LB
09/17/15
Item No. 44 A

AN ORDINANCE 2015-09-17-0817

APPROVING THE LEVY OF A SPECIAL ASSESSMENT FOR THE DOWNTOWN PUBLIC IMPROVEMENT DISTRICT ("PID"); LEVYING AN ASSESSMENT RATE FOR FISCAL YEAR 2016 AT $0.15 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 2016 SERVICES AND ASSESSMENT PLAN FOR THE PID.

* * * * *

WHEREAS, in 1999 City Council established the PID pursuant to the Public Improvement District Assessment Act, Local Government Code, Chapter 372 ("Act") as 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 Council has subsequently re-established the PID since then, most recently in May 2013; and

WHEREAS, for Fiscal Year ("FY") 2016, in addition to the annual property taxes, property owners in the PID will be required to pay an additional assessment rate of $0.15 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 $3 million to fund a variety of supplemental services; and

WHEREAS, the City pays an assessment on exempt municipal property in the PID which staff estimates will be $248,355.00 for FY 2016, and there are agreements for participation in the PID with Bexar County, VIA, Christus Santa Rosa, and City Public Service; and

WHEREAS, since the establishment of the PID the City has contracted with Centro Public Improvement District ("Centro"), a Texas non-profit corporation, to administer and coordinate daily services in the PID; and

WHEREAS, the terms of the proposed FY 2016 Services and Assessment Plan ("Plan") with Centro include an annual budget, a five-year fiscal forecast, the special assessment rate to fund services and improvements for the PID including management and administration, operations, maintenance, landscaping, public service representatives, business recruitment and retention, branding and marketing, capital projects and planning; and

WHEREAS, the Plan does not include any public safety services; and

WHEREAS, the Act requires that all property owners in the proposed PID be notified in writing of the petitioned action and public hearing; that notice of an annual public hearing be advertised in a newspaper of general circulation at least ten days before the public hearing 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, notices were mailed to individual property owners on September 3, 2015 and the required public notice appeared in the San Antonio Express News on Sunday, September 6, 2015; and

WHEREAS, a public hearing was held and closed on Thursday, September 17, 2015, 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 2016 at $0.15 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 2015 Service and Assessment Plan of the PID; 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 2016 Service and Assessment Plan for 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, 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

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

SECTION 1. A public hearing was held on September 17, 2015 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 rate of $0.15 per $100.00 valuation of commercial real property and $0.09 per $100.00 value for residential condominiums in the PID during FY 2016 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 3. Funding for this Ordinance is contingent upon approval of the Fiscal Year 2016 Budget for Fund 11001000, Cost Center 8002430007 and General Ledger 5203050.

SECTION 4. If approved by City Council, the amount of $248,355.00 shall be appropriated in Fund 11001000, Cost Center 8002430007 and General Ledger 5203050. This amount is authorized to be transferred as Contributions to the PID Fund and shall be deposited in Fund 69018000, entitled "Special Public Improvement District Fund," Internal Order 207000000122 and General Ledger 4101300.

SECTION 5. Any other Contributions to the PID Fund shall be deposited in Fund 69018000, entitled "Special Public Improvement District Fund," Internal Order 207000000122 and General Ledger 4101300.

SECTION 6. The financial allocations in this Ordinance are subject to approval by the Director of Finance, City of San Antonio. The Director of Finance, may, subject to concurrence by the City Manager or the City Manager's designee, correct allocations to specific SAP Fund Numbers, SAP Project Definitions, SAP WBS Elements, SAP Internal Orders, SAP Fund Centers, SAP Cost Centers, SAP Functional Areas, SAP Funds Reservation Document Numbers, and SAP GL Accounts as necessary to carry out the purpose of this Ordinance.

SECTION 7. The FY 2016 Service and Assessment Plan attached to this Ordinance as **Attachment I** is approved.

SECTION 8. The statements set forth in the recitals of this Ordinance are true and correct, and are incorporated as a part of this Ordinance.

SECTION 9. This Ordinance shall take effect immediately upon the receipt of eight affirmative votes; otherwise it shall be effective ten days after its passage.

PASSED AND APPROVED this 17th day of September, 2015.

M A Y O R
Ivy R. Taylor

ATTEST:

Leticia M. Vacek
City Clerk

APPROVED AS TO FORM:

Martha G. Sepeda
Acting City Attorney

Agenda Item:	**44A (in consent vote: 44A, 44B)**
Date:	09/17/2015
Time:	11:11:02 AM
Vote Type:	Other: App Rec With No Funds For Pub Safety Act
Description:	An Ordinance approving the levy of a Special Assessment for the Downtown Public Improvement District (PID); levying an assessment rate for Fiscal Year 2016 at $0.15 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 2016 Services and Assessment Plan for the PID
Result:	Passed

Voter	Group	Not Present	Yea	Nay	Abstain	Motion	Second
Ivy R. Taylor	Mayor		x				
Roberto C. Treviño	District 1		x			x	
Alan Warrick	District 2		x				
Rebecca Viagran	District 3		x				
Rey Saldaña	District 4		x				x
Shirley Gonzales	District 5		x				
Ray Lopez	District 6		x				
Cris Medina	District 7		x				
Ron Nirenberg	District 8		x				
Joe Krier	District 9		x				
Michael Gallagher	District 10		x				

ATTACHMENT I

SAN ANTONIO DOWNTOWN PUBLIC IMPROVEMENT DISTRICT
SERVICE AND ASSESSMENT PLAN
FOR FISCAL YEARS 2016-2020

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, 2015 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 Public Improvement District (formerly 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 Board of Directors (the "Board") will meet at least twice annually 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 on the Board that that may occur will be filled by the Board with individuals with comparable demographic characteristics as the person who vacated the Board. The President and CEO of Centro San Antonio, Inc. shall serve as the President and CEO of the Corporation and 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 Centro San Antonio Office, 110 Broadway Street, Suite 230 or as otherwise notified. The Board meetings for FY2016 will be held on or about February 10, 2016 and August 17, 2016.

