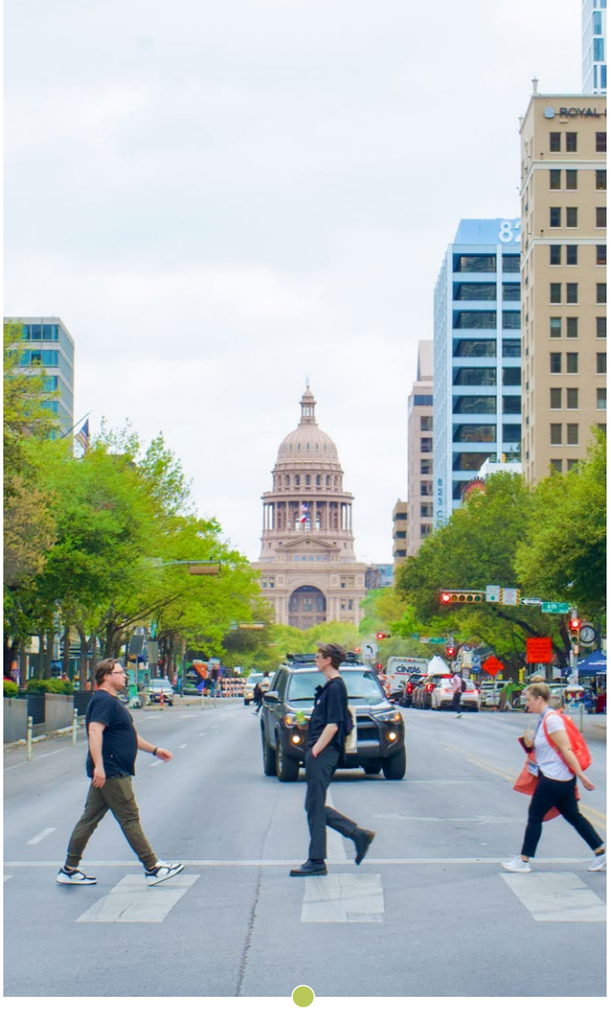


DOWN AUSTIN TOWN ALLIANCE

STATE *of* DOWN TOWN

AUSTIN 2024

CONTENTS



14 ECONOMIC INDICATORS

18 DEVELOPMENT OVERVIEW
Downtown has a healthy pipeline of well-financed projects.

20 EVENTS & TOURISM
Special events are a major economic driver downtown.

22 HOTEL MARKET
Austin visitors continue to choose to stay downtown.

24 RETAIL
The downtown retail market is adapting to shifting demands.

26 NIGHTLIFE ECONOMY
Good times are big business downtown.

28 RESIDENTIAL MARKET
Downtown is growing as a residential neighborhood.

30 OFFICE MARKET
Downtown office markets reflect macroeconomic and societal trends.

32 EMPLOYMENT
Downtown's diversity of employment sectors boosts its stability.

34 SHAPING THE BUILT ENVIRONMENT

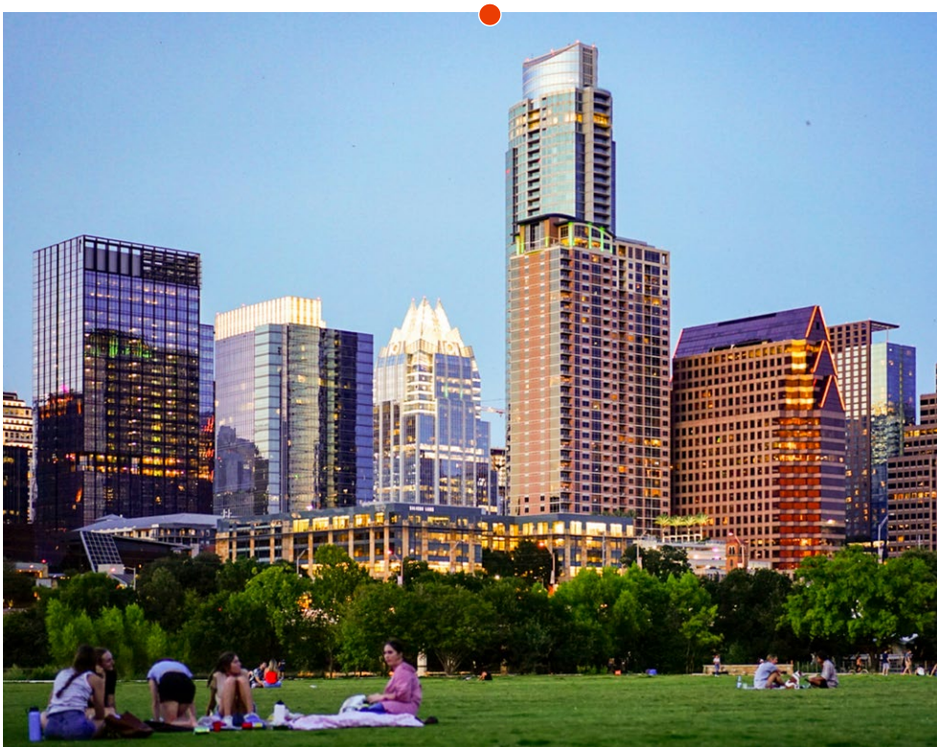
36 CONVENING DOWNTOWN PARTNERS
Partners from all sectors are collaborating to address pressing challenges.

