two work sessions to discuss and prepare the 2024 HDMD budget, its fourth annual budget of the 2021-2025 service plan. Key Board priorities included the following:

- Creating vibrancy, more people on the street
- Continued reduction in homelessness
- More active storefront businesses, and
- Continued investment and innovation in public safety.

On November 10, the HDMD board received a draft budget that included the items above and continued to reflect the goals of the 2021-2025 service plan. The board also recognized that property values are still a concern and voted to increase the operating assessment by .50 cents or 12.25 cents per \$100 of value to help offset the declining assessment revenue due to increasing property protests and lower appraised values. The capital assessment rate remained the same at 1 cent per \$100 of value for a total assessment rate of 13.25 cents. Two stakeholder town halls meetings were held on Nov 30 and Dec 5 to review the draft budget and receive additional stakeholder feedback. On December 14, the final budget will be submitted to the HDMD Board for its consideration.

Participating Agency:



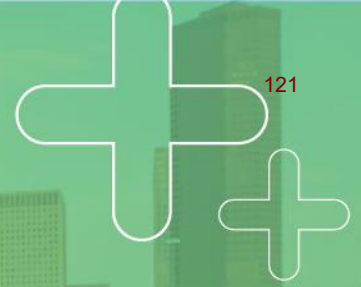
1.5 Collaborate with partners such as the City of Houston, Harris County, Greater Houston Partnership and Houston First to leverage opportunities for shared strategies to improve Downtown Houston.

Highlight: Downtown Houston+ worked with the POST to create an inspirational space -the Barbara Jordan Plaza -- that will become a destination for those who wish to take time to recognize her legacy of public and community service to Houston and our nation. Unveiled on December 2, 2023, the Plaza, comprised of a larger-than-life commemorative sculpture of the late congresswoman is entitled “*I am Barbara Jordan*,” and was commissioned by POST owner, Lovett Commercial. It pays tribute to the civil rights icon who was the first female African American legislator elected to the U. S. Congress from the Deep South. The unveiling event featured members of the TSU Debate Team, along with heartfelt remarks by Commissioner Ellis, Mayor Turner, plus Congresspersons Jackson Lee and Green.

Participating Agencies:



GOAL 2



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

2.2 Cultivate nature across Downtown, including its urban forest, planters, and other greenspace elements.

Highlight: It's a bird, it's a plane, it's a flying tree? On Saturday, December 9, a new live oak tree will be installed at Market Square Park to replace one of the large existing oaks that was lost due to last winter's freeze and the recent summer drought. The new tree is a 17" caliper live oak that was hand selected in Brookshire, Texas. The tree is approximately 36 ft tall, 30 ft wide, has a 144" root ball that weighs roughly 65-70,000 lbs and will be hoisted in the air to its new home with a 250-ton crane. The new oak is the largest size tree that could legally be moved down the road!

Participating Agency:

