



Board of Directors Meeting
February 8, 2024

TABLE OF CONTENTS

	PAGE
Minutes of the January 11, 2024 meeting of the board of directors	3
Finance and Administrative Matters	
1. January Financial Summary.....	7
2. Unaudited financial statements for January 31, 2024.....	15
3. Check Registers for January 31, 2024	20
4. Fourth Quarter DBE Report.....	22
5. Presentation: CHI & HDMD - A History	Presentation
6. Report from the Chair regarding the CEO’s 2023 Performance Review.....	No Materials
Project Spotlight: Pedestrian Lighting Study & Master Plan	25
Program Authorizations	
<i><u>Operations & Maintenance</u></i>	
1. Authorize agreements and expenditures for kiosk and storage building repairs	49
<i><u>Engagement</u></i>	
2. Authorize the execution of agreements by the President/CEO and related expenditures for the Downtown Resident Program	50
3. Authorize President/CEO to execute agreements and related expenditures for Marketing/Promotions	51
4. Authorize President/CEO to execute agreements and related expenditures for Marketing/Park Promotions.....	52
5. Authorize President/CEO to execute agreements and 2024 capital expenditures for the design, fabrication, and installation of new banners	53
Strategic Alignment Updates	
• Goal 1: Champion Downtown.....	55
• Goal 2: Enhance Downtown	56
• Goal 3: Connect Downtown.....	57
• Goal 4: Thrive Downtown	58
• Goal 5: Stakeholder Engagement	59
• Ops Dashboard.....	60

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

January 11, 2024

THE STATE OF TEXAS §
§
COUNTY OF HARRIS §

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

BOARD MEMBERS

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

and all of the above were present, with the exception of Directors Allen, Davis, Demchak, Hughes, Liu, Reggie, and Pryor.

Also present were Kris Larson, President/CEO; Allen Douglas, COO & General Counsel; Jana Gunter, Director of Finance; all with the District; and staff members Jordan Cutler, Brett DeBord, Scott Finke, Jacque Gonzalez, Keith Gould, Aaron Hernandez, Amanda Marquez, Luis Nunez, Jamie Perkins, Ann Taylor, and Candace Williams, all with the District; Agentia Davis, Consultant for the District; and Clark Lord with Bracewell.

In addition, Coach AJ Nebe with Dynamic Sweat and Eugene Lee with MMSQ Parking attended from the public.

WELCOME

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

Quorum was established and the meeting began at approximately 12:15 p.m.

PUBLIC COMMENT

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

APPROVAL OF MINUTES

The Board considered approving the minutes of the December 14, 2023 meeting of the board of directors. Not hearing any questions or corrections, Chair Ashby called for a motion, moved by Director Crawford, and seconded by Director Rodriguez, and the minutes were approved as presented.

ITEMS PERTAINING TO FINANCE AND ADMINISTRATIVE MATTERS

Review of Unaudited Financial Statements and Ratification of Expenditures

Chair Ashby called on Richard Torres, Treasurer of the District, to present the unaudited financial statements and check registers for the month ending December 31, 2023. Treasurer Torres shared highlights of the December financial statements and check registers. Questions were asked and answered and discussion ensued.

A motion was called to accept the December financial statements and check registers; moved by Director Herrera and seconded by Director Schafer, and the financial statements and check registers for the month ending December 31, 2023 were accepted as presented.

Fourth Quarter Investment Report

Treasurer Torres continued by presenting a summary of the Fourth Quarter Investment Report. No questions were asked, and discussion did not take place. Chair Ashby called for a motion; moved by Director Kennedy, seconded by Director Foreman, and the Board accepted the Fourth Quarter Investment Report as presented.

Fourth Quarter DBE Report

Chair Ashby noted the Fourth Quarter DBE Report will be presented at the February Board meeting and tabled this item. No further action was required.

Review of Governance Task Force Recommendations

Chair Ashby began the discussion with a review of the timeline and origins of the original request for clarification on the District's governance and committee structure. Next, she summarized the recommendations presented by the Governance Task Force, by way of a newly drafted section to be included in the District's Administrative Policies and Procedures Manual. The newly drafted section provided clarification around the District's governance structure, its committee functions, and ways to solidify and enhance guidelines currently in place in the District's Administrative Policies and Procedures Manual.

Discussion ensued and questions were raised. Edits were suggested and agreed upon, and additional information was requested. The Board agreed to table voting on this item and will revisit again during the February Board meeting after the suggested edits to the newly drafted governance section are incorporated into the Administrative Policies and Procedures Manual. No further action was taken.

Review of the Draft Administrative Policies & Procedures Manual

Chair Ashby noted the review of and action item for the Administrative Policies & Procedures Manual will be tabled until the February meeting, as agreed upon in the prior discussion about the governance section to be added. No additional action was required.

PROJECT SPOTLIGHT – DOWNTOWN HOUSTON+ WEBSITE OVERVIEW

Jordan Cutler shared a tour of the newly consolidated Downtown Houston+ website. She gave the Board a detailed walk through of the website, showcasing new features and sharing the content geared to help people navigate and create a draw to downtown. Questions were asked and answered, a suggestion was given, and comments of praise were made. No further action was required.

PROGRAM AUTHORIZATIONS

Operations & Maintenance

Brett DeBord was invited to present an item for Board consideration, that would authorize the President/CEO to enter into an agreement and related expenditures with Flock Safety to install and maintain a network of cameras in an amount not to exceed \$156,700. Questions were asked and answered. Chair Ashby made a motion, moved by Director Ramos; seconded by Director Galvan; and the Board approved this item as presented.

Engagement

Ann Taylor was asked to present an item on behalf of the Engagement Team. The item Ms. Taylor shared would authorize the President/CEO to execute agreements and the related expenditures for photography to support marketing programs, in an amount not to exceed \$35,000. Discussion did not take place and no questions were asked. A motion was made, moved by Director Ramos; seconded by Director Foreman; and the Board approved this item as presented.

STRATEGIC ALIGNMENT UPDATES

President Larson shared an update on the prior month's Strategic Alignment Initiatives. Questions were asked and answered, and discussion occurred. No further action was required.

OTHER BUSINESS & ADJOURNMENT

Hearing no other business to come forth to the Board, Chair Ashby announced the next Board meeting will take place on February 8, 2024 here at the District's Office. The meeting was adjourned at 1:32 PM.

Marian Harper, Secretary
Houston Downtown Management District

MTD January 2024 Balance Sheet

Assets

Operating Cash Balance is \$11.8M

TexPool Investments \$5.5M

2022 Assessments Due: 98.5% have been collected

2023 Assessments Due: 58.6% have been collected

2022 Assessments Receivable \$244K

2023 Assessments Receivable \$7.6M

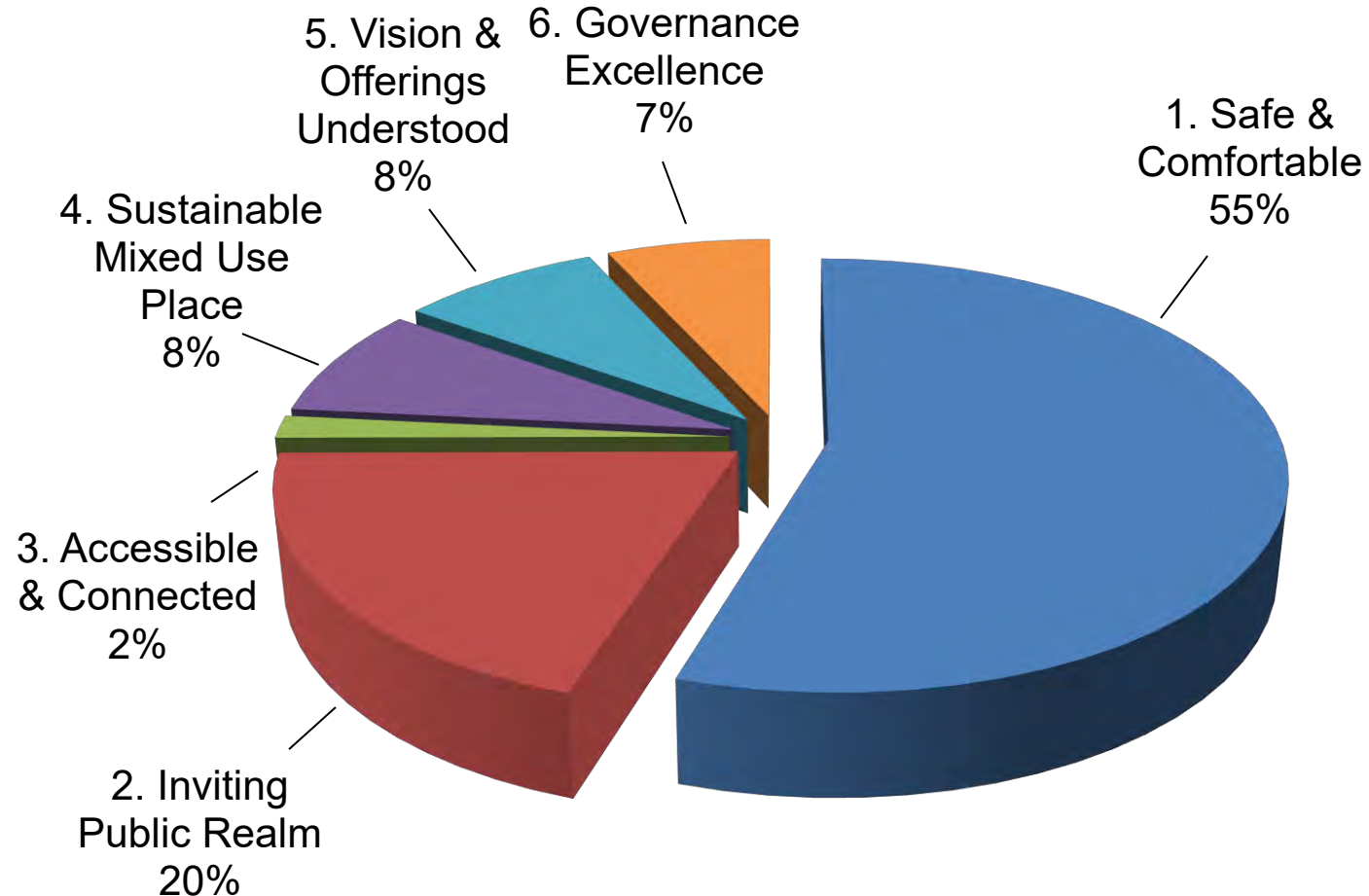
Liabilities

Reserves for Property Value Protests are \$2.2M using an average 8-year loss rate of 11.3% for 2023 tax assessments.

Fund Balance

Unrestricted Fund Balance is \$17.6M, \$12.8M in excess of 2023 Minimum Fund Balance Target of \$4.8M at October 31, 2023

