

AN ORDINANCE 2010-09-02-0729

**APPROVING THE LEVY OF A SPECIAL ASSESSMENT FOR THE DOWNTOWN PUBLIC IMPROVEMENT DISTRICT (PID); LEVYING AN ASSESSMENT RATE FOR FISCAL YEAR 2011 AT \$0.12 PER \$100.00 VALUE OF REAL PROPERTY IN THE PID AND \$0.09 PER \$100.00 VALUE OF RESIDENTIAL CONDOMINIUMS; AND APPROVING THE FISCAL YEAR 2011 SERVICES AND ASSESSMENT PLAN FOR THE PID.**

\* \* \* \* \*

**WHEREAS**, Ordinance Number 2009-05-07-0356, passed and approved on May 7, 2009 by the City Council of the City of San Antonio (“City”), re-established the Downtown Public Improvement District (“PID”) according to the requirements of the Public Improvement District Assessment Act, Local Government Code, Chapter 372 (the “Act”); and

**WHEREAS**, the PID is a means through which property owners in the District can self-fund additional improvements and services to enhance the appearance and safety of the San Antonio downtown area; and

**WHEREAS**, for Fiscal Year (“FY”) 2011, in addition to the annual property taxes, property owners in the PID will be required to pay an additional assessment rate of \$0.12 per \$100.00 valuation on commercial real property and \$0.09 per \$100.00 of value on residential condominiums, which could raise in excess of \$2 million annually to fund a variety of supplemental services; and

**WHEREAS**, the City is responsible for payment of assessments against exempt municipal property in the PID and at this time, staff estimates that the City’s PID contribution on City-controlled property at \$118,143.00 for FY 2011; and

**WHEREAS**, the PID 2011 Budget also contains contracts and contributions of \$30,000.00 from Bexar County, \$160,000.00 from VIA and approximately \$22,589.00 from City Public Service; and

**WHEREAS**, although the special PID assessments will be collected by the City, in 2004 the City contracted with Centro San Antonio Management Corporation (“Centro”), a Texas non-profit corporation, to administer and coordinate daily services in the PID; and

**WHEREAS**, the terms of the proposed FY 2011 Services and Assessment Plan (the “Plan”) have been negotiated and agreed to between City staff and Centro and include an annual budget, a five-year fiscal forecast, the special assessment rate to fund services and improvements for the PID management program, a management program, a maintenance and landscaping program, a marketing program, and a public service representatives program; and

**WHEREAS**, payment for the services and improvements to be provided for under the Plan, which is attached and incorporated into this Ordinance as Exhibit A, are proposed to be paid to Centro from the PID Fund; and

**WHEREAS**, the Act requires a public hearing to be held annually to consider oral and written objections to the levying of a special assessment to fund services and improvements for the PID in the Downtown Area; and

**WHEREAS**, the Act requires notice of the public hearing to be advertised in a newspaper of general circulation at least ten days before the public hearing to consider the proposed levy of a special assessment on the real property in the PID; and

**WHEREAS**, the Act requires that all property owners in the proposed PID be notified in writing of the petitioned action and public hearing; and

**WHEREAS**, notices were mailed to individual property owners on August 19 and 20, 2010, and the required public notice appeared in the San Antonio Express News on Sunday, August 22, 2010; and

**WHEREAS**, a public hearing was held and closed on Thursday, September 2, 2010, at 9:00 a.m., or as soon thereafter as possible, in the San Antonio City Council Chambers, to consider the levy of a special assessment to fund services for the PID; levying an assessment rate for FY 2011 at \$0.12 per \$100.00 value of commercial real property and \$0.09 per \$100.00 value for residential condominiums in the PID; and approval of the FY 2011 Service and Assessment Plan of the PID; and

**WHEREAS**, at or on the adjournment of the public hearing the City Council heard and passed on any objections to the levying of the special assessment; and

**WHEREAS**, at the end of the public hearing, staff requested the levy of the special assessment, approval of the special assessment rate, and approval of the FY 2011 Service and Assessment Plan for the PID; and

**WHEREAS**, it is officially found and determined that the meeting at which this Ordinance was passed was open to the public, and public notice of the time, place and purpose of said meeting was given, all as required by the Act; and

**WHEREAS**, it is now necessary for the City Council to levy a special assessment to fund services for the PID; levy an assessment rate for FY 2011 at \$0.12 per \$100.00 value of commercial real property and at \$0.09 per \$100.00 value of residential condominiums in the PID; and approve the FY 2011 Service and Assessment Plan of the PID; **NOW THEREFORE:**

**BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF SAN ANTONIO:**

**SECTION 1.** A public hearing was held on September 2, 2010 at 9:00 a.m., or as soon after that time as possible, in the San Antonio City Council Chambers in accordance with Chapter 372, Texas Local Government Code to consider the levy of a Special Assessment to fund services for the Public Improvement District.

**SECTION 2.** A Special Assessment to fund services for the PID is approved.

**SECTION 3.** A special assessment rate of \$0.12 per \$100.00 valuation of commercial real property and \$0.09 per \$100.00 value for residential condominiums in the PID during FY 2011 is levied to fund improvements and services in the PID. Invoices shall be mailed to and paid by affected property owners in the same manner as ad valorem taxes are mailed.

**SECTION 4.** Funding for this Ordinance is contingent upon approval of the Fiscal Year 2011 Budget for Fund 11001000, Cost Center 80024300007 and General Ledger 5203050.

**SECTION 5.** If approved by City Council, an amount of \$118,143.00 appropriated in Fund 11001000, Cost Center 80024300007 and General Ledger 5203050 is authorized to be transferred to Fund 69018000, Internal Order 207000000122 and General Ledger 4101300.