38 PARTNERS SHAPING THE BUILT ENVIRONMENT
Downtown is building the infrastructure to support its growth.

40 MOBILITY
Transformative mobility projects will keep downtown accessible for all.

40
Pedestrians use large crosswalks on Congress Avenue as they travel through downtown.

30
Parkgoers enjoy the sparkling Downtown Austin skyline as dusk arrives.



42 PUBLIC SPACE EXPERIENCE

44 CLEAN, SAFE & WELCOMING

Our direct services and advocacy make downtown a place where people want to be.

46 PUBLIC SAFETY INITIATIVES

Downtown leaders are pursuing innovative ideas to tackle safety challenges.

48 HOMELESSNESS

The community is taking innovative, caring approaches to addressing downtown homelessness.



60

Performers celebrate with a crowd of over 20,000 in Mexic-Arte's 40th annual Viva la Vida Parade.



44

Downtown Austin Alliance Ambassadors pose in front of downtown's historic Paramount Theatre.



50 ARTS, PARKS & CULTURE

52 DOWNTOWN AUSTIN ALLIANCE FOUNDATION

Bringing the downtown community together to amplify our impact.

54 PARKS & GREENSPACES

Downtown is enhancing and expanding its natural environment.

56 ARTS & MUSIC

A diverse array of creative experiences bring people together downtown.

60 MUSEUMS & CULTURE

Leaders and artists are preserving downtown's past and shaping its future.


SILICON LABS
CAPITAL CRUISES
GLAZED AND CONFUSED

LETTER FROM THE CEO

Downtown Austin has enjoyed dramatic growth over most of the 21st century, with a sky full of construction cranes and streets full of more residents, workers and tourists each year.

Like other downtowns nationwide, we now face significant economic headwinds—including rising interest rates and inflation—that have slowed this growth and ushered in uncertainty. The good news is that Downtown Austin is better positioned to weather this downturn than most U.S. city centers. Austin is the country's second-fastest-growing metropolitan area, and downtown is its densest employment district and hub for state and local government, hospitality and entertainment. Downtown living is in high demand. Although the pace of development has gone from supercharged to steady, a pipeline of well-financed projects shows that Downtown Austin is still a sound investment.

A market correction offers a chance to catch our breath, but this is no time to rest on our laurels. We must attract more people downtown to offset the effects of remote work and decreased consumer spending. Several transformative infrastructure projects are being planned, including I-35, Project Connect, and the Austin Convention Center. When completed, these projects will significantly enhance downtown vitality, but the construction phase will be highly disruptive. Additionally, we face pressing issues around public safety, affordability and homelessness.

No one entity can tackle these huge challenges alone. That's why the Downtown Austin Alliance partners with so many organizations to find solutions. For example, this year, we worked with the City of Austin and the Texas Department of Transportation to secure a $105 million U.S. Department of Transportation grant to fund caps (surface enhancements) over I-35 from Cesar Chavez Street to 4th Street. We spent the year studying and talking with peer downtowns to learn best practices to mitigate the impacts of construction downtown. We partnered with Mexic-Arte Museum and Red River Cultural District to create cultural preservation and economic development strategies. We joined forces with Urban Alchemy to create the HEART pilot in Austin, which puts dedicated experts on downtown streets to help people who are living unsheltered. And we're working with organizations such as the Diversity & Ethnic Chamber Alliance and DivInc to find ways small businesses can use underutilized spaces downtown.

This is a city of innovators, widely praised for its collaborative culture. We are better together, and we invite you—our downtown community—to join us as we work to preserve Downtown Austin's vibe, vitality and value for everyone.