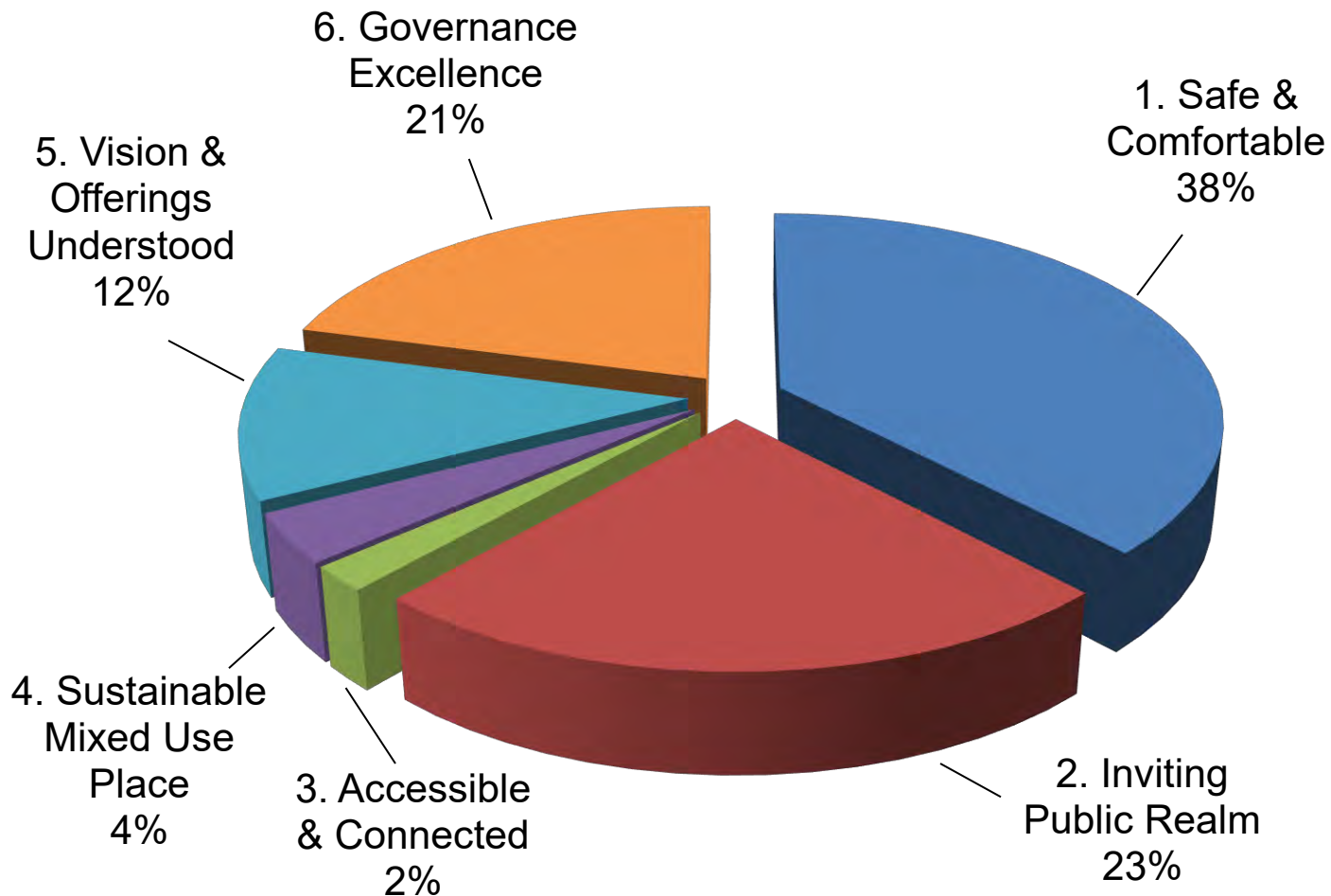
2024 Budget



Total: \$22,918,133

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

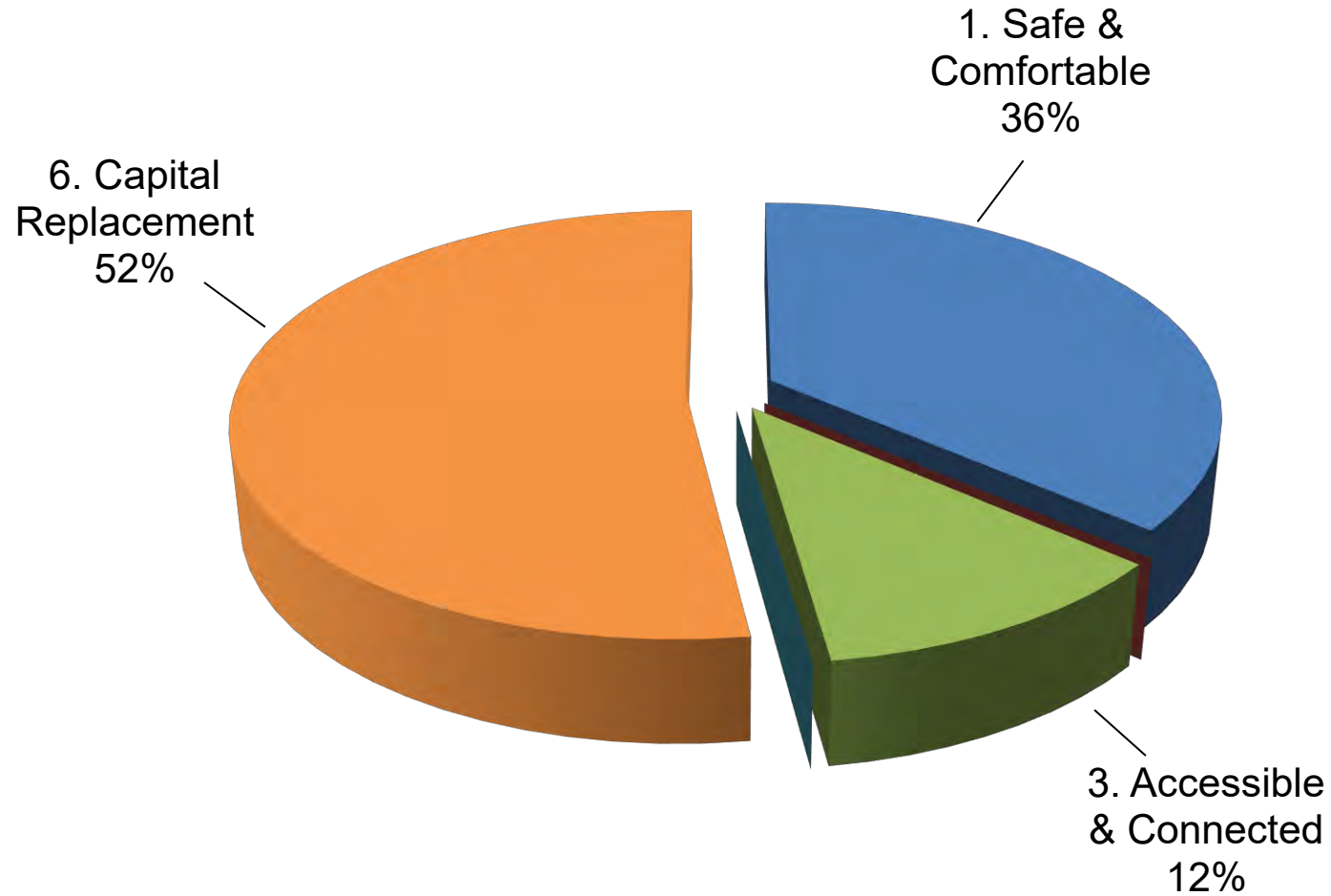
January 2024 Operating Spending



Total: \$552,247

Variance from amended budget (\$257,897) or (32%) under budget

January 2024 Capital Spending



Total: \$13,579

Variance from amended budget (\$81,741) or (86%) under budget

January 2024 Variances greater than 5% from Amended Budget

Operating – (\$258K) under budget or (32%)

Operating is under budget in every category due primarily to January invoices not received prior to the February 2 month-end close.

- Safe & Comfortable for All (\$159K) or 43% under budget
- Public Realm is Charming (\$13K) or 9% under budget
- Accessible to Region (\$1K) or 10% under budget
- Vibrant, Sustainable Mixed-Use Place (\$23K) or 52% under budget
- Vision & Offering Understood by All (\$55K) or 46% under budget
- Governance (\$8K) or 6% under budget

January 2024 Variances greater than 5% from Amended Budget

Capital Improvement – (\$82K) under budget or (38%)

- Safe & Comfortable (\$15K) under budget in Irrigation refurbishment.
- Inviting Public Realm (\$50K) under budget for MSQ Park improvements.
- Accessible to Region (\$10K) under budget for Southeast Sidewalks TxDot.
- Capital Replacement (\$13K) under budget due to repairs being less than forecasted.

Check register for January 2024

- Total checks issued in January 2024 were \$1.6 million.
 - Central Houston, Inc. - \$442,200
 - Block by Block - \$331,555
 - 1600 Smith Co LLC (Refund) - \$119,012
 - Seal Security Solutions, LLC - \$77,603
 - 600 Travis Owner LLC (Refund) - \$57,583
 - TML Intergovernmental Risk - \$46,972

2023 Disadvantaged Business Enterprise Program (DBE) Activity Report (1/1 – 12/31)

	2023			2022		
	Operating	Capital	Total	Operating	Capital	Total
Total Certified MWBE	\$2,747K	\$51K	\$2,798K	\$1,977K	\$117K	\$2,094K
Adj. Total Spending	\$18,031K	\$1,335K	\$19,366K	\$16,950K	\$840K	\$17,790K
Less: Qualified Exclusions	(\$8,933K)	(\$362K)	(\$9,295K)	(\$8,823K)	-	(\$8,823K)
Qualifying Total Spending	\$9,098K	\$973K	\$10,071K	\$8,127K	\$840K	\$8,967K
% MWBE Certified	30.2%	5.3%	27.8%	24.3%	14.0%	23.3%
Total Self-Certified MWBE	\$285K	-	\$285K	\$487K	-	\$487K
% Cert. + Self Cert.	33.3%	5.3%	30.6%	30.3%	14.0%	28.8%
GOAL			25.0%			25.0%



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 January 31, 2024 and 2023, and the related statements of activities for the months then ended, in accordance with accounting principles generally accepted in the United States of America. We have performed a compilation engagement in accordance with Statements on Standards for Accounting and Review Services promulgated by the Accounting and Review Services Committee of the AICPA. We did not audit or review the financial statements, nor were we required to perform any procedures to verify the accuracy or completeness of the information provided by management. Accordingly, we do not express an opinion, a conclusion, nor provide any form of assurance on these financial statements.

Management has elected to omit substantially all the disclosures required by accounting principles generally accepted in the United States of America and the required supplementary information that the Government Accounting Standards Board (GASB) requires to be presented to supplement the basic financial statements. If the omitted disclosures, and GASB required supplementary information were included in the financial statements, they might influence the user's conclusions about the District's financial position, results of operations, and cash flows. Accordingly, the financial statements are not designed for those who are not informed about such matters.

The Variance Analysis on page 4 is presented to supplement the basic financial statements. Such information is presented for purposes of additional analysis and, although not a required part of the basic financial statements. The Variance Analysis is the responsibility of management and were derived from and relate directly to the underlying accounting and other records used to prepare the financial statements. The supplementary information was subject to our compilation engagement. We have not audited or reviewed the supplementary information and do not express an opinion, a conclusion, nor provide any assurance on such information.

Sincerely,

A handwritten signature in blue ink that reads 'nctp cpas, pllc'.

Houston, Texas
February 5, 2024

**Houston Downtown Management District
Governmental Fund Balance Sheets and
Statement of Net Position
January 31, 2024 and January 31, 2023**

	2024			2023		
	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	\$ 13,335,231	\$ 5,198,071	\$ 18,533,302	\$ 25,080,017	\$ 5,072,011	\$ 30,152,029
Assessments Due	6,989,718	571,694	7,561,412	6,506,989	554,241	7,061,229
Accounts Receivable	346,059	-	346,059	203,594	4,800	208,394
Prepaid Expense	26,235	-	26,235	26,235	-	26,235
Property & Equipment, Net	589,500	0	589,500	580,525	1,027	581,552
Right of Use Lease Assets, Net	2,486,166	-	2,486,166	2,689,112	-	2,689,112
Intercompany Rec/Pay	(840,925)	840,925	-	(716,226)	716,226	-
Total Assets	\$ 22,931,984	\$ 6,610,689	\$ 29,542,674	\$ 34,370,246	\$ 6,348,305	\$ 40,718,551
Liabilities						
Accounts Payable & Accrued Expenses	\$ 629,049	\$ 116,366	\$ 745,415	\$ 1,198,385	\$ 76,795	\$ 1,275,180
Lease Liabilities	2,659,450	-	2,659,450	2,814,145	-	\$ 2,814,145
Deferred Revenue	-	-	-	-	-	-
Reserve for Refunds due to Property Protests	2,034,215	149,918	2,184,133	1,398,722	116,831	1,515,552
Total Liabilities & Deferred Revenue	5,322,714	266,284	5,588,998	5,411,252	193,626	5,604,877
Fund Balances						
Unreserved, Undesignated	16,809,271		16,809,271	28,158,994		28,158,994
Unreserved, Designated for Catastrophy	800,000		800,000	800,000		800,000
Reserved for Capital Projects		6,344,405	6,344,405		6,154,679	6,154,679
	17,609,271	6,344,405	23,953,676	28,958,994	6,154,679	35,113,673
Total Liabilities, Deferred Revenue & Fund Balances	\$ 22,931,984	\$ 6,610,689	\$ 29,542,674	\$ 34,370,246	\$ 6,348,305	\$ 40,718,551

**Houston Downtown Management District
Statement of Activities
For the Month Ended January 31, 2024**

	Operating YTD Actual	Capital YTD Actual	Total YTD Actual	YTD Budget	Fav (Unfav) Variance	% Var
Revenues						
Assessment Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	N/A
Operations Revenue	19,599	-	19,599	64,125	(44,526)	-69%
Project Revenue	3,293	-	3,293	-	3,293	N/A
Other Income	333	-	333	-	333	N/A
Interest Income	7,281	18,643	25,924	99,000	(73,076)	-74%
Total Revenues	\$ 30,506	\$ 18,643	\$ 49,149	\$ 163,125	\$ (113,976)	-70%
Expenses						
Downtown Feels Safe & Comfortable at All Times						
Collaboration to Maintain Low Crime Rate	\$ 33,244	\$ -	\$ 33,244	\$ 49,929	\$ 16,684	33%
Reduced Presence of Homeless & Street Persons	44,476	-	44,476	102,575	58,099	57%
Downtown Sidewalks are Comfortably Lighted	18,220	-	18,220	14,978	(3,242)	-22%
Downtown Clean & Well-Kept Appearance	101,391	-	101,391	188,182	86,791	46%
Remove Signs of Disorder in Downtown	3,388	-	3,388	3,353	(35)	-1%
Prepare for Emergencies	8,678	-	8,678	9,152	474	5%
	209,397	-	209,397	368,169	158,771	43%
Public Realm is Charming, Inviting, Beautiful & Celebrates the Life of the City						
Key Pedestrian Streets are Inviting	8,411	-	8,411	8,580	168	2%
Public Spaces Managed, Programmed, & Delightful	80,670	-	80,670	99,850	19,180	19%
Place of Civic Celebration	41,704	-	41,704	35,185	(6,519)	-19%
	130,785	-	130,785	143,615	12,829	9%
Accessible to Region & Easy to Get Around						
Effective Transit Access More Places, More Hours	1,605	-	1,605	1,679	74	4%
Convenient Circulation Without Personal Vehicle	-	-	-	-	-	N/A
Easy To Find Way Around	2,880	-	2,880	3,917	1,037	26%
Connect Neighbors & Districts Inside/Outside Downtown	5,193	-	5,193	5,307	114	2%
Convenient, Understandable & Managed Parking	1,051	-	1,051	1,065	14	1%
	10,728	-	10,728	11,967	1,239	10%
Vibrant, Sustainable Mixed-Use Place						
Best Place to Work in Region	16,054	-	16,054	36,321	20,267	56%
Exciting Neighborhoods to Live In	2,060	-	2,060	4,268	2,208	52%
Competitive Shopping Place	1,527	-	1,527	1,600	73	5%
Remarkable Destination for Visitors	1,371	-	1,371	1,443	72	5%
	21,011	-	21,011	43,632	22,621	52%
Downtown's Vision & Offering Understood By All						
Market to Region	42,915	-	42,915	79,944	37,029	46%
Promote Downtown's Ease of Use	10,110	-	10,110	10,319	210	2%
Vision/Development Framework Understood By All	8,152	-	8,152	24,981	16,828	67%
Tools to Assist Continued Redevelopment	1,931	-	1,931	2,371	440	19%
Develop & Maintain Information to Support Downtown	1,908	-	1,908	1,953	46	2%
	65,016	-	65,016	119,568	54,552	46%
District Governance & Service Known for Excellence						
Engage Stakeholders in Decision Making	62,521	-	62,521	70,350	7,829	11%
Communications to Owners, Tenants & Others	5,816	-	5,816	5,943	128	2%
Preservation of Districts' Capital Assets	46,972	-	46,972	46,900	(72)	0%
	115,309	-	115,309	123,194	7,885	6%
Capital Improvement & Expenditures						
Downtown Feels Safe & Comfortable	-	5,000	5,000	15,000	10,000	67%
Public Realm is Charming, Inviting, & Beautiful	-	-	-	50,000	50,000	100%
Accessible to Region & Easy to Get Around	-	1,575	1,575	10,000	8,425	84%
Vibrant, Sustainable Mixed-Use Place	-	-	-	-	-	N/A
Downtown's Vision & Offering Understood By All	-	-	-	-	-	N/A
Capital Replacement Expenditure	-	7,184	7,184	20,500	13,316	65%
	-	13,759	13,759	95,500	81,741	86%
Total Expenses	\$ 552,247	\$ 13,759	\$ 566,006	\$ 905,644	\$ 339,638	38%
Depreciation Expense	7,284	-	7,284	12,487	5,203	
Excess of Revenue Over Expenses GAAP Basis	\$ (529,024)	\$ 4,884	\$ (524,140)	\$ (755,006)	\$ 230,866	