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, hospitality services, a business recruitment and retention program, a capital improvements program and other such improvements and programs as may be described in the annual plan below.

YEAR ONE PLAN (October 1, 2015 – September 30, 2016)

PROGRAMS:

Management/Administration

The Corporation has entered into a management agreement with Centro San Antonio to provide the following administrative and management services related to operations of the District. The District has budgeted $822,600 for Management Fees:

- Provide the staff for administration and management of the District as necessary to supervise the daily services provided by the District; Support services such as clerical, accounting and bookkeeping, human resources, legal and other administrative functions

- Management staff to oversee services and programs designed to benefit the District, including research and policy analysis, planning services, branding and marketing, business recruitment and retention 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 or, as noted below, enter into an agreement with and supervise a third party subcontractor in the District;

- All field operations personnel will wear uniforms that distinctly identify them as working for and providing services in the District;

  The Corporation's designated uniforms consist 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, landscaping, hospitality services and outreach 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.

- Provide office space for the District's administrative and management personnel as necessary;

  The Corporation will occupy office space and share office services with Centro San Antonio located at 110 Broadway Street, Suite 230 in San Antonio, Texas.

- Maintain consistent communication with the City's designated representative and staff at other city departments concerning issues that may have an impact 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, hospitality services 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 an Information Center for all matters relating to the operation of the District and advice the City in a timely manner of any problems with City-owned equipment or facilities in the District directly observed by a district representative or if the district receives a documented report from a third party.

- Provide a recommended and updated *Service and Assessment Plan* to the City of San Antonio's designated representative annually, and quarterly reports on District activities.

District Operations

The Corporation has budgeted $224,800 for District Operations, and will provide the following operational services:

- An operations center for the District's administrative and management personnel and/or its subcontractor's employees and equipment, as necessary;

  The Corporation's management agreement with Centro San Antonio includes the position of Director of PID Operations. The Director oversees the daily operation of the district, supervises sub-contractors that provide staffing to deliver District services and programs, administers contracts with all sub-contractors, and oversee other employees of the Corporation as applicable.

  The Corporation's Operations Center occupies approximately 2,600 sq.ft. of street-level space and 1,700 sq.ft. of garage storage space located at 219 E. Travis St. in San Antonio, Texas. These spaces are utilized specifically for daily services described under "Maintenance", Landscaping / Streetscaping", "Hospitality Services" and "Outreach." The Operations Center includes equipment and supplies storage space, a briefing center/workroom, a shared kitchen/breakroom, lockers and access to restrooms and dressing rooms.

The Corporation owns one light-duty pick-up truck, which it makes available for use by the District's sub-contractors. The truck enables sub-contractors to better monitor the delivery of District services and facilitate trash and equipment pick-up and removal.

CORE SERVICES

Maintenance

The Corporation has budgeted $1,458,250 for the Maintenance program, and intends to enter into an agreement with one or more sub-contractors prior to October 1, 2015 to provide the following maintenance services in the District during FY2016 (see **Exhibit B** for estimated service zones):

Sidewalk maintenance and washing services and graffiti abatement.

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

- Utilizing Amigo 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. The plan is for the Amigo crews to:

- Inspect sidewalks within the District's public right-of-ways (including parks) for needed maintenance and report to the Operations Center;

- Coordinate with the Director of PID Operations to request through the City's designated representative that City crews provide needed maintenance to identified areas;

- 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, remove weeds, graffiti tags, and gum spots from sidewalks. Duties may be adjusted when weather or special events interrupt standard work schedules. This service may also be accomplished utilizing volunteer service labor or adult probation labor services.

- Request that the Operations Center dispatch other District crews to address other maintenance issues not covered under Amigo service.

The proposed budget is based on the projected sidewalk maintenance personnel required to provide services in the sub-areas shown in **Exhibit B**. A new enhancement for FY2016 will be the additional of maintenance personnel dedicated to cleaning bus stops along Commerce, Market, Navarro and St. Mary's within the District. Work crews will provide services within the District from 6:00 a.m. to 10:00 p.m. Monday thru Sunday (various shifts), (excluding for seasonal

adjustments, special events or holidays when expanded or reduced hours may apply). The budget includes five cross-trained supervisors and one cross-trained project manager working a combined total of 240 hours each week.

This budget also anticipates that the one light-duty truck will be used for street trash bag pick up in coordination with the COSA's Solid Waste Dept. and the Center City Development and Operations Office.

- One sidewalk vacuum sweeping machine will circulate throughout the District, sweeping and vacuuming sidewalks to supplement the City sidewalk cleaning schedule. Two additional sidewalk vacuum sweeping machines will be evaluated for service in FY2016 as additional leases with the contractor.

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

  The proposed budget reflects a plan to provide sidewalk washing services an average of 640 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.