**SECTION 6.** The amount of \$118,143.00, or an amount not to exceed the budgeted amount, is authorized to Centro SA in accordance with the terms of the contract, from Fund 69018000, Cost Center 1603060001 and General Ledger 5202020.

**SECTION 7.** The financial allocations in this Ordinance are subject to approval by the Chief Financial Officer ("CFO"), City of San Antonio. The CFO may, subject to concurrence by the City Manager or the City Manager's designee, correct allocations to specific Cost Centers, WBS Elements, Internal Orders, General Ledger Accounts, and Fund Numbers as necessary to carry out the purpose of this Ordinance.

**SECTION 8.** The FY 2011 Service and Assessment Plan is approved.

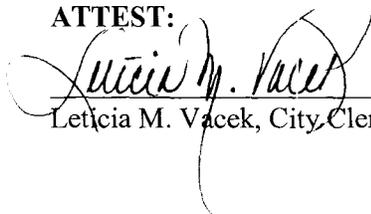
**SECTION 9.** The statements set forth in the recitals of this Ordinance are true and correct, and are incorporated as a part of this Ordinance.

**SECTION 10.** This Ordinance shall become effective immediately after passage upon the receipt of eight affirmative votes, or, in the absence of eight affirmative votes, ten days after passage.

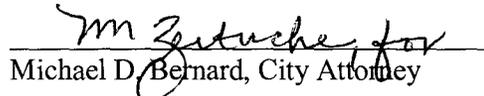
**PASSED AND APPROVED** this 2<sup>nd</sup> day of September 2010.

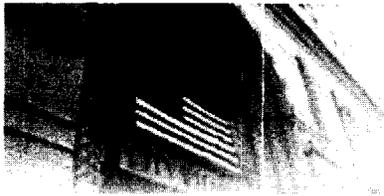
  
M A Y O R  
Julián Castro

**ATTEST:**

  
\_\_\_\_\_  
Leticia M. Vacek, City Clerk

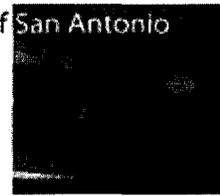
**APPROVED AS TO FORM:**

  
\_\_\_\_\_  
Michael D. Bernard, City Attorney



Request for  
**COUNCIL  
 ACTION**

City of San Antonio



## Agenda Voting Results - 4

<b>Name:</b>	4						
<b>Date:</b>	09/02/2010						
<b>Time:</b>	09:48:59 AM						
<b>Vote Type:</b>	Motion to Approve						
<b>Description:</b>	A Public Hearing and consideration of an Ordinance approving the levy of a Special Assessment for the Downtown Public Improvement District (PID); levying an assessment rate for Fiscal Year 2011 at \$0.12 per \$100.00 value of real property in the PID and \$0.09 per \$100.00 value of residential condominiums; and approving the Fiscal Year 2011 Services and Assessment Plan for the PID. [Sharon De La Garza, Assistant City Manager; Paula X. Stallcup, Director, Downtown Operations]						
<b>Result:</b>	Passed						
Voter	Group	Not Present	Yea	Nay	Abstain	Motion	Second
Julián Castro	Mayor		x				
Mary Alice P. Cisneros	District 1		x			x	
Ivy R. Taylor	District 2		x				
Jennifer V. Ramos	District 3		x				
Philip A. Cortez	District 4		x				x
David Medina Jr.	District 5		x				
Ray Lopez	District 6		x				
Justin Rodriguez	District 7		x				
W. Reed Williams	District 8		x				
Elisa Chan	District 9		x				
John G. Clamp	District 10		x				

Exhibit  
A

**SAN ANTONIO DOWNTOWN PUBLIC IMPROVEMENT DISTRICT  
SERVICE AND ASSESSMENT PLAN  
FOR FISCAL YEARS 2011-2015**

**I. INTRODUCTION**

This Service and Assessment Plan (the “Plan”) is prepared in conformance with Public Improvement District Assessment Act, Texas Local Government Code, Ann. Sec. 372.001, et seq., as amended (the “Act”). The Plan is for five years commencing October 1, 2010 and will continue to be updated annually as required in the above referenced legislation.

**II. BOUNDARIES**

The boundaries of the San Antonio Downtown Public Improvement District (the “District”) are indicated on the map included as **Exhibit A**.

**III. IMPROVEMENTS AND/OR SUPPLEMENTAL SERVICES PLAN**

The objective of the Plan is to enhance the experience of pedestrian as well as vehicular traffic in the Downtown area by supplementing existing City of San Antonio (the “City”) services to assure a cleaner, safer and friendlier environment. The Plan anticipates that the City will continue to provide at least its current level of services throughout the District. The District may contract for some service while hiring its own employees for others.

The District is managed by the Centro San Antonio Management Corporation, a non-profit Texas corporation (the “Corporation”), pursuant to a contract with the City of San Antonio entitled Contract for Improvements and/or Services in the San Antonio Public Improvement District in the Downtown Area (the “Management Agreement”). The 15-member Board of Directors (the “Board”) will meet at least quarterly to assure performance of its duties and will be directed in the conduct of its affairs by Roberts Rules of Order as well as its Articles of Incorporation and by-laws. The Board is constituted by its formal action taken at the organizational meeting held on June 29, 1999. Any vacancy which may occur on the Board will be filled by the Board with individuals with comparable demographic characteristics as the person who vacated the Board. The President of the Downtown Alliance/San Antonio will serve on the Board as an ex-officio, non-voting member. The regularly scheduled Board meetings will be held in San Antonio at the Downtown Alliance Office, 515 E. Houston St., Suite 100 or as otherwise notified. The Board meetings for FY2011 will be held on or about November 10, 2010; February 9, 2011; May 11, 2011; and August 17, 2011.