Houston Downtown Management District
Statement of Activities
For the Month Ended January 31, 2024 and January 31, 2023

	Operating YTD Actual	Capital YTD Actual	2024 Total YTD Actual	2023 Total YTD Actual	Fav (Unfav) Variance	% Var
Revenues						
Assessment Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	N/A
Operations Revenue	19,599	-	19,599	21,539	(1,940)	-9%
Project Revenue	3,293	-	3,293	3,393	(100)	-3%
Other Income	333	-	333	230	103	45%
Interest Income	7,281	18,643	25,924	35,979	(10,056)	-28%
Total Revenues	\$ 30,506	\$ 18,643	\$ 49,149	\$ 61,142	\$ (11,993)	-20%
Expenses						
Downtown Feels Safe & Comfortable at All Times						
Collaboration to Maintain Low Crime Rate	\$ 33,244	\$ -	\$ 33,244	\$ 36,932	\$ 3,688	10%
Reduced Presence of Homeless & Street Persons	44,476	-	44,476	11,146	(33,331)	-299%
Downtown Sidewalks are Comfortably Lighted	18,220	-	18,220	7,530	(10,690)	-142%
Downtown Clean & Well-Kept Appearance	101,391	-	101,391	95,141	(6,250)	-7%
Remove Signs of Disorder in Downtown	3,388	-	3,388	5,635	2,247	40%
Prepare for Emergencies	8,678	-	8,678	9,437	758	8%
	209,397	-	209,397	165,820	(43,578)	-26%
Public Realm is Charming, Inviting, Beautiful & Celebrates the Life of the City						
Key Pedestrian Streets are Inviting	8,411	-	8,411	7,617	(794)	-10%
Public Spaces Managed, Programmed, & Delightful	80,670	-	80,670	29,223	(51,447)	-176%
Place of Civic Celebration	41,704	-	41,704	10,719	(30,985)	-289%
	130,785	-	130,785	47,560	(83,226)	-175%
Accessible to Region & Easy to Get Around						
Effective Transit Access More Places, More Hours	1,605	-	1,605	1,825	220	12%
Convenient Circulation Without Personal Vehicle	-	-	-	-	-	N/A
Easy To Find Way Around	2,880	-	2,880	1,916	(964)	-50%
Connect Neighbors & Districts Inside/Outside Downtown	5,193	-	5,193	6,494	1,302	20%
Convenient, Understandable & Managed Parking	1,051	-	1,051	-	(1,051)	N/A
	10,728	-	10,728	10,235	(493)	
Vibrant, Sustainable Mixed-Use Place						
Best Place to Work in Region	16,054	-	16,054	18,997	2,943	15%
Exciting Neighborhoods to Live In	2,060	-	2,060	94,478	92,419	98%
Competitive Shopping Place	1,527	-	1,527	1,668	141	8%
Remarkable Destination for Visitors	1,371	-	1,371	1,353	(18)	-1%
	21,011	-	21,011	116,496	95,484	82%
Downtown's Vision & Offering Understood By All						
Market to Region	42,915	-	42,915	12,619	(30,296)	-240%
Promote Downtown's Ease of Use	10,110	-	10,110	7,698	(2,412)	-31%
Vision/Development Framework Understood By All	8,152	-	8,152	13,066	4,913	38%
Tools to Assist Continued Redevelopment	1,931	-	1,931	2,191	260	12%
Develop & Maintain Information to Support Downtown	1,908	-	1,908	1,773	(135)	-8%
	65,016	-	65,016	37,346	(27,670)	-74%
District Governance & Service Known for Excellence						
Engage Stakeholders in Decision Making	62,521	-	62,521	52,939	(9,582)	-18%
Communications to Owners, Tenants & Others	5,816	-	5,816	3,302	(2,513)	-76%
Preservation of Districts' Capital Assets	46,972	-	46,972	44,561	(2,412)	-5%
	115,309	-	115,309	100,802	(14,507)	-14%
Capital Improvement & Expenditures						
Downtown Feels Safe & Comfortable	-	5,000	5,000	-	(5,000)	N/A
Public Realm is Charming, Inviting, & Beautiful	-	-	-	4,404	4,404	N/A
Accessible to Region & Easy to Get Around	-	1,575	1,575	-	(1,575)	N/A
Vibrant, Sustainable Mixed-Use Place	-	-	-	8,607	8,607	100%
Downtown's Vision & Offering Understood By All	-	-	-	-	-	N/A
Capital Replacement Expenditure	-	7,184	7,184	9,342	2,157	23%
	-	13,759	13,759	22,352	8,593	38%
Total Expenses	\$ 552,247	\$ 13,759	\$ 566,006	\$ 500,610	\$ (65,395)	-13%
Depreciation Expense	7,284	-	7,284	7,437	154	
Excess of Revenue Over Expenses GAAP Basis	\$ (529,024)	\$ 4,884	\$ (524,140)	\$ (446,906)	\$ (77,234)	

Houston Downtown Management District

Variance Analysis to the 2024 Budget

For the Year Ended January 31, 2024

Revenue

1) Operations revenue is (\$45K) under budget due to January invoicing for services have not been issued for Metro Bus Stop Cleaning, Tout Suite Utilities and Cotswold Fountain Reimbursements. Interest income is (\$73K) under budget due to lower assessment receipts than forecasted for January and investment of deposits were posted later in the month than in 2023 due to the timing of receipts.

Operating Budget

Expenses

2) Goal 1a-Collaboration to Maintain Low Crime Rate- Under budget (\$6K) in the Off Duty Officer program, and (\$10K) in staffing Off Duty Officers.

3) Goal 1b-Reduced Presence of Homeless & Street Persons-Under budget (\$61K) in homeless outreach programs and \$3K over in rental for 421 San Jacinto due to timing of payments.

4) Goal 1c-Downtown Sidewalks are Comfortably Lighted-Over budget \$3K in Street Lighting Expense, amenities and maintenance.

5) Goal 1d-Downtown Noted for Cleanliness & Well-Kept Appearance- Under budget (\$15K) in Landscaping, (\$16K) in Operations overhead, (\$16K) in Irrigation, (\$7K) in Street Teams cleaning sidewalks and bus stops, (\$29K) in Paver repair and maintenance and (\$3K) in Trash Collection.

6) Goal 2b-Key Public Spaces Programmed and Delightful-Over budget \$3K in Cotswold Fountain repairs and maintenance. Under budget (\$13K) in Main Street Square maintenance, and (\$7K) in Market Square Park Maintenance and (\$4K) in Trebly Park maintenance. Over budget \$8K in Market Square programming, and \$5K in Collaborative programming. Under budget (\$8K) Trebly Park programming and (\$2K) in Event Sponsorships.

7) Goal 2c-Place of Civic Celebration-Over budget \$4K in Seasonal Banner Program and \$13K in Holiday Promotions. Under budget (\$10K) in Art programming.

8) Goal 3c-Easy to Find Way Around - Under budget \$1K in Wayfinding.

9) Goal 4a-Best Place to Work in the Region-Under budget (\$20K) in Economic Development.

10) Goal 4b-Exciting Neighborhoods To Live In-Under budget (\$2K) in Residential Programming.

11) Goal 5a-Market to Region-Under budget (\$37K) in marketing expenditures.

12) Goal 5c-Planning Consultants & Expenses are under budget (\$17K).

13) Goal 6a-Complete engagement by all stakeholders in District - Over budget \$1K in Operations, Under budget (\$2K) in Engagement, (\$1K) in Economic Development, (\$2K) in Planning Design & Construction, and (\$4K) in staffing.

Capital Budget

14) Under budget (\$10K) in Landscape Amenities-Irrigation.

15) Under budget (\$50K) in Market Square Park improvements.

16) Under budget (\$8K) for Southeast Sidewalks TxDOT.

17) Under budget (\$13K) for Capital Replacement expenditures.

HOUSTON DOWNTOWN MANAGEMENT DISTRICT
AP Check Register (Current by Bank)
Check Dates: 1/1/2024 to 1/31/2024

Check No.	Date	Vendor ID	Payee Name	Amount
BANK ID: A - OPERATING ACCT-JPMORGAN				101.000
* 35608	01/04/24	1200	CENTRAL HOUSTON, INC	\$442,200.02
* 2876701	01/04/24	8065	RALPH BIVINS COMMUNICATIONS	\$6,000.00
* 2876703	01/04/24	1085	CANDACE WILLIAMS	\$255.36
* 2876705	01/04/24	3814	HOUSTON CITY TOURS LLC	\$13,000.00
* 4133892	01/05/24	1801	DIRECTV	\$97.98
* 4133895	01/05/24	8355	STERLING EXPRESS SERVICES, INC	\$26.40
* 4133897	01/05/24	5987	MAINTENANCE TO GO	\$2,278.95
* 4133901	01/05/24	0490	ASSOCIATED LANDSCAPE SERVICES	\$6,642.00
* 4133906	01/05/24	8333	S.L. ANDERSON COMPANY, LTD.	\$225.00
* 4133908	01/05/24	7784	KENNEDY BRAND MEDIA	\$525.00
* 4133910	01/05/24	8900	VERIZON WIRELESS	\$677.42
4133911	01/05/24	5987	MAINTENANCE TO GO	\$14,512.69
4133912	01/05/24	1665	COLOR SPECIALISTS LANDSCAPING	\$13,440.00
* 4133916	01/05/24	8801	URS INC.	\$2,490.00
* 4133918	01/05/24	5700	LONE STAR FLAGS AND FLAGPOLES	\$11,844.50
* 4133924	01/05/24	8793	UTS, LLC	\$4,664.00
* 4133926	01/05/24	3298	GULF COAST PAVERS, INC.	\$38,400.00
* 4133928	01/05/24	8607	TXU ENERGY RETAIL COMPANY, LLC	\$5,232.46
* 4133930	01/05/24	0450	AVALON MUSIC	\$4,730.00
* 4133932	01/05/24	8609	TOUCH & AGREE PROPERTY	\$3,857.40
* 4133934	01/05/24	8655	TRIPLE R BROTHERS, LTD	\$130.69
* 4133936	01/05/24	1228	CENTRA 417 SAN JACINTO PARTNER	\$3,125.00
* 4133940	01/05/24	5540	LINCOLN COLWELL	\$1,760.00
* 413922	01/05/24	8743	UP ART STUDIO, LLC	\$13,650.00
* 413938	01/05/24	1543	CITY OF HOUSTON	\$56.93
* 5212870	01/12/24	3288	BRACEWELL	\$2,307.50
* 5212878	01/12/24	9948	ORKIN PEST CONTROL	\$196.99
* 5212881	01/12/24	8404	ANN WERME GROUP	\$14,037.26
* 5212896	01/12/24	1228	CENTRA 417 SAN JACINTO PARTNER	\$6,250.00
* 5212903	01/12/24	3630	HOME DEPOT CREDIT SERVICES	\$71.76
* 5212908	01/12/24	2520	FEDEX	\$14.26
* 5212912	01/12/24	3400	RAFFLE PARKING COMPANY, LLC	\$900.00
* 5212914	01/12/24	8552	TEXAS OUTHUSE, INC.	\$527.50
* 5212918	01/12/24	3548	HAMILTON PLUMBING SERVICE	\$550.00
* 5212920	01/12/24	5700	LONE STAR FLAGS AND FLAGPOLES	\$9,400.00
* 5213016	01/12/24	0490	ASSOCIATED LANDSCAPE SERVICES	\$1,470.00
* 5213018	01/12/24	9819	BRYAN K BENNETT	\$1,586.80
* 5213020	01/12/24	9045	WESTERN FIRST AID & SAFETY	\$203.80
5213021	01/01/24	998869	1600 SMITH CO LLC	\$119,012.32
5213022	01/12/24	3573	HARRIS COUNTY TREASURER	\$9,700.00
5213023	01/01/24	998867	600 TRAVIS OWNER LLC	\$57,582.66
5213024	01/01/24	998868	907 COMMERCE LP	\$13.35
5213025	01/01/24	998870	AMEGY BANK NAT ASSOC	\$9,989.91
5213026	01/01/24	998871	CLIFFORD OR ROBYN SADOWSKY	\$212.00
5213028	01/01/24	3493	HM MARKET SQUARE LLC	\$27,303.68
5213029	01/01/24	999935	J MICHAEL EPSTEIN	\$547.85
5213030	01/01/24	998873	JAIRO ALABA OR	\$271.89
5213031	01/01/24	998874	JAMES OR TRACY WILLI	\$49.69
5213032	01/01/24	998876	JOHN M TEEPE	\$212.00
5213033	01/01/24	998875	JOHN OR RUTH ELVIG, TRUSTEE	\$7.36
5213034	01/01/24	5255	KJD AUTO STORAGE LLC	\$258.67
5213035	01/01/24	998877	RASHIDA LEE	\$212.00
5213036	01/01/24	998878	REX OR DANIELA KOONTZ	\$39.65
5213037	01/01/24	8793	UTS, LLC	\$10,383.58
* 5213468	01/12/24	0397	ALLIED POWDER COATING	\$4,920.54
* 5214899	01/12/24	7400	PFEIFFER & SON, LTD	\$4,938.00
* 5214906	01/12/24	7995	INCONTROL CONTRUCTION LLC	\$15,072.48
* 5214912	01/12/24	0353	ALL AMERICAN POLY	\$20,836.00
* 5214915	01/12/24	3529	HALO BRANDED SOLUTIONS, INC	\$1,995.00