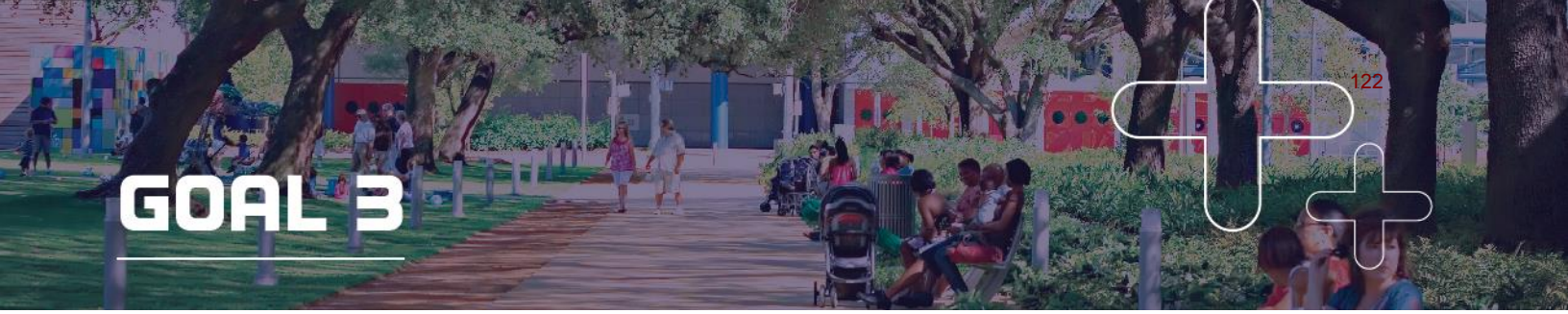


2.6 Deploy welcoming ambassador teams within the public realm to improve visitor experiences and augment public safety.

Highlight: The work of our ambassador teams to maintain Downtown cannot be overstated, and those hardworking men and women are personally responsible for Downtown's exceptional appearance. To show them our appreciation, HDMD management recently hosted its Annual Thanksgiving Appreciation Luncheon for our Ambassadors and agency partners. It provides a time for District staff to show our support and appreciation for all the hard work that our Ambassadors, law enforcement, and homeless outreach partners do throughout the year in making Downtown beautiful and safe for all to enjoy.

Participating Agency:





GOAL 3

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

3.3 Partner with Houston First in advancing strategies that connect visitors to Downtown places and experiences.

Highlight: Again this year, Downtown District partnered with Houston First to energize Downtown for the holiday season. New for this year, Downtown City Lights offers a fleet of free holiday-decorated pedicabs and a reasonably priced double-decker bus tour, both sponsored by Downtown Houston+. The pedicabs and hop on-hop off bus thread together Downtown's bright spots, encouraging visitors to extend an evening of festivities to multiple venues. Also new this year: Santa Paws in Twinkle Town (Trebley Park) offers free holiday pet portraits and pupaccinos, and Mistletoe Square (Market Square Park) hosts multicultural Santas, a mini-market, gift-wrap station, and free face painting.

Participating Agency:



3.13 Develop programs and use strategies to connect area employers and residents with Downtown parks.

Highlight: The Market Square Park Farmer's Market, funded by the HDMD and produced in collaboration with Central City Co-Op, wrapped a successful pilot season that spanned from September 9th to November 18th. The pilot program's 10 markets enlivened the historic district, fostered community bonds and provided access to locally sourced and prepared foods. The market, promoted as a community-building event and marketed to area residents, offered a lively atmosphere with live music and a variety of family-friendly activities, including trick-or-treating, pumpkin decorating, yoga, and salsa dancing throughout the pilot season. On average, approximately 700 people attended each market while the number of vendors averaged 25 for the pilot season.

Participating Agency:



GOAL 4

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

4.5 Work with local government build partnerships to reform regulatory processes to expedite timetables and decrease barriers to entry.

Highlight: Over the latter half of 2023, the City of Houston advanced an amendment to the Downtown Entertainment Zone ordinance. As proposed, the expansion would create an area contiguous with the HDMD district boundary. The City presented the changes to the CHI Board for feedback, and the CHI Board voted to support the amendment. The CHI Board was consulted as it is an independent non-profit, and therefore the most appropriate advocacy agency within the Downtown Houston+ family of organizations. The expansion was approved by the City Council on November 15, 2023.

As the Downtown+ family of organizations work to build back the storefront economy, this expansion will provide greater equality of opportunity within Downtown, support job creation, and advance a critical community goal of driving vibrancy. Further, this expansion allows for greater innovation and creativity to help backfill our vacant storefronts.

Participating Agency:



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

Highlight: The Economic Development team recently published a new iteration of the organization's Quarterly Market Report for Q3 2023. This new version of the report features a number of new data sources, including Placer.ai and data from partner organizations. In order for members of the public to understand the data collection methodologies for this report and other new and returning reports, our Director of Planning & Economic Development and our Research Lead will host public "Behind the Data" webinars. The first webinar occurred in November in lieu of the monthly Thrive Committee meeting and served as an opportunity for our staff to walk through the new Quarterly Market Report structure, Q3 2023 data, and explain new data sources and how our organization tracks information. This type of public-facing opportunity will be an ongoing practice, and the webinars will be recorded and posted to our Research + Reports webpage on the downtownhouston.org website.