  Five 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 corridors within the District. As a new expanded program for FY2016 two 2-member crews will operate Friday and Saturday from 9:00 pm till 5:30 am focusing on bus stops and surrounding locations along transit and heavily used pedestrian corridors within the District. The 2-member crews are supervised by one of the five cross-trained supervisors. The trucks and trailers units are leased from District sub-contractors. The sixth and seventh 2-member crews work Monday thru Sunday from 6:00 am till 3:00 pm, pressure washing sidewalks removing stains, spills, graffiti and bird droppings 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, recycling receptacles, other public streetscape improvements, pedestrian lighting, 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 Amigo crews 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.

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 & recycling 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 FY2016 budget plan has been enhanced by increasing resources for the "Grackle Relocation Program". The program has been successful and further enhancements in tracking the grackle roosting patterns should reduce the daily demand for power washing on many of the District's sidewalks. The Corporation has budgeted $73,750 out of the Maintenance budget.

- The FY2016 budget reflects plans to extend the Corporation's "Pigeon Relocation Program". The program anticipates a reduction in Pigeon excrement due to changes in the local population, which will reduce the daily demand for power washing on many of the District's sidewalks. The Corporation has budgeted $60,000 out of the Maintenance budget.

- The Corporation shall 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 $243,000 for the Landscaping/Streetscaping program, and intends to enter into an agreement with one or more sub-contractors prior to October 1, 2015 to provide the following services in the District during FY2016. (see **Exhibit C** for areas anticipated to be covered):

Landscaping/streetscaping services.

The Corporation will retain supervisory authority over sub-contracted personnel and an operations/services manager to assure that services are performed in accordance with the Management Agreement and all applicable laws.

- 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 FY2015, shall continue to be maintained as defined below. Care will be taken to avoid impeding vehicular and pedestrian traffic when maintaining these improvements. 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 three times during the year. All dead or stolen plants will be replaced on an as-required basis. A three to a five-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 will continue to maintain and water the three planters on Convention Plaza at the Streetcar Station belonging to the City of San Antonio.

- The Corporation may install supplemental plant materials and may water in planters and planting beds in other City parks, along the RiverWalk, or in the public right-of-way if sufficient budget funds are available and the City approves the work.

- 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.

Hospitality Services

The Corporation has budgeted $731,900 for a Hospitality Service program and intends to enter into an agreement with one or more sub-contractors prior to October 1, 2015 to provide the following services within the District during FY2016. (see **Exhibit D** for estimated coverage areas)

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

- Hospitality Service Staff ("HSS") will be trained to provide information, directions, render assistance, and observe and report undesirable conditions;

The Corporation and/or its designated sub-contractor will maintain and conduct a specially developed program for HSS's consisting of both classroom and in-field training in such subject areas as: personal conduct, CPR and First Aid certification, public relations, downtown directions (attractions, bus and trolley stops, bus route and schedule information), effective communications, and use of equipment. The Corporation requests that the City, through various departments, continue to cooperate and assist in the training of the public service representatives (SAPD Foot & Bicycle Patrol, SAPD Park Police, SAFD, EMS, COSA City Attorneys office, etc.) and VIA Metropolitan Transit.

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

  The Corporation will purchase and/or lease two-way radios for all HSS's to carry and use while on duty in the District. HSS's will be in contact with the District Operations Center and other District and City service providers through the operations center.

- HSS's will not be, or function as, deputized law enforcement officers. They will work in close coordination with public and private law enforcement individuals and agencies within and surrounding the District;

- HSS's will circulate throughout the District in assigned sub-areas shown in **Exhibit D**. The schedule will fluctuate to meet daily, seasonal or special event needs and conditions;

  Crews will provide services within the District from 6:00 a.m. until 10:00 p.m., every day, Monday thru Sunday (various shifts), (excluding for seasonal adjustments, special events or holidays when expanded or reduced hours may apply). There will also be additional HSS's on duty during all shifts at key high-pedestrian traffic intersections in the District. Personnel and assignments may vary depending on time-of-day, weather, season, special events, holidays or public activity. In addition, one cross-trained project manager or one of the five cross-trained supervisors of the HSS and one person assigned to staff the Operations Center will be on duty at all times.

- The Corporation will discuss with the City's designated representative the appropriate levels of public law enforcement (foot and bicycle patrols, police cruisers, park police, etc.) within the District;

- HSS will staff the Centro Information Center/Public Restroom Facility in the River Bend Garage located at 210 N. Presa. One HSS 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 with the exception of certain holidays.

Downtown Experience – Outreach Program

New for FY2016 the Corporation has budgeted $170,000 for an outreach program and intends to enter into an agreement with one or more sub-contractors to provide the following services within the District during FY2016:

- Outreach Amigos will track individuals they contact for Quality of Life (QOL) issues: panhandling, public intoxication, sleeping in the right of way and relieving of one's self in public.

- Some of the program features include the ability to take pictures, record the dates and times of interactions, track the type and number of QOL offences and identify the locations.

- Two trained Outreach Amigos working seven days a week from 6:00am to 10:00pm.

- The Outreach Amigos will be supported in downtown by off-duty SAPD officers.

- In addition to receiving all of the training provided to HSS's the Outreach Amigos will receive training by a current outreach specialist from our contractor plus we will seek training from the City's Dept. of Human Services, Haven for Hope and other local service providers.