HOUSTON DOWNTOWN MANAGEMENT DISTRICT
 AP Check Register (Current by Bank)
 Check Dates: 1/1/2024 to 1/31/2024

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

BANK ID: A - OPERATING ACCT-JPMORGAN	101.000
---------------------------------------------	----------------

* 5214917	01/12/24	5703	MICHAEL LOESSIN	\$500.00
* 5214921	01/12/24	3550	HARDY & HARDY	\$3,550.00
* 52148991	01/12/24	7400	PFEIFFER & SON, LTD	\$15,033.75
* 6322682	01/22/24	0511	BLOCK BY BLOCK	\$331,554.81
* 6322687	01/19/24	5961	MELISSA TAYLOR	\$1,675.00
* 6322689	01/19/24	1713	CREST PRINTING, INC	\$712.00
* 6322691	01/19/24	8404	ANN WERME GROUP	\$4,732.50
* 6322693	01/19/24	8168	SEAL SECURITY SOLUTIONS, LLC	\$75,902.72
* 6322695	01/19/24	7712	POWER PEST CORP	\$7,820.00
* 6322697	01/19/24	2046	DUSTY McCARTNEY	\$49.00
* 6322701	01/19/24	3548	HAMILTON PLUMBING SERVICE	\$606.08
* 6322703	01/19/24	8609	TOUCH & AGREE PROPERTY	\$2,521.60
* 6322705	01/19/24	5710	LVA 4 HOUSTON GREENSTREET LP	\$20,497.60
* 6322707	01/19/24	9089	WE 68 LLC	\$4,512.51
* 6322793	01/19/24	7400	PFEIFFER & SON, LTD	\$8,250.52
* 6322797	01/19/24	7995	INCONTROL CONSTRUCTION LLC	\$675.00
* 6322805	01/19/24	3548	HAMILTON PLUMBING SERVICE	\$430.00
* 6322813	01/19/24	5987	MAINTENANCE TO GO	\$8,558.85
* 6322824	01/19/24	3550	HARDY & HARDY	\$3,000.00
* 63322699	01/19/24	9081	WESTPARK COMMUNICATIONS, L.P	\$69.44
* 7409769	01/26/24	6994	NEUE CREATIVE	\$1,850.00
* 7409772	01/26/24	0048	ATLAS FOUNDATION REPAIR	\$6,370.00
* 8217291	01/26/24	4442	STRATEGIC EQUIPMENT LLC dba	\$513.00
* 8217293	01/26/24	1601	COOPWOOD'S AIR CONDITIONING	\$2,257.75
8217294	01/31/24	1532	CITY OF HOUSTON	\$1,251.23
8217295	01/31/24	4001	HUITT~ZOLLARS, INC	\$1,575.00
8217296	01/31/24	4018	HYPER GROWTH	\$10,868.00
* 8217299	01/26/24	6994	NEUE CREATIVE	\$2,333.00
* 8217304	01/26/24	7400	PFEIFFER & SON, LTD	\$3,292.65
* 8217307	01/26/24	0034	ABC HOME & COMMERCIAL SERVICES	\$145.00
* 8217310	01/26/24	0446	ARUP US, INC	\$6,225.00
* 8217313	01/26/24	1550	CITY OF HOUSTON	\$1,743.91
* 8217319	01/26/24	3387	LEE'S GOLDEN DRAGON	\$3,500.00
* 8217321	01/26/24	5710	LVA 4 HOUSTON GREENSTREET LP	\$938.35
* 8217323	01/26/24	5961	MELISSA TAYLOR	\$340.00
* 8217325	01/26/24	9948	ORKIN PEST CONTROL	\$144.99
* 8217327	01/26/24	3400	RAFFLE PARKING COMPANY,LLC	\$900.00
* 8217329	01/26/24	7337	RISE MARKET COLLECTIVE	\$10,000.00
* 8217331	01/26/24	8168	SEAL SECURITY SOLUTIONS, LLC	\$1,700.00
* 8217333	01/26/24	8315	SWANK MOTION PICTURES, INC	\$685.00
* 8217335	01/26/24	3948	THE HARRIS CENTER FOR	\$18,666.63
* 8217341	01/26/24	8544	TML INTERGOVERNMENTAL RISK	\$46,972.38

BANK A REGISTER TOTAL:	\$1,523,819.57
-------------------------------	-----------------------

BANK ID: B - CAPITAL ACCT-JPMORGAN	102.000
-------------------------------------------	----------------

4133771	01/05/24	5987	MAINTENANCE TO GO	\$5,687.19
* 5213760	01/12/24	7400	PFEIFFER & SON, LTD	\$3,291.00
* 5214248	01/12/24	4001	HUITT~ZOLLARS, INC	\$14,170.00
* 6322729	01/19/24	1751	DESIGN WORKSHOP, INC	\$3,600.00
* 6322743	01/19/24	5987	MAINTENANCE TO GO	\$15,034.48
* 6322776	01/19/24	7400	PFEIFFER & SON, LTD	\$7,717.54
* 7915558	01/26/24	5987	MAINTENANCE TO GO	\$4,704.58

BANK B REGISTER TOTAL:	\$54,204.79
-------------------------------	--------------------

GRAND TOTAL :	\$1,578,024.36
----------------------	-----------------------

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

Reporting Period: 1/1/2023 - 12/31/2023

	2023			2022		
	<u>Operating</u>	<u>Capital</u>	<u>Total</u>	<u>Operating</u>	<u>Capital</u>	<u>Total</u>
Total Certified MWBE	\$ 2,746,773	\$ 51,299	\$ 2,798,072	\$ 1,976,466	\$ 117,289	\$ 2,093,755
Adjusted Total Spending	\$ 18,031,043	\$ 1,334,951	\$ 19,365,994	\$ 16,949,783	\$ 840,034	\$ 17,789,817
Less Qualified for Exclusion	\$ (8,932,935)	\$ (362,259)	\$ (9,295,194)	\$ (8,822,818)	\$ -	\$ (8,822,818)
Qualifying Total Spending	\$ 9,098,108	\$ 972,692	\$ 10,070,800	\$ 8,126,965	\$ 840,034	\$ 8,966,999
%MWBE Certified	30.2%	5.3%	27.8%	24.3%	14.0%	23.3%
Total Self-Certified MWBE	\$ 285,495	\$ -	\$ 285,495	\$ 487,060	\$ -	\$ 487,060
% Certified + Self-Certified	33.3%	5.3%	30.6%	30.3%	14.0%	28.8%

Presentation: CHI & HDMD - A History

(presentation to be shared at meeting)

Report from the Chair regarding the CEO's 2023 Performance Review

(Verbal/no materials)

Downtown Houston Pedestrian Lighting

Existing Conditions Analysis and Lighting Design Masterplan

The Design Team



Cibele Romani, Assoc. IALD

Senior Designer & Lighting Project Manager



Anna Forrester, Assoc. IALD

Lighting Designer

Also Involved in the Project

Christoph Gisel

Kylie Scovern

Tran Luu

Allison Lau

Jacob Talash

Leena Basaria

Timothy Dang

Jasmine Tran

Survey and Masterplan

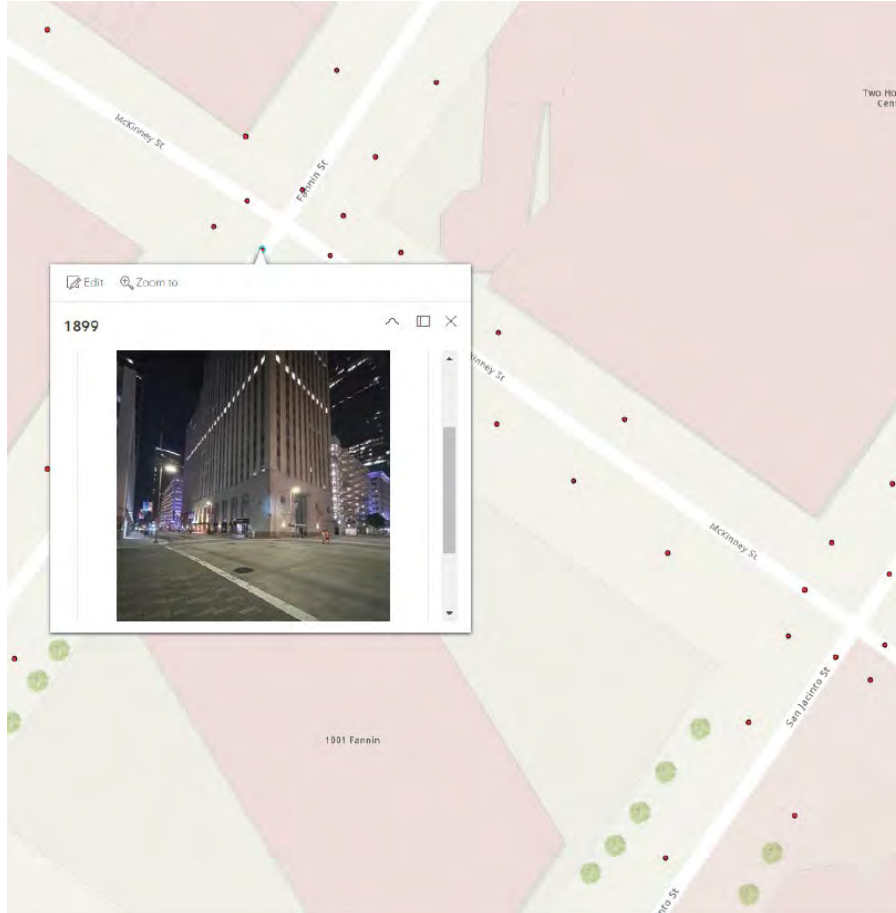


Existing Conditions Survey

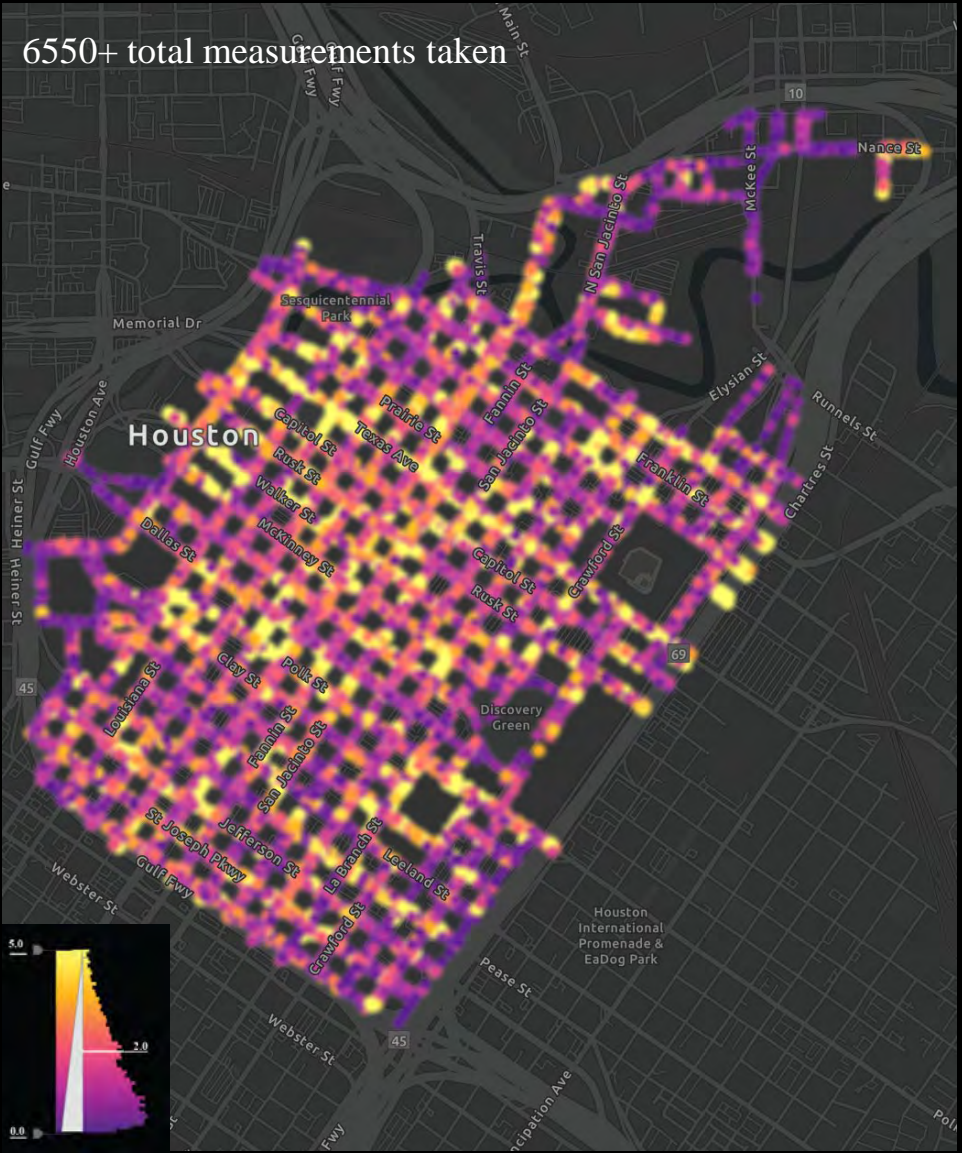
Horizontal Illuminance Measurements – 6550+ Points