The improvements and/or services in the Plan include reimbursement of costs for the management of the District, supplemental maintenance and landscaping/streetscaping services, marketing and promotion of the District, public service representatives and other such improvements and programs as may be described in the annual plan below.

## YEAR ONE PLAN (October 1, 2010 – September 30, 2011)

### PROGRAMS:

#### Management/Administration & District Operations

The Corporation has budgeted \$225,000 for Management/Administration, and \$215,000 for District Operations, and will provide the following administrative and management services for operations of the District:

- Provide the staff for administration and management of the District as necessary to supervise the daily services provided by the District;

The Corporation has an Operations Manager who supervises the daily services provided by the District. The Manager will assist in administering contracts by sub-contractors and oversee other employees of the Corporation as applicable.

The Corporation has an agreement with the Downtown Alliance / San Antonio to provide staff and support services such as clerical, bookkeeping and management oversight.

- Provide management, financial and program monitoring systems for operation of the District as required by the Management Agreement;
- Provide reports to the City concerning operations of the District as required by the Management Agreement;
- Recruit, hire, pay and supervise the work force which the Corporation will utilize to furnish services in the District;
- Provide office space and an operations center for the District's administrative and management personnel and for the Corporation's and/or its subcontractor's employees and equipment, as necessary;

The Corporation will occupy office space and share office services with the Downtown Alliance / San Antonio located at 515 E. Houston Street, Suite 100 in San Antonio, Texas. The Corporation also occupies approximately 2592 sq.ft. of street-level space and 1663 sq.ft. of garage storage space for use as an Operations Center located at 219 E. Travis St. in San Antonio, Texas. These spaces are utilized specifically for daily services described under "Maintenance", Landscaping / Streetscaping" and "Public Service Representatives". The Operations Center includes space for equipment and uniforms, a briefing center/workroom, a shared kitchen/breakroom, equipment storage area, lockers and access to restrooms and dressing rooms.

The Corporation owns two light-duty pick-up trucks for use by the District's contractors. The trucks enable the contractors to better monitor the provision of the District services and facilitate trash and equipment pick-up and removal. The Corporation has two additional light-duty "Tiger" trucks with trailers for use by the Maintenance & Streetscaping crews. The ownership of the light-duty "Tiger" trucks

has been conveyed to the City for licensing purposes due to changes in TXDOT licensing regulations.

Contingent on final assessment revenues and reflected in the proposed Capital Replacement budget line item, the Corporation may purchase an additional sidewalk vacuum sweeper in FY2011. This purchase will be determined after final assessment values are certified and assessment revenue is confirmed.

- Coordinate with the City's designated representative concerning the needs for levels of service such as maintenance, horticultural services, infrastructure improvements, levels of police patrols, park police and other such municipal services necessary to be performed within the District;
- Participate in private or public meetings concerning operation and activities related to the District;
- Enter into and supervise contracts with subcontractors to provide landscaping, sidewalk cleaning, public service representatives or other services which the District elects to provide through subcontract;

As required and pursuant to the Management Agreement, the Corporation obtained proposals for the various services to be provided and may issue Request for Proposals or elect to continue utilizing the services of the existing contractors under this plan. To the extent that such proposals will not allow the Corporation and District to provide all of the services outlined in this Plan for any of the programs outlined below, the Corporation, working in conjunction with the City's designated representative as provided in the Management Agreement, shall reduce the scope of services to fall within the budget for such program.

- Assist the City by providing information about District improvements and/or supplemental services related to potential downtown development proposals and projects;
- Function as the Information Center for all matters relating to the operation of the District and advise the City in a timely manner of any problems with City-owned equipment or facilities in the District;
- Provide a recommended and updated *Service and Assessment Plan* to the City of San Antonio annually and quarterly reports on District activities to the City's designated representative.

## **Maintenance**

The Corporation has budgeted \$950,000 for the Maintenance program. To the extent the Corporation can obtain subcontracts to perform the services within such budget, the following maintenance services will be provided in the District (see **Exhibit B** for estimated service zones):

The Corporation will subcontract sidewalk maintenance and washing services and graffiti abatement during FY2011. The contract will be executed on or about

September 24, 2010 and maintenance services under the new contract term are expected to begin on October 1, 2010.

The Corporation will retain supervisory authority over subcontracted personnel and an operations manager will oversee contract administration to assure that services are performed in accordance with subcontracts, the Management Agreement and all applicable laws.

- All maintenance personnel and equipment will be distinctly identified (uniformed) as working for the District;

The Corporation will specify and require uniforms consisting of shorts, short-sleeve shirts and hats for summer months, and long pants, jackets and rain-suits or ponchos for cooler months and wet weather. The contractors or employees providing maintenance services will be required to wear uniforms while on duty. All equipment such as rolling trash bins, trucks, sweepers or other vehicles that the Corporation or the contractor may provide will be identified with the District logo.

- Utilizing “white-wing” crews circulating throughout the District, sidewalks within the District will be inspected and swept to remove litter;

Sidewalk maintenance personnel equipped with brooms, dustpans, rolling trash bins, and two-way communication devices will perform a variety of maintenance activities throughout the District. It is anticipated that the “white-wing” crews will:

- Inspect sidewalks within the District’s public right-of-ways (including parks) for needed maintenance and report to the Operations Center;
- Request needed maintenance requiring City crews to the District Operations Manager, who will in turn contact and report the request to the appropriate City designated representative;
- Sweep sidewalks within the District’s public right-of-ways, removing litter and placing in appropriate trash receptacles;
- Inspect sidewalks within the District public right-of-ways and remove weeds from sidewalk cracks when weather or special events interrupt standard work schedules. This service may also be accomplished utilizing volunteer service labor or adult probation labor services.
- Report needed maintenance requiring other District crews to the Operations Center.