Participating Agencies:



GOAL 5

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

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

Highlight: In collaboration with Coalition for the Homeless and SEARCH, CHI met with Nicholas Kristof, New York Times columnist and winner of two Pulitzer Prizes, to discuss Houston's collaborative approach to helping people experiencing homelessness access permanent, supportive housing. In the resulting article: "[America has a homelessness problem. Houston has a solution.](#)" Kristof writes, "Houston has succeeded because it has strong political leadership that gathers data, follows evidence and herds nonprofits in the same direction. It is relentless."

Participating Agencies:



5.7 Develop programs and collateral to orient new companies, employees, and residents to Downtown.

Highlight: While streamlining and unifying our organizational brands into a single focus as Downtown Houston+ makes it simpler for anyone to find what they are seeking Downtown, we also created new tools to help tell the story of a welcoming, vibrant community. The resulting [brand anthem video](#) and updated [Downtown Field Guide](#) bring "Houston's original neighborhood," to life and make it easier to navigate Houston's heart of opportunity, excitement and joy.

Participating Agency:



Engagements

122,070

Total

Homeless Count

282

Average

Sidewalk Cleaning

4.13

Average

Garbage Disposed (Tons)

1650

Total

125

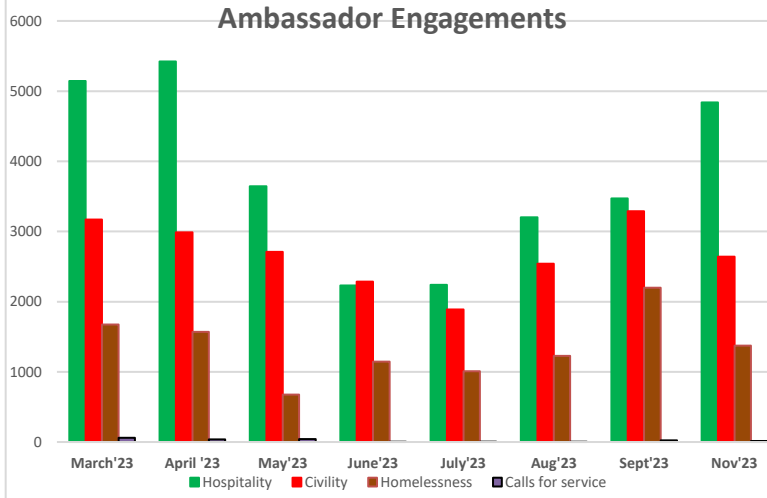
Reliability

86%

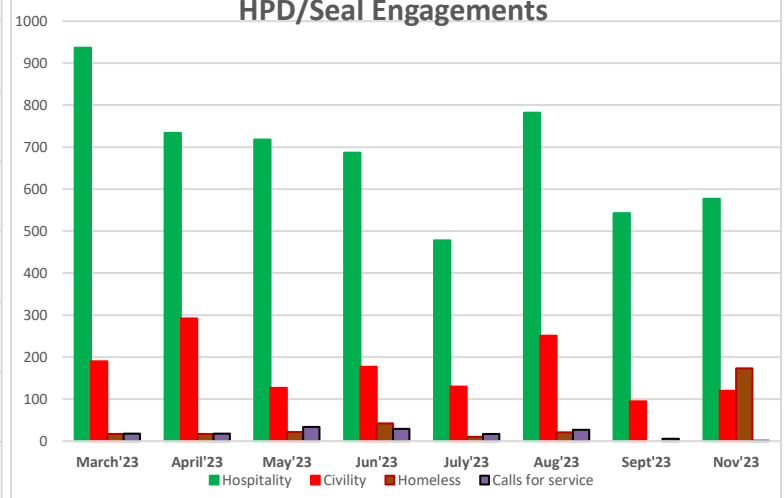
Average

Safety & Quality Control

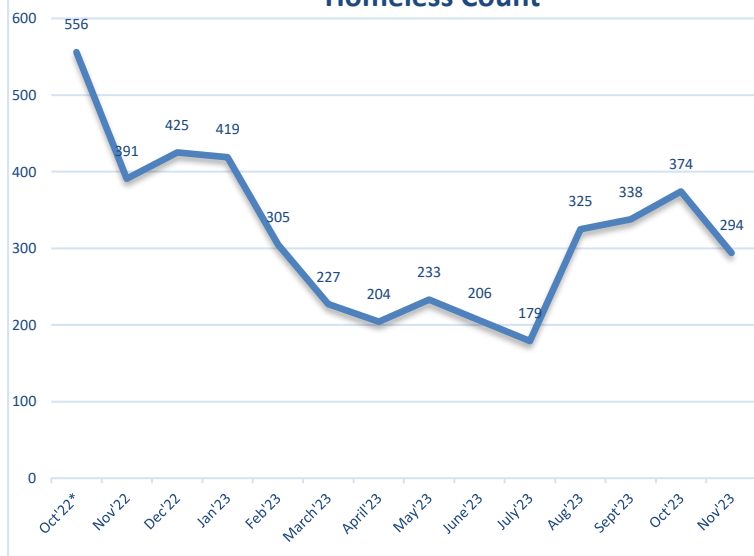
Ambassador Engagements



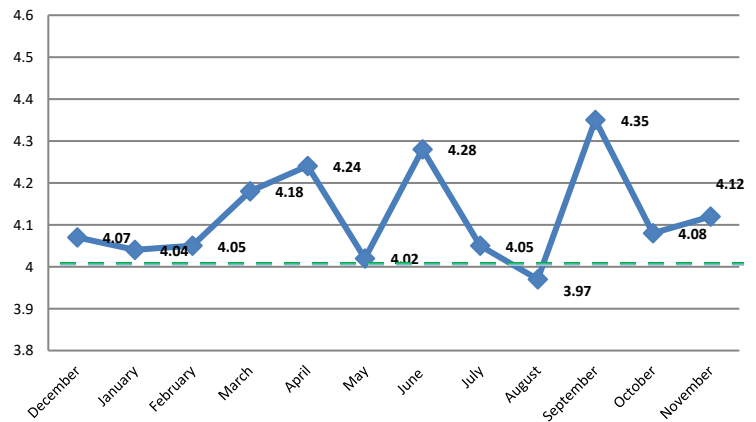
HPD/Seal Engagements



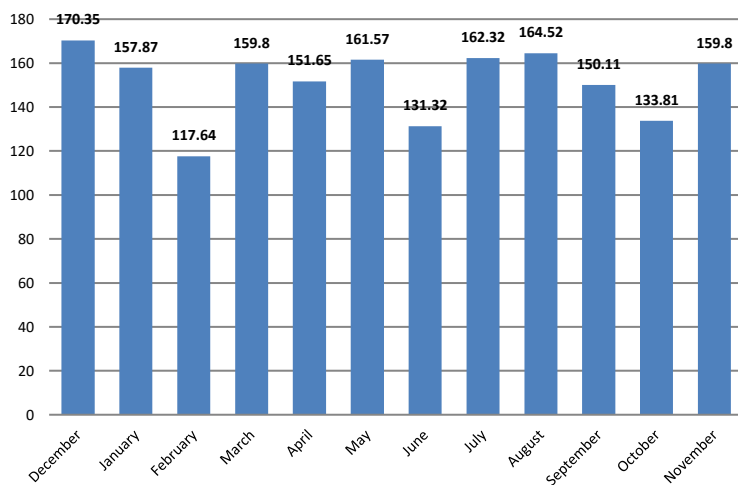
Homeless Count



Sidewalk Cleaning



Garbage Disposed (Tons)



Reliability