17th-21st July

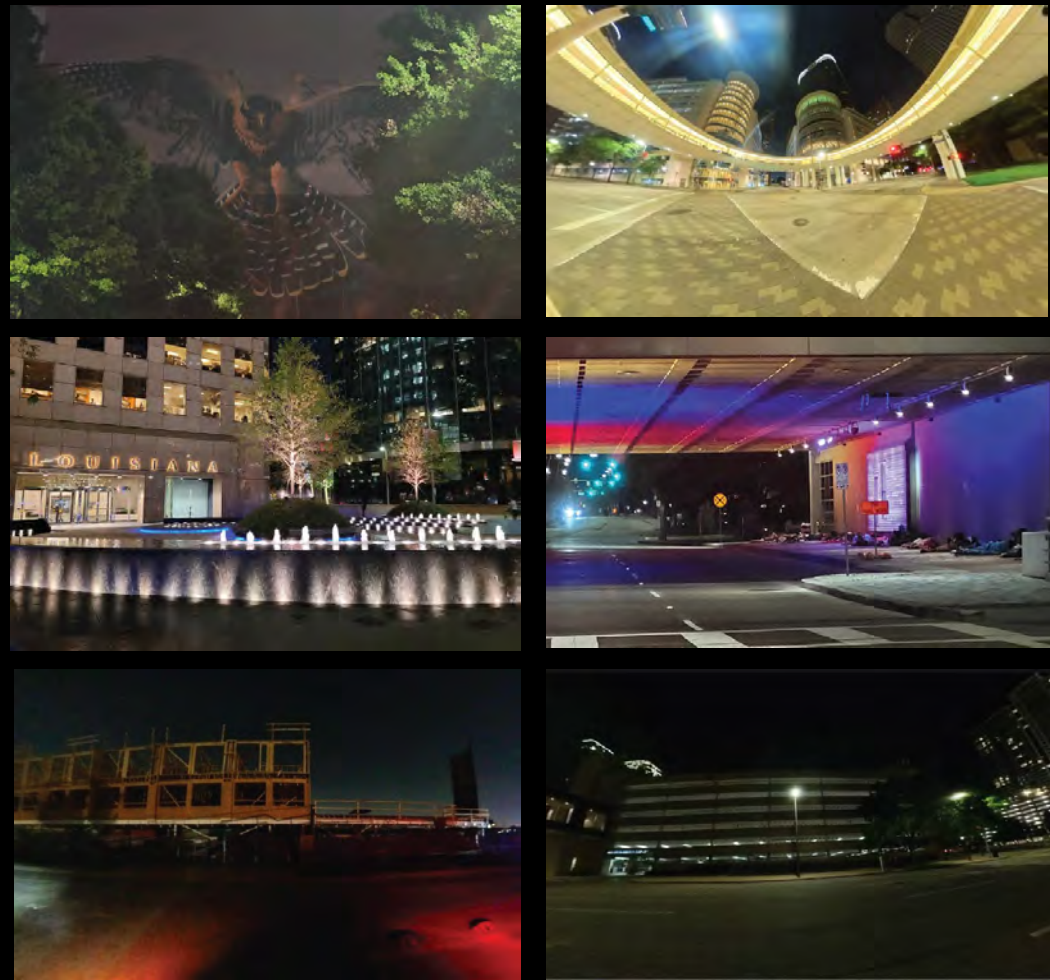
14th – 18th August

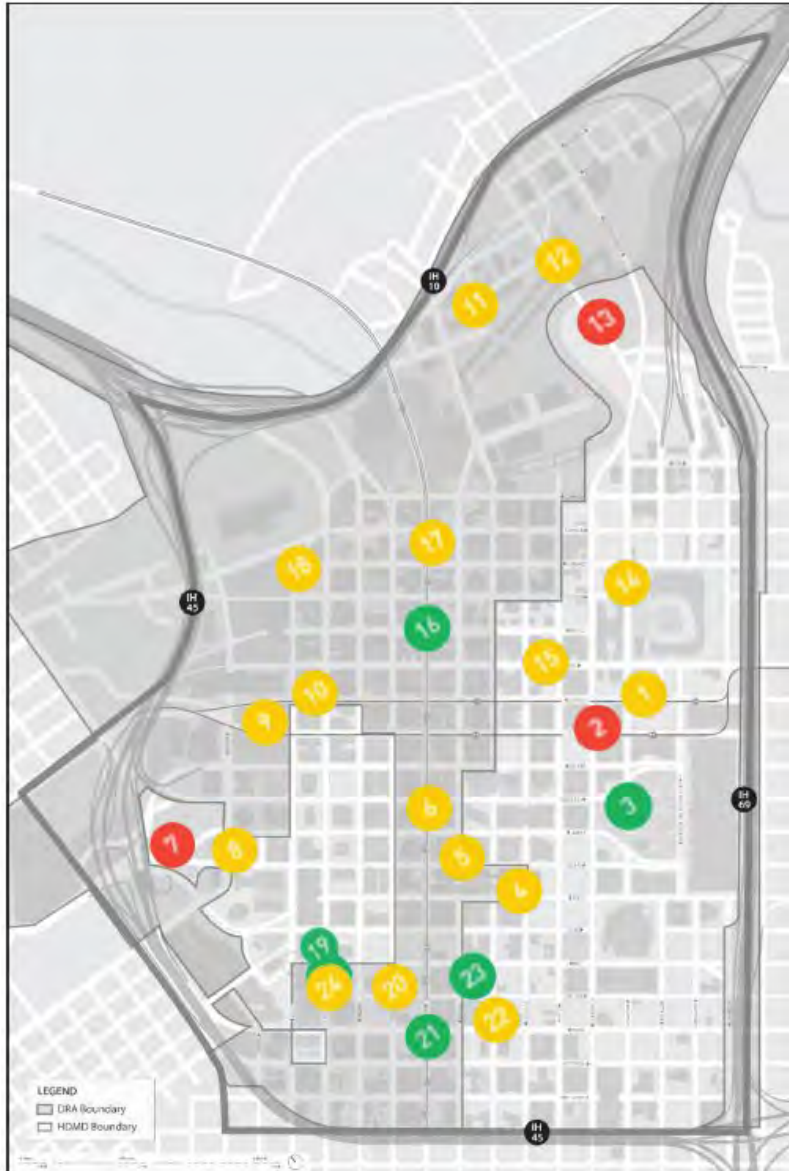


Heat Map



Current Conditions





Capital / Crawford



Rusk / La Branch



James Bute Park



Preston / Crawford



Discovery Green



Austin / Polk



Texas / Caroline



Main / Preston



Dallas / Fannin



Main / Lamar



Main / Franklin



Louisiana / Congress



Sam Houston Park



Dallas / Bagby



Milan / Leeland



Travis / Leeland



Rusk / Tranquillity



Capitol / Smith



Main / Jefferson



Pease / San Jacinto



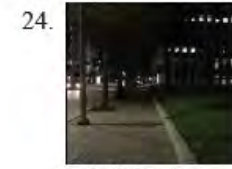
Walnut / Sterrett



Sterrett / McKee



Trebly Park



Leeland / Louisiana

What was measured



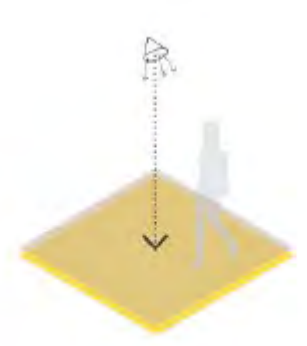
Ambient Luminance



Color Temperature



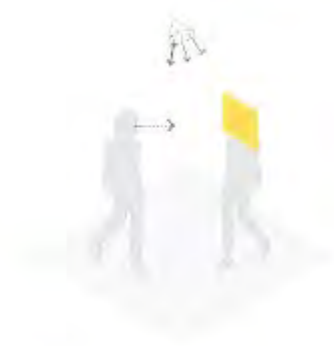
Color Rendering



Horizontal Illuminance

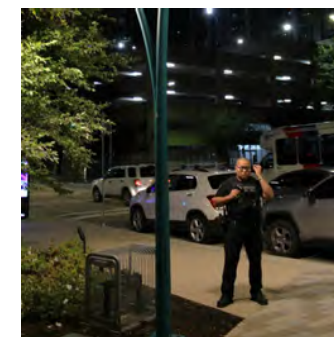
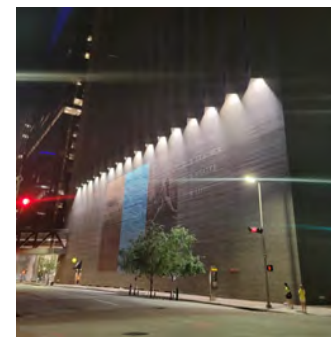
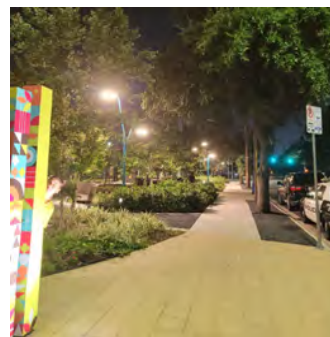
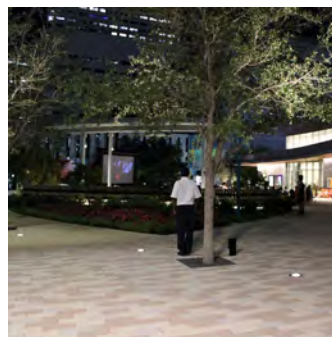
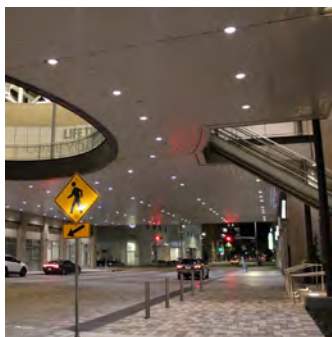


Vertical Illuminance

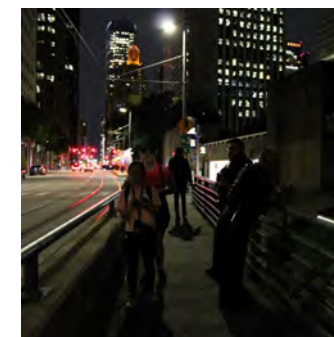
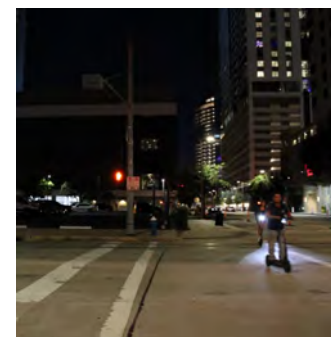
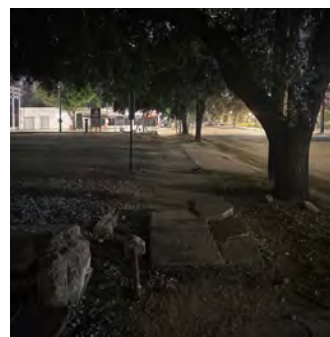
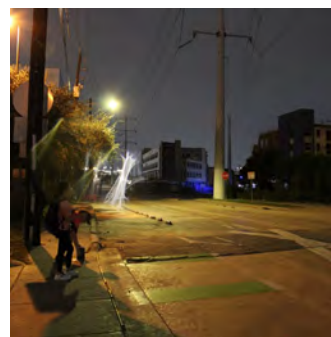
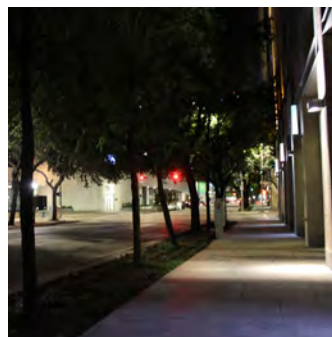
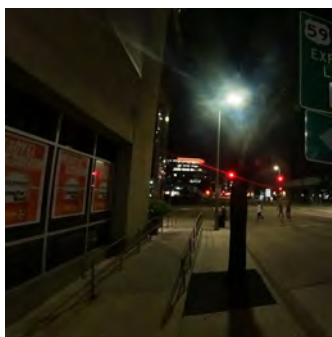