Business Retention & Recruitment Program

The Corporation has budgeted $193,000 for the ongoing development and implementation of an enhanced business retention and recruitment program. The plan contemplates the following services:

- Continued development and ongoing management of a property inventory database that will track occupied and vacant commercial, retail and residential space; including property ownership, broker information, tenant mix and industry classification and provide semi-annual and quarterly update reports on key metrics.

- Ongoing development and initial implementation of a retail strategy to identify and potentially recruit local, regional and/or national retailers to occupy available space within the District; with an initial focus on the Houston Street corridor extending from Alamo Plaza on the east to Market Square on the west. Includes development of marketing materials to promote the tenanting strategy and cooperation with property owners and brokers, to include information on specific spaces.

- Coordination with the efforts of other organizations in San Antonio, along with a review of best practices from other cities with successful programs.

- The plan contemplates the continued use of an experienced retail consultant to assist with development and implementation of the program and the hiring of a planning and development professional to support the overall recruitment effort. The plan also contemplates local and out-of-town travel costs associated with business recruitment efforts.

Branding and Marketing

The Corporation has budgeted $425,000 for the implementation of an enhanced downtown branding, marketing and public relations campaign. The campaign will be managed with support from one or more designated marketing and creative agencies. Services include:

- Conducting additional consumer surveys and focus groups to measure changes in audience perceptions of downtown, the center city and the District, and to create a benchmark to measure the effectiveness of the brand campaign. Results will be used to help craft appropriate brand statements and key message points to be used in the campaign.

- Implementing the brand identity, marketing and digital and social media strategies that were detailed as a part of the 2015 Service and Assessment plan. Strategic initiatives may include, but are not limited to: creating a new comprehensive web-based communication platform, production of an inspirational consumer facing video highlighting the brand identity of the

District, using of a mix of social media platforms to build brand awareness, management and/or sponsorship of events that will attract local visitors to the district and other promotional activities.

- Launching a "Why Downtown Matters" messaging strategy to support the Business Retention and Recruitment effort.

Research

The Corporation has budgeted $40,000 for new research programs. The plan contemplates the following services:

- A Bexar County Survey of residents designed to generate metrics to support the downtown brand launch and the downtown experience initiatives.

- Software licenses related to a plan to introduce a program to conduct downtown pedestrian counts. This information is an important metric to provide to potential retail tenants and can be another measure of the effectiveness of the branding effort.

CAPITAL PROJECTS

The Corporation has budgeted $548,000 for enhanced capital projects within the District. The Corporation and its designated management company, Centro San Antonio, are evaluating several concepts that could be implemented in select areas within the District; including Broadway Corridor, La Villita, Houston Street, Travis Park and the City's newly designated cultural zone, El Mercado Zona Cultural. Concepts for improvements in the public right-of-way could include:

- Way-finding signage
- Decorative street lighting
- Landscaping Infrastructure west side of District
- Holiday lighting
- Electrical infrastructure
- Technology Solutions to gauge pedestrian traffic
- Public art
- Furnishings
- Downtown branding elements

The Corporation is also considering other support services that could enhance the pedestrian and consumer experience within the District; including services related to code compliance and security.

OTHER PROJECTS

The Corporation has budgeted $228,100 for other projects within the District. The Corporation anticipates hiring an individual and/or consultants with specific expertise in the following planning areas that are part of the FY2016 service plan.

- Capital Projects ROI Evaluation for projects to be considered for the City's 2017 Bond program.
- Comprehensive update to the 1999 Downtown Neighborhood Plan
- Downtown Experience expansion to include training, systems reviews of management operations and guidance on specific strategies to implement in targeted geographic areas.

Other Services

The Corporation may at some time during FY2016 provide additional services and/or participate in additional programs not currently contemplated, but that could be of benefit to properties located within the District. Said additional services would be subject to approval by the Corporation's Board of Directors. 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 be placed in an investment account for use on future projects, to be approved by the Board.

Contingency Program Reserve

The Corporation has budgeted $100,000 for contingency within the District, with $25,000 earmarked for the "E." These funds shall be used within the PID at the Contractor's discretion and with approval of the designated City representative.

Program Reserve

In FY2006, the Corporation established a Program Reserve Fund to establish an account to be used for special projects. On an annual basis $25,000 has been contributed to this fund. In FY2016 an additional $25,000 has been budgeted for the Program Reserve Fund. Projects that the Program Reserve Fund could fund would require the approval of the Corporation's Board of Directors and the City's designated representative.

Other District Revenue

Outside of the private assessments collected by the City and used to reimburse the Corporation for the cost of services defined in this Service and Assessment Plan, the District receives revenue from other sources:

- Voluntary public assessment from the City of San Antonio.

- Per an inter-local agreement between the City and VIA Metropolitan Transit ("VIA"), VIA provides $294,000 annually to the District for services provided by the District on behalf of VIA.

- Funds from the City per an agreement the City has with the management company for the Majestic and Empire Theatres (Estimated to be $17,333 for FY2016).

- Funds from the City per an agreement the City has with the Corporation for special power washing that is provided in the District boundary and a separate source of funding other than assessment revenue will pay for these contract services, therefore it is an amount that is separate and apart from this budget. (Estimated to be $220,000 for FY2016).

Additionally, the Corporation, through direct agreements with the entities noted below, receives voluntary contributions to the District for services to be provided within the District Boundaries. The Corporation intends to receive these payments directly and will disburse these funds to cover the costs of services to be provided under these separate agreements.