The proposed budget is intended to provide sidewalk maintenance personnel, consisting of work crews in the respective sub-areas shown in **Exhibit B**. The crews will perform sidewalk maintenance services on sidewalks throughout the District from 8:00 a.m. to 9:00 p.m. Monday thru Sunday (various shifts), (excluding special events or holidays when expanded or reduced hours may apply). The budget includes four cross-trained supervisors and one cross-trained project manager at 40 hours each for a total of 200 hours during each week.

This budget also anticipates that the two light-duty trucks will be used for street trash bag pick up in coordination with the COSA Downtown Operations Department.

- Utilizing sidewalk sweeping machines, two units acquired in FY2010 will circulate throughout the District sweeping and vacuuming sidewalks to supplement the City and Centro SA sidewalk cleaning schedule;

The proposed budget is intended to provide two uniformed maintenance individuals riding mechanical sidewalk sweeping machines, which will sweep and vacuum sidewalks an average of 70 total hours per week in selected areas in public right-of-ways of the District. The locations and frequency of service shall depend on weather, season of the year and pedestrian activity. The sidewalk sweeping units are intended to supplement the “white wing” services detailed above. The sidewalk sweeping units will not block vehicular traffic operations or impede pedestrian traffic at any time during peak weekday traffic hours.

Contingent on final assessment revenues and reflected in the proposed Capital Replacement budget line item, the Corporation may purchase an additional sidewalk vacuum sweeper in FY2011. This purchase will be determined after final assessment values are certified and assessment revenue is confirmed. If purchased, one uniformed maintenance individual will operate the riding mechanical sidewalk sweeping machine, which will vacuum sidewalks an average of 35 total hours per week in selected areas in public right-of-ways of the District.

- Utilizing power washing equipment, five 2-member crews will circulate throughout the District, inspecting and washing sidewalks to supplement the City sidewalk washing schedule;

The proposed budget is intended to provide five uniformed 2-member crews (one more crew than during FY2010), which will provide sidewalk washing services an average of 400 hours per week in selected areas in public right-of-ways throughout the District. The locations and frequency of service shall depend on weather, season of the year and the need for such services. All areas within the District will be periodically inspected for sidewalk washing and scheduling. Power washing equipment will not block vehicular traffic operations or impede pedestrian traffic at any time during peak weekday traffic hours.

Four of the 2-member crews operate truck and trailer pressure washing vehicles Sunday thru Thursday from 9:00 pm till 5:30 am focusing on bus stops and surrounding locations along transit and heavily used pedestrian and trash pick-up corridors within the District. The four 2-member crews are supervised by an evening supervisor of the City of San Antonio Downtown Operations Department. The trucks and trailers units are leased as a component of the maintenance subcontractor contract. The fifth 2-member crew works Monday thru Friday from 6:00 am till 3:00 pm pressure washing sidewalks and removing graffiti throughout the District.

- Inspect for and remove graffiti from public areas in the District (including street furniture, benches, drinking fountains, fountains, public art, street planters, trash receptacles, and other public streetscape improvements, pedestrian lighting, District and traffic signage, equipment and signal cabinets, kiosks, and other related improvements in public areas) and coordinate with the City's graffiti removal program. The District will attempt to remove graffiti within a 24-hour period from the time of discovery. Graffiti includes paint, handbills and stickers, but does not include scratched or etched surfaces;
  - The "white-wing" crews described above will provide limited graffiti abatement of small tags, stickers, handbills and posters from painted and metal surfaces on an on-going basis as they perform litter pick-up. For graffiti abatement of a larger scale or area that is not regularly being addressed by the "white wing" crews, the District will report the graffiti and coordinate with the designated City representative to determine how and by what means the graffiti can be abated. The District will also report graffiti on private and public leased and/or vacant property to be addressed pursuant to the City graffiti ordinance.
- The Corporation does not intend to empty existing trash receptacles in the public right-of-ways unless that receptacle is over half-full or an overflow situation exists. If either condition is present, the trash receptacle is emptied, re-bagged and the full bag is placed in the receptacle for pick-up by City and/or District crews.
- The Corporation intends to provide funding in support of the City of San Antonio's "Grackle Relocation Program" which will be extended in FY2011. The program has been successful and anticipates a further reduction in grackle excrement due to changes in the roosting patterns within the District which will reduce the daily demand for power washing on many of the District's sidewalks. The Corporation has budgeted \$35,000 to participate in the program for FY2011 to be expended out of the Maintenance expense budget.
- The Corporation does not intend to provide special event maintenance services, unless such services are contracted for under a separate agreement or by an amendment to the Management Agreement. Such special event maintenance services are not addressed in this Plan. Normal schedules and services will be adjusted to accommodate special events that occur within the District.
- The Corporation shall, at its sole expense, maintain all District vehicles in a first-class operable state and safely handle the day-to-day operation of all vehicles which includes fueling and arranging for a mechanical and safety inspection of each vehicle both annually and before the vehicle is placed in service. Third-party certified vehicle inspections shall be conducted both before any vehicle is placed in service by Corporation or subcontractor of Corporation and annually, for mechanical and safety compliance as well as all other applicable rules, safety standards, regulations and laws.