Facial Illuminance

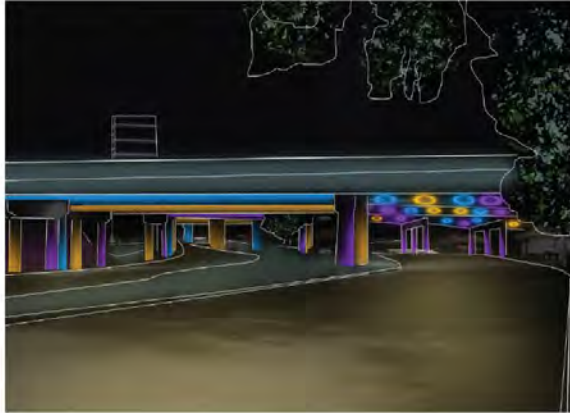
Good Example



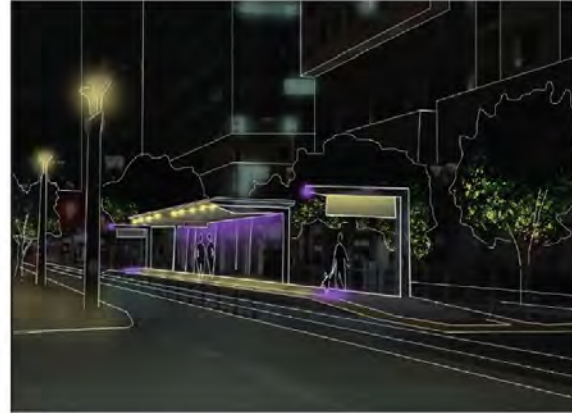
Bad Example



Toolkit



Underpasses



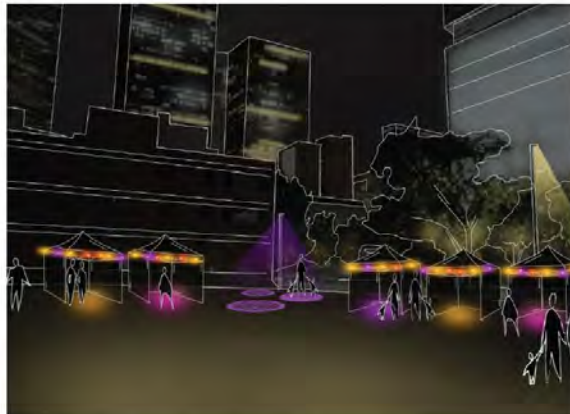
Public Transport



Relamp for Consistent Correlated Color Temperature



Illuminated Foliage



Activated Surface Parking Lots



Activated Private Retail Lighting



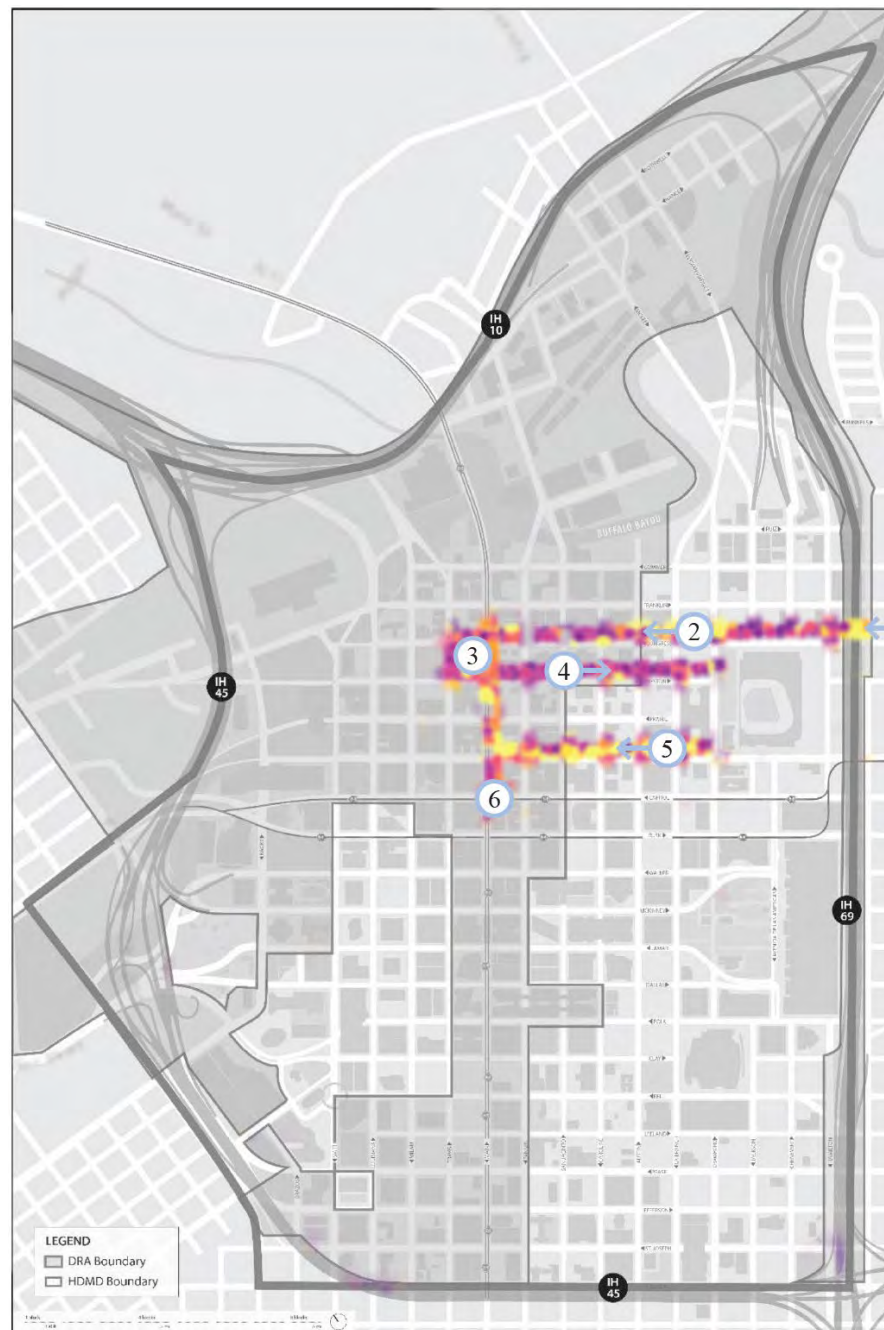
Increase Public Park Lighting



Facade Lighting

Julietta

What does this mean in practice?



Julietta

Current route around Downtown

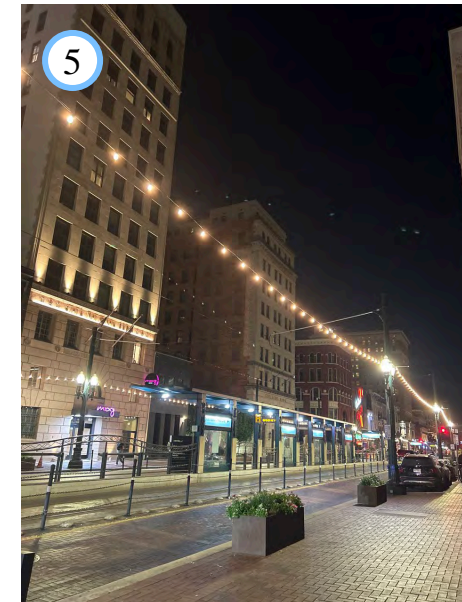
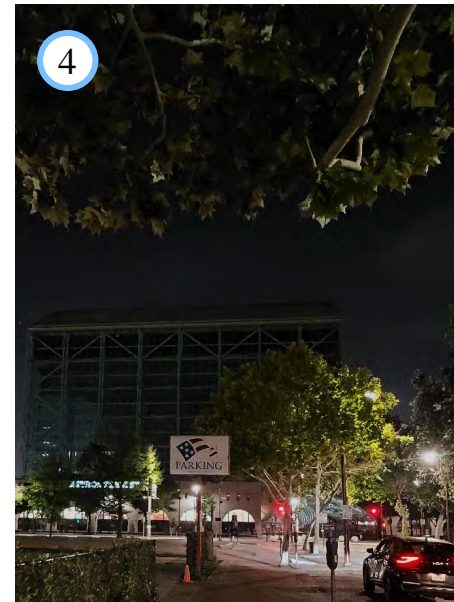
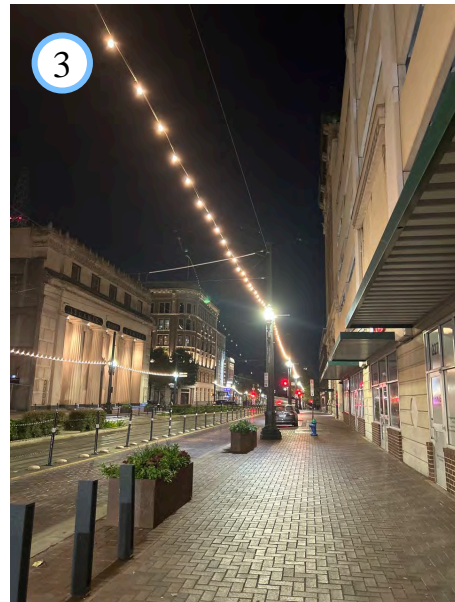
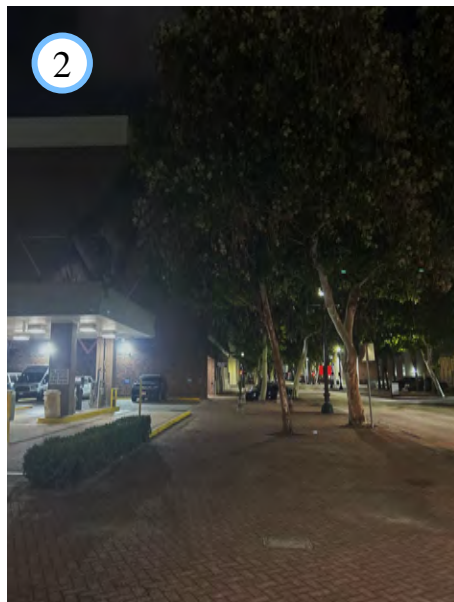
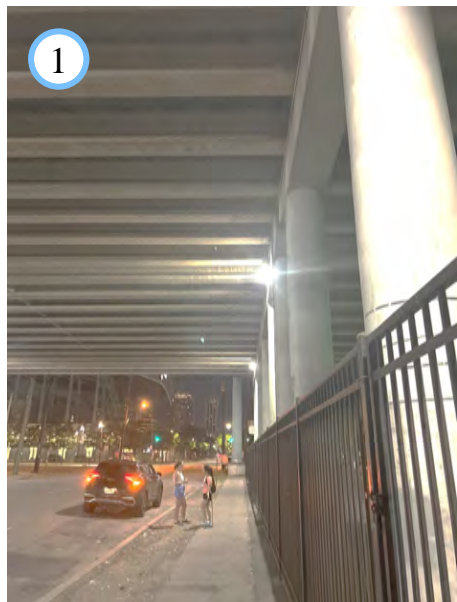
Arrives in Downtown via EaDo underpasses

Heads towards Main Street for dinner looking at the Murals.

Has dinner around Main Street.

Returns to Minute Maid Park for Astros Game.

Goes to Main Street to celebrate win! Before heading back home to EaDo via the Light Rail.