- A voluntary contribution from Bexar County provided for under a grant agreement between Bexar County and the Corporation for services to be provided within the District boundaries. It is estimated that this voluntary assessment will total $30,000 in FY2016.

- A voluntary contribution of $150,000 under an agreement between the Corporation and Christus Santa Rosa Health System for services provided in the District boundary on behalf of Christus Santa Rosa.

FY2016 Budget

BEGINNING BALANCE	1,790,380
REVENUES	
Assessments (Private)	3,703,300
Assessments (City and CPS)	262,600
Contracts and Other Revenue	326,000
Interest on Deposits	7,325
Delinquent Payments and P&I	39,000
Voluntary Assessments	180,000
TOTAL REVEUNE	4,518,225
AMOUNT AVAILABLE	6,308,605
EXPENDITURES	
Management/Administration	822,600
District Operations	224,800
Maintenance	1,458,250
Landscaping/Streetscaping	243,000
Hospitality Services	731,900
Downtown Experience-Out Reach	170,000
Business Retention and Recruitment	193,000
Branding and Marketing	425,000
Research	40,000
Capital Projects	548,000
Other Projects	228,100
Contingency	100,000
Program Reserve	25,000
TOTAL EXPENSES	5,209,650
ENDING BALANCE	1,098,955

FISCAL FORECAST FOR YEARS TWO THROUGH FIVE (Oct. 1, 2016 – Sept. 30, 2020)

This fiscal forecast assumes that the Corporation, at a minimum, will continue to provide the programs and services as defined in this FY2016 Service and Assessment Plan. The projections are based on the assumptions noted below. 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.

Revenue Forecast
Projects annual revenue increases of two percent per year in Public and Private Assessments.

Expense Forecast
Expenses for Management Fees, Operations, and Contractual Services (Maintenance, Landscaping/Streetscaping, Hospitality Services and Outreach), are projected to increase by two percent in Year Two through Year Five. Business Recruitment & Retention, Branding & Marketing, Other Projects Contingency and Program Reserve are projected to stay flat Year Two through Year Five.

YEAR TWO (FY2017) THROUGH FIVE (FY2020) PROJECTED BUDGET

	FY2017	FY2018	FY2019	FY2020
BEGINNING BALANCE	1,098,955	1,065,384	1,045,841	1,040,607
REVENUES				
Assessments (Private)	3,777,366	3,852,913	3,929,972	4,008,571
Assessments (City and CPS)	267,852	273,209	278,673	284,247
Contracts and Other Revenue	332,520	339,170	345,954	352,873
Interest on Deposits	7,472	7,621	7,773	7,929
Delinquent Payments and P&I	39,780	40,576	41,387	42,215
Voluntary Assessments	180,000	180,000	180,000	180,000
TOTAL REVEUNE	4,604,990	4,693,489	4,783,759	4,875,834
AMOUNT AVAILABLE	5,703,945	5,758,873	5,829,600	5,916,441
EXPENDITURES				
Management/Administration	839,052	855,833	872,950	890,409
District Operations	229,296	233,882	238,560	243,331
Maintenance	1,487,415	1,517,163	1,547,507	1,578,457
Landscaping/Streetscaping	247,860	252,817	257,874	263,031
Hospitality Services	746,538	761,469	776,698	792,232
Downtown Experience-Out Reach	173,400	176,868	180,405	184,013
Business Retention and Recruitment	200,000	200,000	200,000	200,000
Branding and Marketing	250,000	250,000	250,000	250,000
Research	40,000	40,000	40,000	40,000
Capital Projects	200,000	200,000	200,000	200,000
Other Projects	100,000	100,000	100,000	100,000
Contingency	100,000	100,000	100,000	100,000
Program Reserve	25,000	25,000	25,000	25,000
TOTAL EXPENSES	4,638,561	4,713,032	4,788,993	4,866,473
ENDING BALANCE	1,065,384	1,045,841	1,040,607	1,049,968

In the event that the District is not re-authorized in the last year of this Plan, property of the Corporation and District will be sold and funds from the sale of property added to any remaining fund balances. 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.