### **Landscaping / Streetscaping**

The Corporation has budgeted \$250,000 for the Landscaping/Streetscaping program. To the extent the Corporation can obtain subcontracts to perform the services and purchase items within such budget, the following landscaping/streetscaping services will be provided in the District (see **Exhibit C** for areas anticipated to be covered):

The Corporation will subcontract landscaping/streetscaping services during FY2011. The contract will be executed on or about September 24, 2010 and landscaping/streetscaping services under the new contract term are expected to begin on October 1, 2010.

The Corporation will retain supervisory authority over subcontracted personnel, and an operations/services manager will oversee contract administration to assure that services are performed in accordance with subcontracts, the Management Agreement and all applicable laws.

- All landscaping/streetscaping personnel and equipment will be distinctly identified (uniformed) as working for the District;

The Corporation will specify and require uniforms consisting of shorts, short-sleeve shirts and hats for summer months, and long pants, jackets, rain-suits or ponchos for cooler months and wet weather. The contractors or employees providing landscaping services will be required to wear uniforms while on duty. All equipment or other vehicles that the Corporation or the contractor may provide will be identified with the District logo.

- Install and maintain approved supplemental landscaping and planters in the District as follows;
  - This Plan assumes that all supplemental landscaping and planters installed in the District will be done with the approval of the City's Historic Design and Review Commission (HDRC).
  - All landscape/streetscape improvements installed in the District from FY2000 thru FY2010, shall continue to be maintained as defined below. Care will be taken to avoid impeding vehicular and pedestrian traffic when maintaining these improvements, and days and hours of maintenance service will be restricted as described for additional improvements listed below. The planters are located on light poles, stair rails and in large pot clusters throughout the District boundary. The service will include installation, planting and annual maintenance (watering, fertilizing, pruning, wound treating and disease control). The light-pole planters and stair rail planters will be replanted three times during the year. The small plants in the sidewalk clusters will also be replanted twice during the year. All dead or stolen plants will be replaced on an as-required basis. A three or four-person crew will circulate throughout the District and any additional contract areas to maintain these improvements on a daily basis or as required.
  - The Corporation does not propose to install any additional clusters of sidewalk planters, railing planters on stair rails between street and river levels in FY2011. The Corporation may participate in the funding (with the City) and maintenance of additional light-pole planters on the light-poles on Alamo Street across Alamo Plaza in FY2011 if approved by the HDRC.

- The Corporation will continue to maintain and water the three planters on Convention Plaza at the Streetcar Station belonging to the City of San Antonio, and eight planters along Travis in front of the St. Anthony Hotel.
- The Corporation may install supplemental plant materials in planters and planting beds in other City parks and along the RiverWalk, or in the public right-of-way, if sufficient budget funds are available and with the approval of the City.
- The Corporation will advise the City's designated representative in a timely manner of the need for capital improvements, replacements, repairs and/or relocations of City landscaping/streetscape improvements or other City property in the District.

### **Public Services Representatives**

The Corporation has budgeted \$675,000 for a Public Service Representative program. To the extent the Corporation is able to provide the services within such budget, the following public service representative services will be provided (see **Exhibit D** for estimated coverage areas), either directly or through a subcontractor;

The Corporation will subcontract public service representative services during FY2011. The contract will be executed on or about September 24, 2010 and public service representative services under the new contract term are expected to begin on October 1, 2010.

The Corporation will retain supervisory authority over subcontracted personnel, and an operations/services manager will oversee contract administration to assure that services are performed in accordance with subcontracts, the Management Agreement and all applicable laws.

- All Public Service Representatives (PSR's) will be distinctly identified (uniformed) as working for the District;

The Corporation will specify and require uniforms consisting of shorts, short-sleeve shirts and hats for summer months, and long pants, jackets, rain-suits or ponchos for cooler months and wet weather. The contractors or employees providing the PSR services will be required to wear uniforms while on duty. Any equipment, bicycles or other vehicles that the Corporation or the contractor may provide related to this service will be identified with the District logo.

- The PSR's will be trained to provide information, to provide directions, to attempt to render assistance, and to observe and report undesirable conditions;

The Corporation and/or the contractor for this service will maintain and conduct a specially developed training program for the PSR's which is anticipated to consist of both classroom and in-field training covering such subjects as personal conduct, CPR and First Aid certification, public relations, downtown directions and attractions, locations of bus and trolley stops, bus route and schedule information, effective communications, use of equipment, etc. It is anticipated that various City departments will continue to cooperate and assist in the training of the public service

representatives (SAPD Foot & Bicycle Patrol, SAPAR Park Police, SAFD, EMS, COSA City Attorneys office, etc.) including VIA Metropolitan Transit.

- The PSR's will be equipped with two-way communication capability;

The Corporation will purchase and/or lease two-way radios for all PSR's to carry and utilize while on duty in the District. PSR's will be in contact with the District operations center and will be able to contact other District and City service providers via the operations center.

- The PSR's will not be, or function as, deputized law enforcement officers, but will work in close coordination with public and private law enforcement individuals and agencies within and surrounding the District;
- The PSR's will circulate throughout the District in assigned sub-areas daily as shown in Exhibit D. The schedule in the sub-areas will fluctuate to meet daily, seasonal or special event needs and conditions;

The proposed budget is intended to provide PSR's in each of the respective sub-areas shown in **Exhibit D**, from 9:00 a.m. until 9:00 p.m., every day, Monday thru Sunday. There will also be PSR's on duty, in addition to those described above, during all shifts and days of the week that will be strategically positioned at key high-pedestrian traffic intersections in the District. Actual personnel and assignment to sub-areas may vary depending on time-of-day, weather, season, special events, holidays or public activity. In addition, one cross-trained project manager and four cross-trained supervisors of the PSR's and one person assigned to staff the Operations Center will be on duty at all times.