1

2

3

4

5

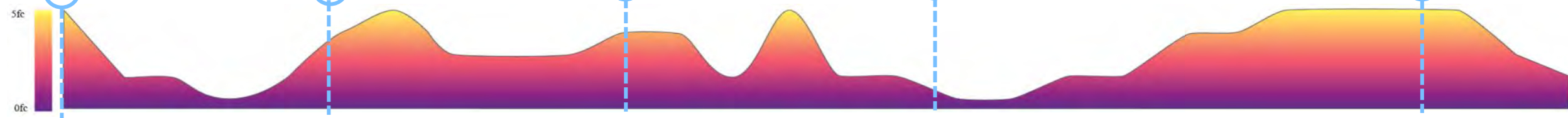
1

2

3

4

5



Entrance into Downtown

Illuminated Underpasses

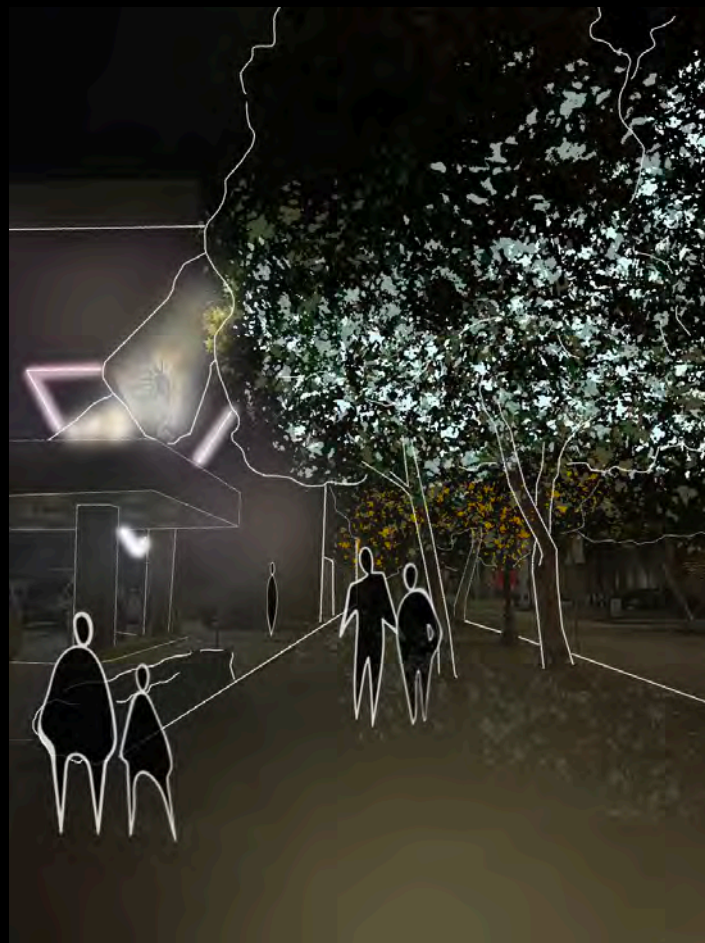


Reference Projects



Walking Towards Main Street

Illuminated trees and highlighted murals



Reference Projects



Dinner in Main Street

Activated Storefronts



Reference Projects



Walking to Minute Maid Park

Illuminated Tree Wayfinding



Reference Projects



Heading home from Downtown

Transport Hub & Façade Lighting



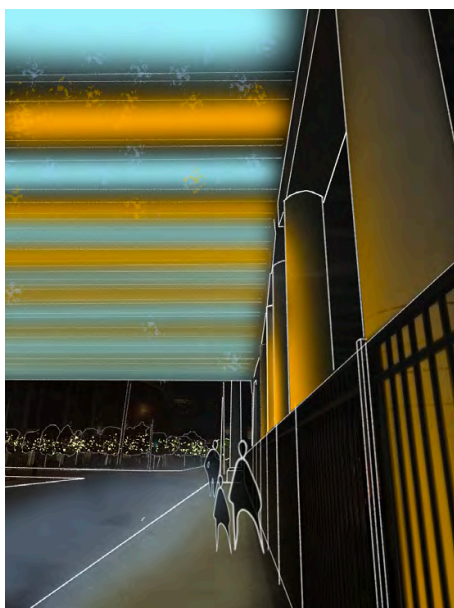
Reference Projects



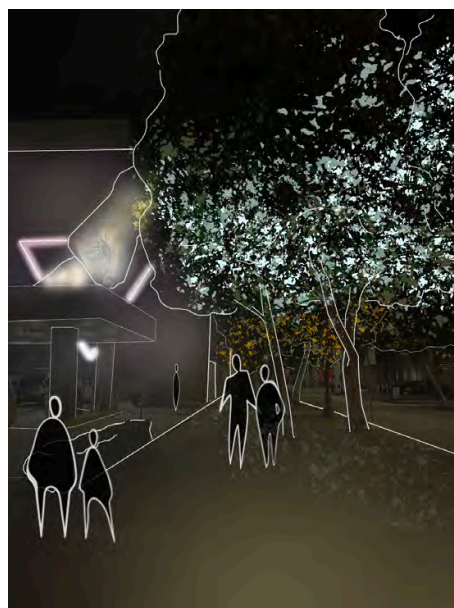
Julietta

Future route around Downtown

Illuminated underpasses



Illuminated trees and highlighted murals



Activated nighttime storefronts



Wayfinding routes between key pedestrian locations



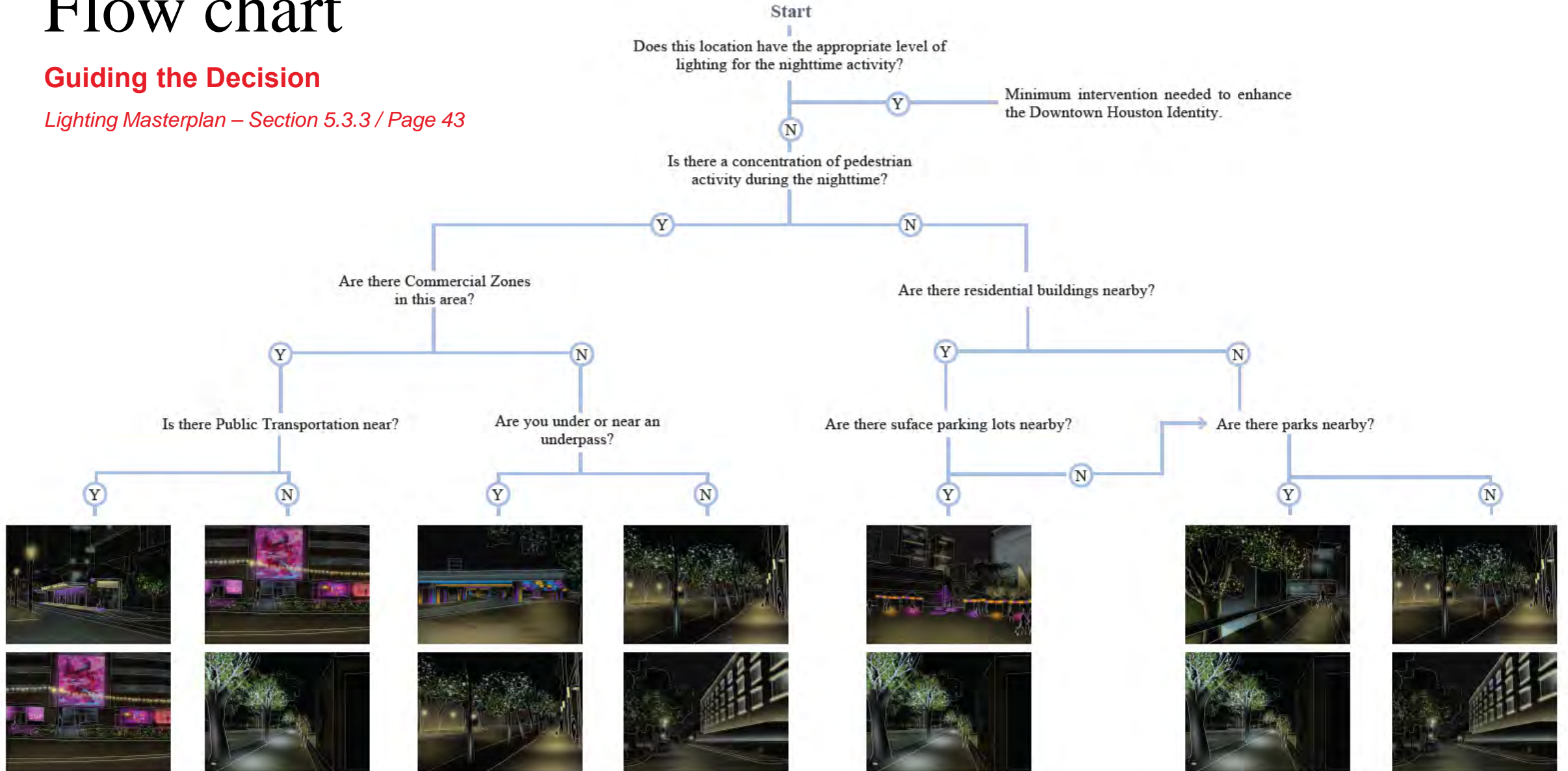
Consistent transport lighting and nighttime activation



Flow chart

Guiding the Decision

Lighting Masterplan – Section 5.3.3 / Page 43



Conclusion

Impact v Cost



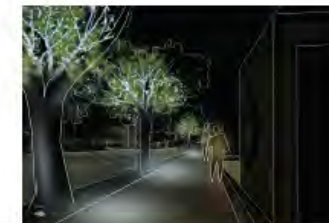
Illuminating Underpasses



Façade Lighting



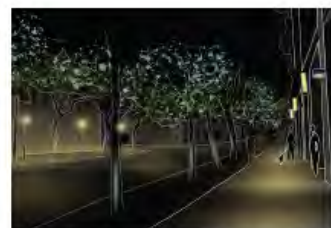
Park Lighting



Illuminating Foliage

Lower Impact

Higher Impact

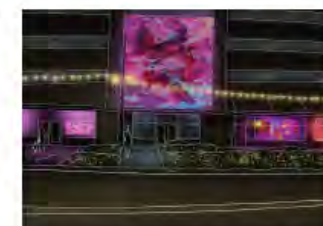


Consistent Color Temperature



Transport Lighting

Activating Parking Lots



Activating Private Retail Lighting

Higher Cost

Lower Cost

Murals



Big Art. Bigger Change.

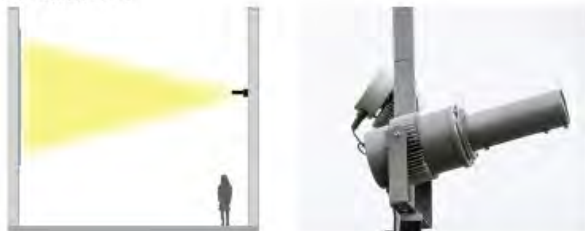
Street Art for Mankind

Concept A: Gobo Projector

Wall mounted



Pole mounted



Concept C: Integrated Lighting

Flexible linear/ Fiber optic



Concept B: Wall Washing

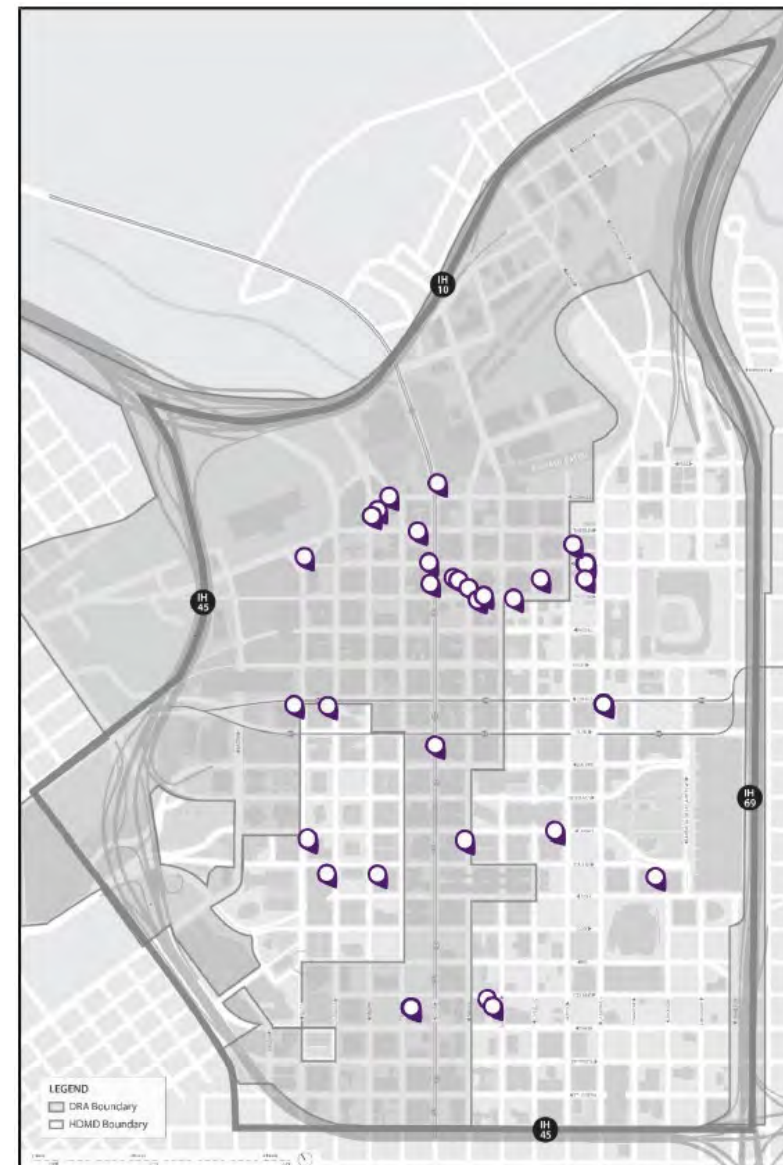
Linear wall wash



Arm mounted



Linear uplight



33 Murals across Downtown

Victor Ash
Lady Justice



Figure 42: Daytime



Figure 41: Map Location



Figure 43: Current Nighttime Condition

On Site Observations

This massive mural can be hidden when viewed from below, amidst the surrounding buildings and trees.

Intervention: High

This mural currently lacks lighting due to its height. The canvas is a flat wall with no obstructions and can be illuminated from below. This approach will give the mural the feeling that it is almost flying between the buildings.

Concept B: Wall Washer



Aches
Pas de Deux



Figure 45: Daytime



Figure 44: Map Location



Figure 46: Current Nighttime Condition

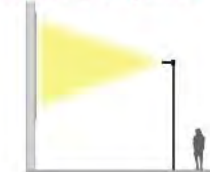
On Site Observations

The vibrant colors of the mural have the potential to be further enhanced at night.

Intervention: Medium

A projector can frame the dancers and leave the background faded to black.