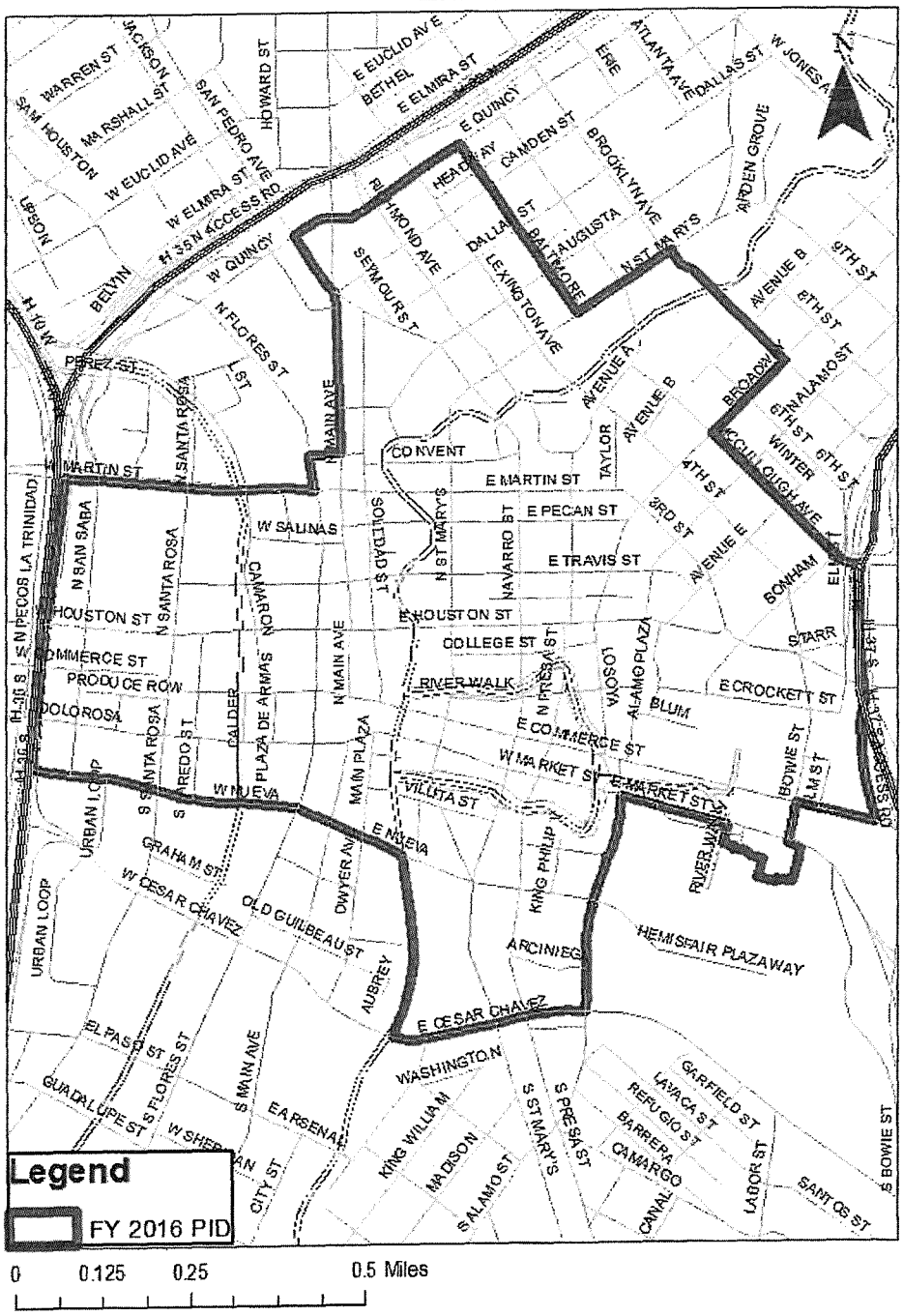
Description of FY2016 Assessment Calculation:
The assessment year will be concurrent with the City's Tax Year, January 1, through December 31. The Assessment levy against private property (based on $.15/$100 of assessed valuation for all properties except for residential condominiums which will be based on $.09/$100 of assessed valuation) is estimated in Year One to be **$3,778,845**. For budgeting purposes, a 98% collection rate is assumed yielding approximately **$3,703,268**. The assessment levy on private properties is expected to grow at an approximate rate of 2% per year each year thereafter through FY2020.

Each commercial property in the District is to be assessed based on the valuation on the property as determined by the Bexar Appraisal District while each residential property in the District is to be assessed based on the valuation on the property as determined by the San Antonio Independent School 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 1st after assessment is levied. Interest on any delinquent installment shall be added to each subsequent installment until all delinquent installments are paid.