- The Corporation will, as a part of the PSR program, discuss with the City's designated representative, the need for and concerning the levels of police foot and bicycle patrols, police cruisers, park police and the overall law enforcement presence in the District;
- PSR's will staff the Centro Info Information Center/Public Restroom Facility in the River Bend Garage located at 210 N. Presa. One PSR will be on duty at or in the vicinity of the facility from 9:00 a.m. until 9:00 p.m. seven days a week throughout the year with the exception of certain holidays.
- This budget anticipates that the PDA software, hand-held information devices and corresponding printers that were purchased in FY2009 will be supported by an annual maintenance contract in FY2011 at a cost of \$16,200.

### **Marketing and Promotions**

The Corporation has budgeted \$125,000 for a marketing and promotion program. To the extent the Corporation is able to provide the services within such budget, the following marketing and promotion services will be provided for the District, either directly or through a subcontractor:

- Maintain a public relations/public service plan and campaign describing the services and activities of the District to reach downtown workers, residents, visitors, surrounding neighborhoods and the greater San Antonio metropolitan area. It is anticipated that the

Corporation will publish a newsletter, either printed or electronically, on a regular basis throughout the year, to describe the services and activities in the District;

- Seek a wide variety of positive media exposure for and the area surrounding the District;
- Organize, publish and distribute a calendar of events in and surrounding the District;
- Cooperate and communicate with businesses, organizations and governmental entities in and surrounding the District, and serve as a communication resource for information about the District.
- This budget and program anticipates that the Corporation will continue to support the enhancement of the website for Centro SA and the Downtown Alliance.
- This budget and program component anticipates that the Corporation will contribute funds (\$35,000) towards the development of a Strategic Marketing Plan for the greater downtown area which encompasses the District.

### **Other Services**

The Corporation may at some time during FY2011 provide additional services and/or participate in additional programs that will be of benefit to properties located within the District as desired and directed by the Board of Directors and agreed to and approved by the City. A Program Reserve Fund, as described below, has been established in the budget for this purpose, and any unused funds remaining in this budget item at the end of the year will carry forward to the same budget category in the next fiscal year.

### **Contracts and Other Revenue**

In addition to the public and private assessment revenue, the District receives revenue from several other sources. Per an interlocal agreement between the City and VIA Metropolitan Transit (“VIA”), VIA provides \$160,000 annually to the District for services provided by the District on behalf of VIA. The District also proposes to re-enter into an agreement with Bexar County who has previously agreed to provide \$30,000 in funding to the District for services provided by the District in a special service area outside of the District boundary on behalf of Bexar County. Additionally, the District receives funds from the City per an agreement the City has with the management company for the Majestic and Empire Theatres (\$15,391 for FY2011).

### **Capital Replacement, Unallocated Contingency and Program Reserve Funds**

In FY2005, the Corporation established a capital replacement fund to replace existing and purchase new equipment. This fund has been utilized since FY2005 to purchase new vehicles and equipment to replace worn equipment and help service the District. In FY2006 the Corporation established a Program Reserve Fund to establish an account to be used for special projects. Projects that the Program Reserve Fund might fund would be approved by the Corporation’s Board of Directors and presented to the City’s designated representative for approval. In FY2011 the Corporation may purchase one new riding sidewalk vacuum sweeper for an estimated cost of \$35,000. In FY2011 an additional \$25,000 has been budgeted to be transferred to the Program Reserve Fund.

**YEAR ONE (FY2011) PROJECTED BUDGET**

<b>BEGINNING BALANCE</b>	<b>1,136,029</b>
Assessments (Private)*	1,990,770
Assessments (COSA and CPS)	140,732
Contracts & Other Revenue (VIA, County & other COSA)	205,391
Interest on Deposits	7,500
Delinquent Payments, Penalties & Interest	16,000
<b>TOTAL REVENUE</b>	<b>2,360,393</b>
<b>AMOUNT AVAILABLE</b>	<b>3,496,422</b>
<b>EXPENDITURES</b>	
Management/Administration (DTA)	
Wages, Benefits, Taxes & G&A Expenses	
Management Subtotal	<b>225,000</b>
District Operations (Centro SA)	
Op Manager - Wages, Benefits	
Op Center - Rent, Equip., Supplies	
District Operations Subtotal	<b>215,000</b>
Maintenance	
Contractor & District Expense	
Maintenance Subtotal	<b>950,000</b>
Landscaping/Streetscaping	
Contractor & District Expense	
Landscaping/Streetscaping Subtotal	<b>250,000</b>
Public Service Representatives	
Contractor & District Expense	
PSR Subtotal	<b>675,000</b>
Marketing & Promotions	
Contractor & District Expense	
Marketing & Promotions Subtotal	<b>125,000</b>
Capital Replacement & Unallocated Contingency	<b>150,000</b>
Program Reserve	<b>25,000</b>
<b>TOTAL EXPENSES</b>	<b>2,615,000</b>
<b>ENDING BALANCE</b>	<b>881,422</b>

\* Assumed 98% collection of private assessments

Note : Based on Estimated Certified Private Value = \$1,697,979,290

\$.12/\$100 (\$.09/\$100 residential condos) total potential yield = \$2,031,398

## **PLAN FOR YEARS TWO THROUGH FIVE (Oct. 1, 2011 – Sept. 30, 2015)**

### **PROGRAMS:**

#### **Management / Administration**

The Corporation will provide the following administrative and management services for operations:

- Provide the staff, administrative services, office space, and work force necessary to furnish services in the District;
- Provide management, supervision, and financial and program monitoring systems for operation of the District as required by the Management Agreement;
- Coordinate with and provide regular reports to the City's designated representative on operations, services provided, activities and conditions within the District as required by the Management Agreement;
- Enter into and supervise contracts with subcontractors;
- Serve as an information resource for businesses, services, activities and physical improvements within the District;
- Provide a recommended and updated *Service and Assessment Plan* to the City of San Antonio annually and quarterly reports to the City's designated representative.