Concept A: Gobo Projector



Where to Find

Downtown Houston Pedestrian Lighting Analysis & Masterplan

[Downtown Houston Pedestrian Lighting Study |](#)

[Priority Projects | About | Downtown Houston](#)

[Executive Summary](#)

[Existing Conditions Lighting Analysis Report](#)

[Lighting Design Masterplan Report](#)

DOWNTOWN HOUSTON+ EXPLORE EVENTS NAVIGATE Experience Live Downtown

Downtown Houston Pedestrian Lighting Analysis & Masterplan

Throughout 2025, Downtown Houston commissioned and developed an analysis and lighting design masterplan for Downtown Houston. Lighting consultants with Arup worked with Downtown Houston to identify, measure, and develop lighting solutions for key nodes, corridors, and important public spaces and public art. Guided by stakeholder concerns and feedback, the final masterplan was published in early 2024 and recommended eight lighting initiatives to be implemented at priority locations across Downtown Houston.

Downtown Houston will develop and implement lighting programs based on these toolkits and priority locations starting in 2024 with a focus on illuminating the Big Art, Bigger Change murals and creating an lighting program that aligns with placemaking and connectivity goals for Downtown's major nodes of activity, including retail nodes and nodes that are popular with visitors, workers, and residents.

For questions and to learn more about next steps, reach out to Cassie Hoepflich, Director of Planning & Economic Development, at cassie.hoepflich@downtownhouston.org.

[VIEW THE EXECUTIVE SUMMARY >](#)

Existing Conditions Lighting Analysis Report

The **Existing Conditions Lighting Analysis Report** captures the existing conditions of Downtown's pedestrian lighting environment. Over 6500 light measurement points were taken across Downtown on sidewalks and midpoints of crosswalks to generate an Existing Conditions Heat Map (Page 8) and provide interpretations of the map (Page 9-10). 24 nighttime Vulnerability Assessment case study locations were measured (Page 17). The NVA process identified areas of vulnerability through the analysis of qualitative and quantitative measurements to provide a holistic composition of the user nighttime experience, the built environment, and tactical lighting.

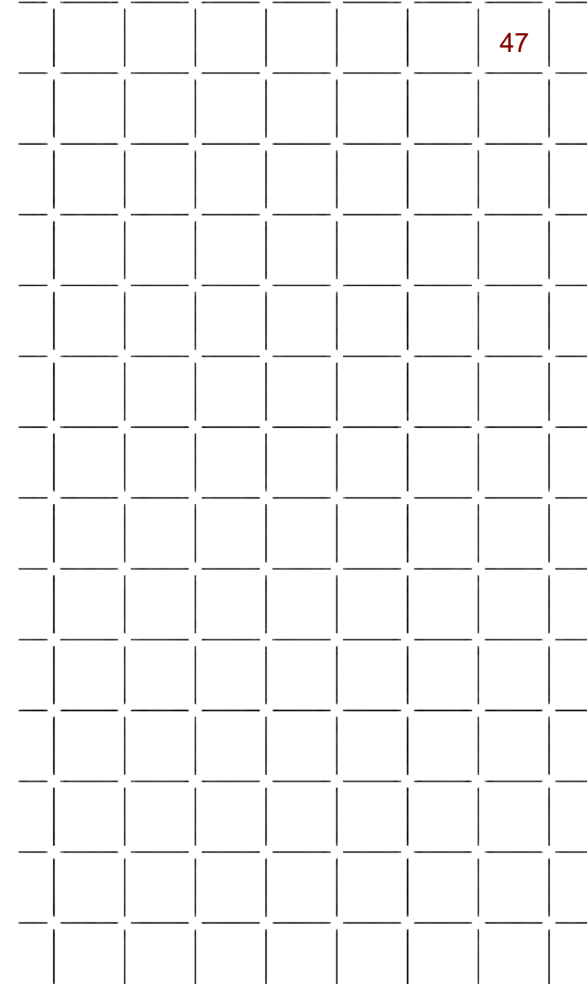
[VIEW THE EXISTING CONDITIONS LIGHTING ANALYSIS REPORT >](#)

Lighting Design Masterplan Report

The **Lighting Design Masterplan Report** provides strategies and solutions to achieve the masterplan vision: create Downtown identity, activate the nighttime, and a Downtown for all through inclusive design. The masterplan includes a focus on key nodes of activity, connecting corridors, and concepts for illumination of the Big Art, Bigger Change murals. Lighting strategies are presented to achieve the vision, these were directly derived from shared characteristics found in the NVA case studies.

[VIEW THE LIGHTING DESIGN MASTERPLAN REPORT >](#)

Next Steps



ARUP

ACTION ITEM	Authorize the President/CEO to enter into agreements and related expenditures for repairs to the kiosk and storage building at Market Square Park.
SERVICE PLAN	2021-2025
Account Code	590.800
Budget & Year	\$250,000 2024
REQUEST	Not to exceed \$30,000
DESCRIPTION	The expenditure will allow for needed repairs to the kiosk and storage building including roof replacements, gutters, interior paint, minor sheetrock, electrical, and plumbing repairs.
DISCUSSION	Niko Niko's moved out of the kiosk in the middle of November and currently, the District is working on getting a new tenant to occupy the space. The repairs listed above are not vendor specific but are routine repairs to prepare for a new kiosk operator.
M/WBE Participation	TBD

ACTION ITEM Authorize the execution of agreements by the President/CEO and related expenditures for the Downtown Resident Program.

SERVICE PLAN 2021-2025
 Account Code 661.400
 Budget Amount \$30,000 2024

REQUEST \$30,000

DESCRIPTION This expenditure will support programs and initiatives for Downtown Residents. Programs and initiatives include new swag and printed marketing material for the Downtown Resident Welcome Bags, A Downtown Resident committee, Downtown Resident meetups and other tailored programming.

DISCUSSION

DBE PROGRAM Vendor is not DBE certified

ACTION ITEM Authorize President/CEO to execute agreements and related expenditures for Marketing/Promotions.

SERVICE PLAN 2021-2025
 Account Code 643.369
 Budget Amount \$45,000 2024

REQUEST \$45,000

DESCRIPTION This expenditure is to order marketing materials for specialized events in Downtown and to create product for a Downtown Houston+ branded storefront to encourage visitors and guest to show their neighborhood pride though wearables and other branded items.

DISCUSSION This will cover the costs for swag for major parades, park programming, sporting events and holiday activations and events. These products will activate our new Downtown Houston+ brand.

DBE PROGRAM Efforts will go into ensuring the creative vendor is a DBE.

ACTION ITEM Authorize the execution of agreements by the President/CEO and related expenditures for Park Marketing.

SERVICE PLAN 2021-2025
 Account Code 643.379
 Budget Amount \$25,000 2024

REQUEST \$25,000

DESCRIPTION Marketing and creative services to promote Market Square Park, Trebly Park and all the parks/greenspaces in Downtown.

DISCUSSION The marketing services include the marketing and advertising for the parks and greenspaces in Downtown including general Market Square Park and Trebly Park design creatives, printed collateral and advertising costs.

DBE PROGRAM Vendor is not DBE certified

ACTION ITEM Authorize the execution of agreements by the President/CEO and related expenditures for Downtown Houston+ banners.

SERVICE PLAN 2021-2025
 Account Code 582.600
 Budget Amount \$335,000 2024

REQUEST \$335,000

DESCRIPTION The authorization will include work to design, fabricate and install new banners in Downtown. Locations will focus on ingress/egress streets, connecting Avenida to the Historic District, Ballpark, and major streets/corridors in Downtown Houston.

DISCUSSION

DBE PROGRAM Efforts will go into ensuring the creative vendor is a DBE.



DOWNTOWN HOUSTON+

STRATEGIC ALIGNMENT PLAN UPDATES

FEBRUARY 2024

GOAL 1



Champion major projects, initiatives and investments that improve Downtown.

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: In partnership with the Houston First Corporation, the Downtown Management District has entered into an extension of last year's Cotswold Fountains Maintenance Services Agreement to deploy our vendor - inCon-trol Water Systems - to maintain and repair the ten Cotswold fountains so emblematic to Downtown. Houston First Corporation, which assumed responsibility for the Cotswold Fountains from the City of Houston, reimburses the Management District for all labor and expenses incurred in returning the fountains to good working order and for maintaining each Fountain on an ongoing basis. 2023 began with two of the ten Cotswold fountains working and now begins 2024 with nine of the ten Fountains performing as designed.

Participating Agency:



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

Highlight: The Downtown Houston Activity Dashboard is a new and interactive data resource for the greater Downtown community and stakeholders interested in real time information and insight into Downtown's post-pandemic recovery and overall Downtown worker, visitor, and resident activity. The Dashboard is hosted by mySidewalk and features information and data visualizations sourced from Placer.ai, Census, CoStar, and primary data collected by DTH+. Analyses authored by our Economic Development team accompany the featured information, content that will be updated monthly and quarterly basis.

Participating Agency:



GOAL 2

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

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

Highlight:

Downtown Houston+ partnered with the College Football Playoff Host Committee to install 340 College Football Championship banners which provided a sense of place in connecting visitors from Main Street to the activities at the GRB Convention Center and Shell Energy Stadium. Giant wayfinding footballs were painted on sidewalks at key locations that allowed visitors to easily explore Downtown by providing helpful information such as directions and current Downtown events.

Participating Agency:



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

Highlight:

A few key improvements have recently taken place at Market Square Park to enhance the user experience. The decomposed granite within both dog parks was removed and replaced with 6,650 SF of artificial turf specifically designed for pet use. The irrigation system within the park will rinse the artificial turf daily to wash away any urine smell. The decomposed granite in the dining area was removed and re-graded to eliminate water ponding during rain events. The storage building was raised and re-leveled due to foundation settlement. Seven (7) piers were installed 4-6 feet into the ground to provide a new stabilized foundation to prevent any future settling.

Participating Agency:





GOAL 3

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

3.7 Utilize public art and other place enhancement strategies to improve walkability where built conditions limit storefront activations.

Highlight: From mid-November 2023 to mid-February 2024, a captivating series of interactive music boxes brought people-powered magic and a seasonal placemaking emphasis to the Houston Theater District at Lynn Wyatt Square, Jones Hall, Hobby Center, Wortham Center, and Alley Theatre, as well as Market Square Park, and Trebly Park. A public art and placemaking collaboration between Houston Theater District, Houston First, and Downtown Houston, “The Harmonies,” installation featured mesmerizing soundtracks by local musicians. With the turn of a crank, each larger-than-life music box harnessed the power of human energy to illuminate the artworks with enchanting lights and music.

Participating Agency:



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

Highlight: Arup completed and delivered the final Downtown Houston Lighting Master Plan in January. The Master Plan vision includes specific lighting "toolkit" recommendations for key Downtown nodes and corridors, interventions that when layered together will improve safety, legibility, and ambiance for pedestrians at night. A notable highlight of the Master Plan are the tailored lighting specifications for all 33 Big Art. Bigger Change. murals. The Master Plan was informed by Arup's Existing Conditions and Nighttime Vulnerability Assessment (NVA) Study, which they conducted in 2023. Throughout 2024 and into 2025, priority recommendations from the Master Plan will be implemented by HDMD and the DRA in coordination with the City and private property owners, including the Big Art. Bigger Change. murals.

Participating Agency:



GOAL 4



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

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

Highlight: The second revamped quarterly market report featured key market data and insights from Q4 2023. Cooler weather's ability to attract walkers, joggers, and cyclists Downtown, 10 new retail openings, the outsized impact of the sporting events of the quarter, successful delivery of three development projects, and stability in the office and multifamily residential sectors were some of the takeaways from the quarter.

Participating Agencies:



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

Highlight: The Economic Development team implemented mySidewalk, a data library and platform for publishing insights. The platform has access to over 40 sources, including Census, CDC, EPA, HUD, and FCC. Data entered by DTH+ can be imported to the platform, allowing the Economic Development team the ability to create dynamic, public-facing data dashboards for Downtown stakeholders featuring our pipeline development data, Placer.ai data, and others.

Participating Agencies:



GOAL 5

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

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

Highlight: The Outlook Breakfast on Jan. 25, 2024, previewed the year ahead with an extra helping of blue skies and sunshine from 1550 on the Green’s 28th floor event space, The Summit. The gathering of 100+ Downtown leaders, Central Houston Members, DRA and HDMD representatives, special guests City Controller Chris Hollins and Houston City Council Member Mario Castillo, revealed the Downtown Houston+ Top 20 Strategic Actions for 2024, just-published Q4 Market Report, and inaugural monthly interactive data dashboard. In content-focused meetings and peer-to-peer sharing, Downtown Houston+ delivers fact-based insights and analysis to inform confident decisions in a dynamic business climate.

Participating Agencies:



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

Highlight: The DRA-funded feasibility study exploring potential conversions of underperforming office buildings for other uses informed articles published by [Realty News Report](#), [Houston Chronicle](#), and Bisnow. On January 10, the Houston Chronicle Editorial Board [weighed in](#) to urge taking action for properties that otherwise could erode public resources: “The old days are never coming back, which is fine. Nostalgia isn’t how Houston rolls. The office vacancies today are a chance to make a better city, one where people of all income levels and backgrounds can benefit from the vast potential of creating new housing.”

Participating Agency:



Engagements

10,092

Total

Homeless Count

278

Average

Sidewalk Cleaning

4.27

Average

Garbage Disposed (Tons)

138

Total

Reliability

84%

Average

Safety & Quality Control