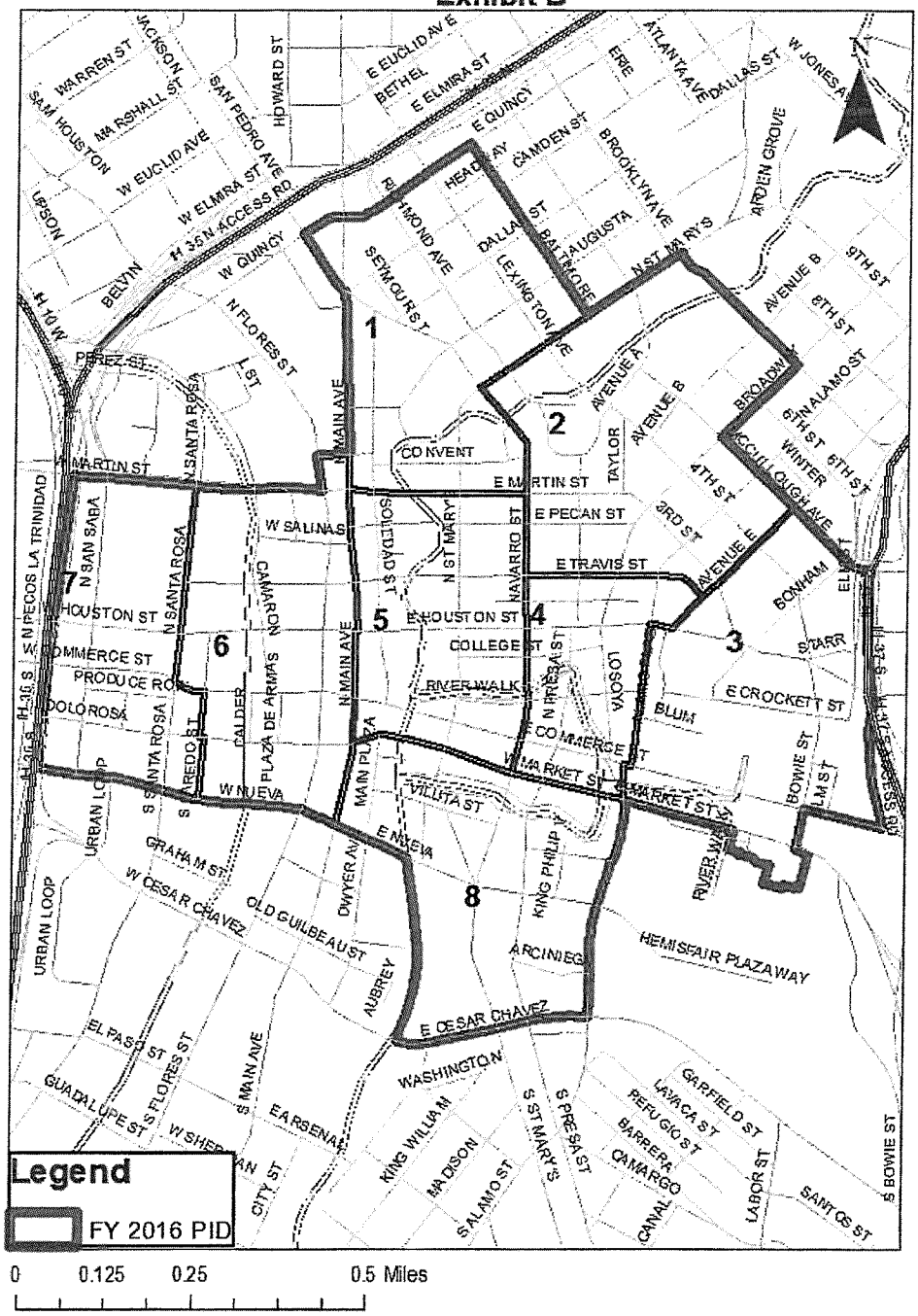
Of the **951** property accounts in the District, **89** are certified as exempt, leaving **862** accounts to be assessed in FY2016. **763** accounts in the District are certified to date for a value of **$2,510,854,573** for the 2015 assessment year. The remaining **99** accounts in the District, which are not yet certified, have a prior year value of **$32,299,474**. 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 **$2,543,154,047**.

The value of taxable properties, when combined with City Exempt property values totaling **$175,046,666** (City & CPS), provides a total valuation of the District upon which to base the assessment for FY2016 of **$2,718,200,713**. 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.