#### **Maintenance**

To the extent addressed in the approved Plan and budget, the Corporation shall provide the following maintenance services, either directly or through a subcontractor:

- All maintenance personnel and equipment will be distinctly identified (uniformed) as working for the District;
- Provide sidewalk sweeping, litter removal and sidewalk washing to maintain an attractive pedestrian environment within the District, coordinated with and supplementing the City's maintenance services;
- Inspect for and remove graffiti from public areas in the District (including street furniture, benches, drinking fountains, fountains, public art, street planters and other public streetscape improvements, trash receptacles, pedestrian lighting, District signage, kiosks, and other related improvements in public areas) as provided in the Plan and coordinated with the City's graffiti removal schedules.

#### **Landscaping / Streetscaping**

To the extent addressed in the approved Plan and budget, the Corporation shall provide the following landscaping/streetscaping services, either directly or through a subcontractor:

- All landscaping/streetscaping personnel and equipment will be distinctly identified (uniformed) as working for the District;
- Care for and maintain all landscaping (including planters) funded, added, and/or installed by the District, its agents, servants, employees or subcontractors within the District boundary including watering, fertilizing, pruning, plant replacement, and treatment of wounds, disease control, and insect control;
- Expand program to install approved supplemental landscaping and planters in the District to the extent budgeted and able to be adequately maintained.

### **Public Service Representatives**

To the extent addressed in the approved Plan and budget, the Corporation shall provide the following public service representative program, either directly or through a subcontractor:

- All Public Service Representatives (PSR's) will be distinctly identified (uniformed) as working for the District;
- PSR's will be trained and knowledgeable about businesses and services located in and surrounding the District, equipped with communication devices and circulating throughout the District;
- The PSR's shall work in close coordination with various public and private law enforcement individuals and agencies within the District, but they will not be or function as deputized law enforcement officers.
- The District will, as a part of the PSR program, consult with the City's designated representative concerning the needs for levels of police foot patrols, police bike patrols, mounted police patrols, police cruisers, park rangers, and the overall law enforcement presence in the District.

### **Marketing and Promotions**

To the extent addressed in the approved Plan and budget, the Corporation shall provide a marketing and promotions program which shall include the following services:

- Maintain a public relations/public service plan and campaign to describe the District; the services being provided; and activities, attractions, and events occurring within and surrounding the District;
- Seek varieties of positive media exposure for the District and surrounding areas;
- Serve as a communication resource for information about the District.

**Other Services and/or Improvements**

The Year Two through Year Five Projected Budget that follows this section projects annual revenue increases of two percent per year in Public and Private Assessments. The expenses for Management/Administration/Operations and for Contractual Services (Maintenance, Landscaping/Streetscaping and Public Service Representatives) are projected to increase by two percent in Year Two through Year Five. The projections for Years Two, Three, Four and Five are hypothetical. A new budget will be established each year that will be based on the assessment rate, assessed valuation, assessment collections and services to be delivered. The remaining fund balance from each year will be carried forward for use as the beginning balance in the following year.

In the event that the District is not re-authorized to be continued after Year Five, property of the Corporation and District will be sold and funds from the sale of property added to any remaining fund balance from Year Five. The remaining fund balance will first be used to pay for expenses necessary to dissolve the District, and any remaining funds will be used as mutually agreed upon by the City and the Corporation's Board of Directors.

The Corporation may provide additional services and/or programs other than those described above when desired and directed by the Board of Directors and agreed to by the City.

**YEAR TWO (FY2012) THROUGH FIVE (FY2015) PROJECTED BUDGET**

<b>FISCAL YEAR</b>	<b>YEAR TWO 2012</b>	<b>YEAR THREE 2013</b>	<b>YEAR FOUR 2014</b>	<b>YEAR FIVE 2015</b>
<b>BEGINNING BALANCE</b>	<b>881,422</b>	<b>673,923</b>	<b>463,474</b>	<b>250,016</b>
<b>REVENUE</b>				
Assessments (Private) *	2,030,585	2,071,197	2,112,621	2,154,873
Assessments (COSA & CPS)	143,547	146,418	149,346	152,333
Contracts & Other Revenue	205,699	206,013	206,333	206,660
P&I, Interest on Deposits**	23,970	24,449	24,938	25,437
<b>TOTAL REVENUE</b>	<b>2,403,801</b>	<b>2,448,077</b>	<b>2,493,238</b>	<b>2,539,303</b>
<b>AMOUNT AVAILABLE:</b>	<b>3,285,223</b>	<b>3,122,000</b>	<b>2,956,712</b>	<b>2,789,319</b>
<b>EXPENDITURES</b>				
Mgmt/Admin/Operations***	448,800	457,776	466,932	476,270
Maintenance***	969,000	988,380	1,008,148	1,028,311
Landscaping/Streetscaping***	255,000	260,100	265,302	270,608
Public Service Representatives***	688,500	702,270	716,315	730,642
Marketing & Promotions Contingency, Capital Repl. & Reserve	100,000 150,000	100,000 150,000	100,000 150,000	100,000 150,000
<b>TOTAL EXPENDITURES</b>	<b>2,611,300</b>	<b>2,658,526</b>	<b>2,706,697</b>	<b>2,755,830</b>
<b>ENDING BALANCE</b>	<b>673,923</b>	<b>463,474</b>	<b>250,016</b>	<b>33,488</b>

\* Assumed 98% collection of private & public assessments  
& assumes 2% growth in private valuation per year

\*\* Assumed 2% growth in P&I per year

\*\*\* Assumed 2% increase in expenses per year

## ASSESSMENT PLAN

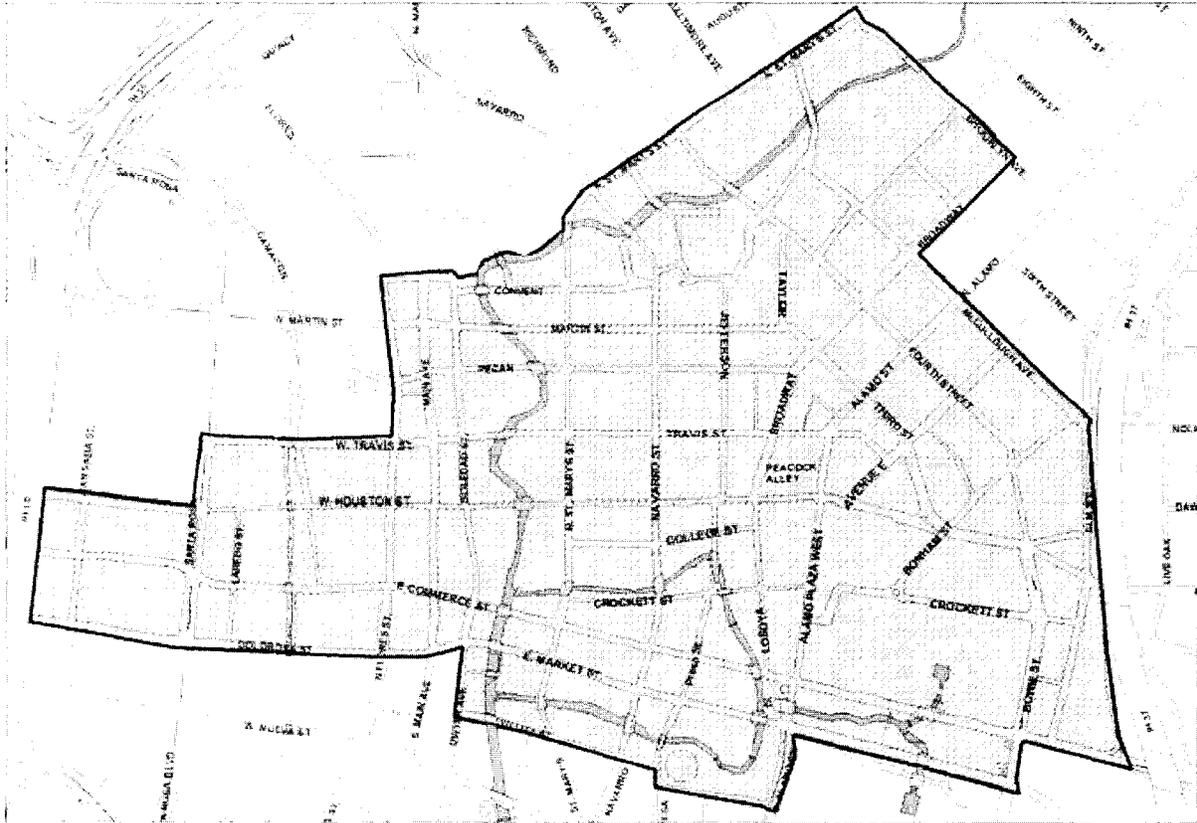
The assessment year will be concurrent with the City's Tax Year, January 1, through December 31. The Assessment levy against private property (based on \$.12/\$100 of assessed valuation for all properties except for residential condominiums which will be based on \$.09/\$100 of assessed valuation) is estimated in Year One to be **\$2,031,398**. For budgeting purposes, a 98% collection rate is assumed yielding approximately **\$1,990,770**. The assessment levy on private properties is expected to grow at an approximate rate of 2% per year each year thereafter through FY2015.

Each property in the District is to be assessed based on the valuation on the property as determined by the Bexar Appraisal District and as certified by the City of San Antonio Tax Assessor/Collector. Notice of the levy of assessment is to be given as provided in Section 372.001 in the Act. The Assessment Levy Statement will be sent to each property owner in the District and the assessment levy will be due and payable at the same time property taxes are due and payable to the City of San Antonio Treasury. Penalty and interest will accrue on delinquent accounts in accordance with ad valorem penalty and interest schedules of the City of San Antonio. Payments become delinquent as of February 1<sup>st</sup> after assessment is levied. Interest on any delinquent installment shall be added to each subsequent installment until all delinquent installments are paid.

Of **621** property accounts in the District, **153** are certified as exempt, leaving **465** accounts to be assessed in FY2011. Of these, **580** accounts in the District are certified to date for a value of **\$1,684,621,908** for the 2010 assessment year. The remaining **41** accounts in the District, which are not yet certified, have a prior year value of **\$13,358,052**. This Plan assumes that the uncertified accounts will at least remain at the prior year value. When the value of the certified accounts is added to the prior year value of the uncertified accounts, the total value of private properties in the District is **\$1,697,979,960**.

The value of taxable properties, when combined with City Exempt property values totaling **\$117,276,667** (City & CPS), provides a total valuation of the District upon which to base the assessment for FY2011 of **\$1,815,256,627**. The valuations on which the Budget is based in this plan for the remaining years of the current district's authorization are estimated to be sufficient to provide the improvements and/or services as described above in this Plan.

**EXHIBIT A:**  
PID Boundary  
FY2011



**EXHIBIT B:**  
Maintenance Service Areas FY2011