Centro San Antonio: The Downtown Improvement District
FY 2016 PID
Exhibit A

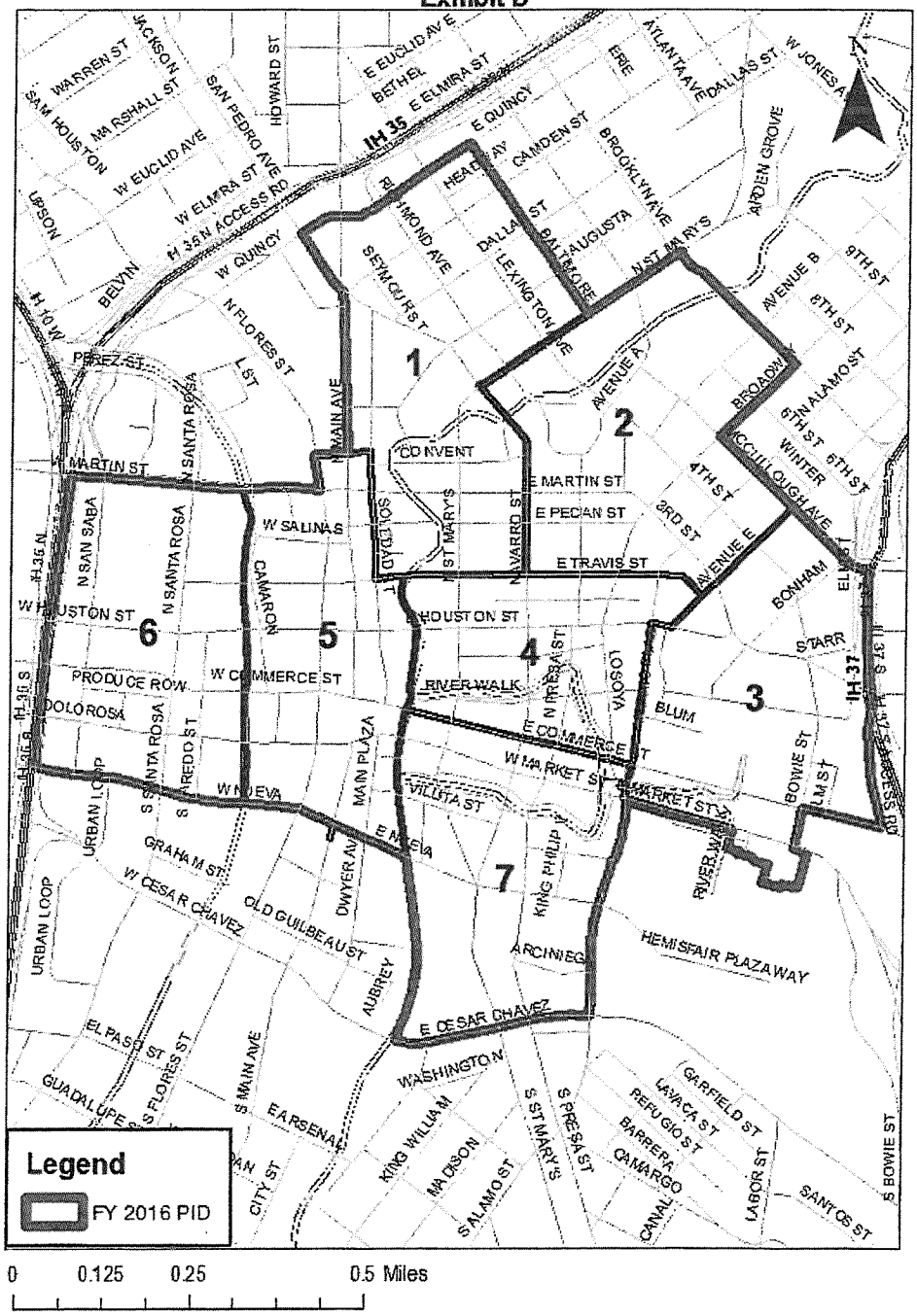


Centro San Antonio: The Downtown Improvement District
FY 2016 PID
Maintenance Zones
Exhibit B



Centro San Antonio: The Downtown Improvement District
FY 2016 PID:
Streetscape/ Landscape Improvements
Exhibit C

Centro San Antonio: The Downtown Improvement District
FY 2016 PID
Hospitality Service Zones
Exhibit D



Item 44A,B

9/17/2015

CITY OF SAN ANTONIO

CENTER CITY DEVELOPMENT & OPERATIONS DEPARTMENT

Downtown Public Improvement District

City Council

Item #44

Lori Houston, Assistant City Manager

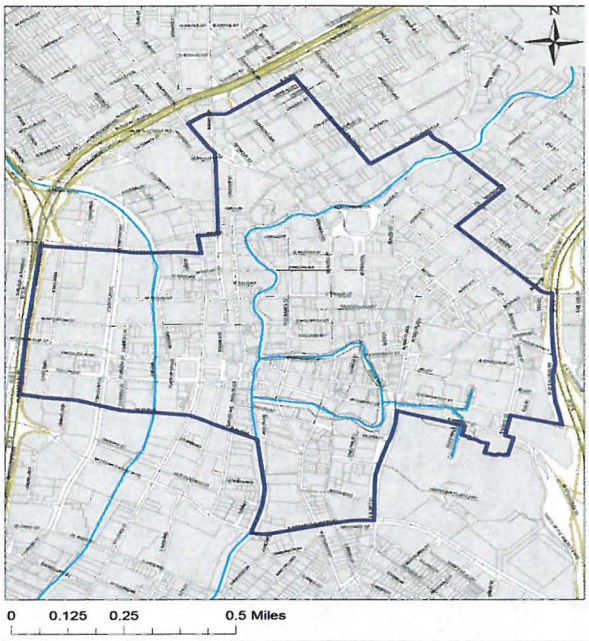
September 17, 2015

SUMMARY

- Approving the levy of the Assessment Rate for the Downtown Public Improvement District
  - $0.15 per $100 valuation for commercial
  - $0.09 per $100 value for residential
  - No increase from 2015 rates
- Approving the FY 2016 annual service and assessment plan
- Approving a second amendment to the Interlocal Agreement with VIA to increase their contribution by $69,000 annually

CITY OF SAN ANTONIO
CENTER CITY DEVELOPMENT
& OPERATIONS DEPARTMENT

Downtown San Antonio Public Improvement District



PROPOSED FY 2016 SERVICE & ASSESSMENT PLAN

- Annual Plan details levels of service
  - Includes budget and sets the assessment rate
  - Must be approved annually by City Council
- Approved by Centro PID Board with an annual budget of $5,225,400

CITY OF SAN ANTONIO
CENTER CITY DEVELOPMENT
& OPERATIONS DEPARTMENT

MANAGEMENT AND OPERATIONS

CENTRO SAN ANTONIO
WE MOVE DOWNTOWN

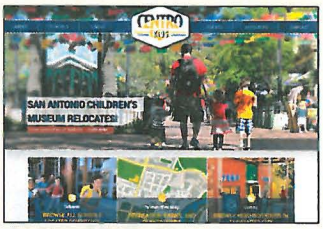
Management
$822,600

Operations
$224,800

CITY OF SAN ANTONIO
CENTER CITY DEVELOPMENT
& OPERATIONS DEPARTMENT

CORE SERVICES

Clean & Safe
$2.6 million



Branding & Marketing
$425,000

Business Retention & Recruitment
$193,000

CITY OF SAN ANTONIO
CENTER CITY DEVELOPMENT
& OPERATIONS DEPARTMENT

NEW SERVICES

Other Projects $228,100	Capital Projects Program $563,750
• Update 1999 Downtown Neighborhood Plan	• Holiday Lighting Program in Travis Park and Houston Street Amenities

CITY OF SAN ANTONIO
CENTER CITY DEVELOPMENT
& OPERATIONS DEPARTMENT

FISCAL IMPACT

- $248,355 City contribution for various facilities

CITY OF SAN ANTONIO
CENTER CITY DEVELOPMENT
& OPERATIONS DEPARTMENT

CITY OF SAN ANTONIO

CENTER CITY DEVELOPMENT & OPERATIONS DEPARTMENT

Downtown Public Improvement District

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