DEWITT PEART

President and CEO
Downtown Austin Alliance

Dewitt Peart

LETTER FROM THE MAYOR

Austin is a dynamic city. And its ever-changing ways are especially visible downtown. Blocks that were once home to empty warehouses are now highly desired residential neighborhoods full of shops, live music venues and restaurants. Previously underutilized parks have received major makeovers and now host yoga classes, concerts and festivals for people of all ages, backgrounds and interests.

The downtown of today is not only different than the downtown of 30 years ago; it is also different from the downtown of 30 days ago. Every day, new bricks are laid, and new decisions are made that will collectively reshape the area even more.

All of these changes support what downtown does best: bring people together. Downtown Austin is where people from all over Central Texas and the world come to share ideas, do business and have fun. Connection is also the force behind downtown's evolution. Behind every big change you see to our built environment, there's a huge team of partners—government entities, community organizations, business owners and residents—who worked together to make them happen. They've often collaborated over multiple decades, pushing through obstacles such as the Great Recession and the pandemic, to ensure projects reflect our community's vision for the future.

As the Downtown Austin Alliance, our longtime City of Austin partner, outlines in this report, we have so many opportunities to make downtown an even more vital part of our city. The western half of downtown has transformed over this century, and now the eastern edge of downtown is embarking on the same course of change. Waterloo Greenway has entered its second phase of development, and its green spaces will eventually tie together other areas that are being revitalized, such as the Palm District, East Sixth Street Historic District and the Capitol Complex. The capping of I-35, which the Downtown Austin Alliance has long advocated for, will create a new district linking downtown and East Austin, along with new gateways into downtown.

These actions will forever change how people from all over Austin access and experience downtown. They will also unlock incredible economic and societal opportunities. So, let's all continue working closely together to shape this special part of our city.



KIRK WATSON

Mayor
City of Austin

Kirk Watson

(right) Austin's colorful Central Library overlooking Shoal Creek and 2nd Street Bridge.



ABOUT THE DOWNTOWN AUSTIN ALLIANCE

The Downtown Austin Alliance (DAA) works with key downtown stakeholders — property owners, residents, business owners, community organizations and government officials—to advance our collective vision for the future of Downtown Austin. The DAA is engaged in dozens of projects and issues that contribute to the safety, cleanliness and appeal of Downtown Austin to residents, employees and visitors. As a full-time advocate for downtown, the DAA is actively engaged in planning decisions that impact the area. We also advance downtown's vision through direct services supporting safety, cleanliness, research and place activation.

As downtown's full-time advocate and champion, we provide:

- **Direct Services:** Keeping downtown clean, safe, beautiful and welcoming.
- **Advocacy:** Collaborating on informed & inclusive policy making for downtown.
- **Planning:** Bringing people and organizations together to shape our neighborhoods.
- **Placemaking:** Activating and placekeeping urban spaces with inclusive, appealing programming.
- **Research:** Serving as a central repository for downtown data and metrics.

Our Vision: The downtown you will always love.

Our Mission: To create, preserve and enhance the vibe, vitality and value of Downtown Austin for everyone.

Our Core Values:

- Lead with Relentless Vision
- Earn Trust
- Inspire Passion
- Foster Collaboration
- Mindfully Impact
- Cultivate Inclusivity





MEDIA IMPRESSIONS
(print, online, broadcast, radio)
317.75M

X (TWITTER)
FOLLOWERS
7,700+

NEWSLETTER
SUBSCRIBERS
10,000+

INSTAGRAM
FOLLOWERS
19,100+

WEBSITE
VISITORS
93,000+

FACEBOOK
FOLLOWERS
22,400+

PUBLICITY
VALUE
$6.38M

SIGNATURE EVENT
ATTENDEES
14,300+

/// By the Numbers ///

DOWNTOWN PUBLIC IMPROVEMENT DISTRICT



Maximizing downtown's value.

In 1993, the Austin City Council created a Downtown Public Improvement District (PID) to provide constant and permanent funding to implement downtown improvements. The City Council contracted with the Downtown Austin Alliance to manage the PID. All owners of commercial properties valued at over $500,000 pay an annual assessment based on their property's value, which funds the work of the Downtown Austin Alliance and qualifies them as members of the organization. Every 10 years, members are petitioned to authorize the renewal of the PID—and the Downtown Austin Alliance's work. The PID is currently authorized through April 2033, and its boundaries are drawn to align our direct services and advocacy with areas projected to have the most significant growth over the next decade.

2023-2032
Authorization

ACRES
600

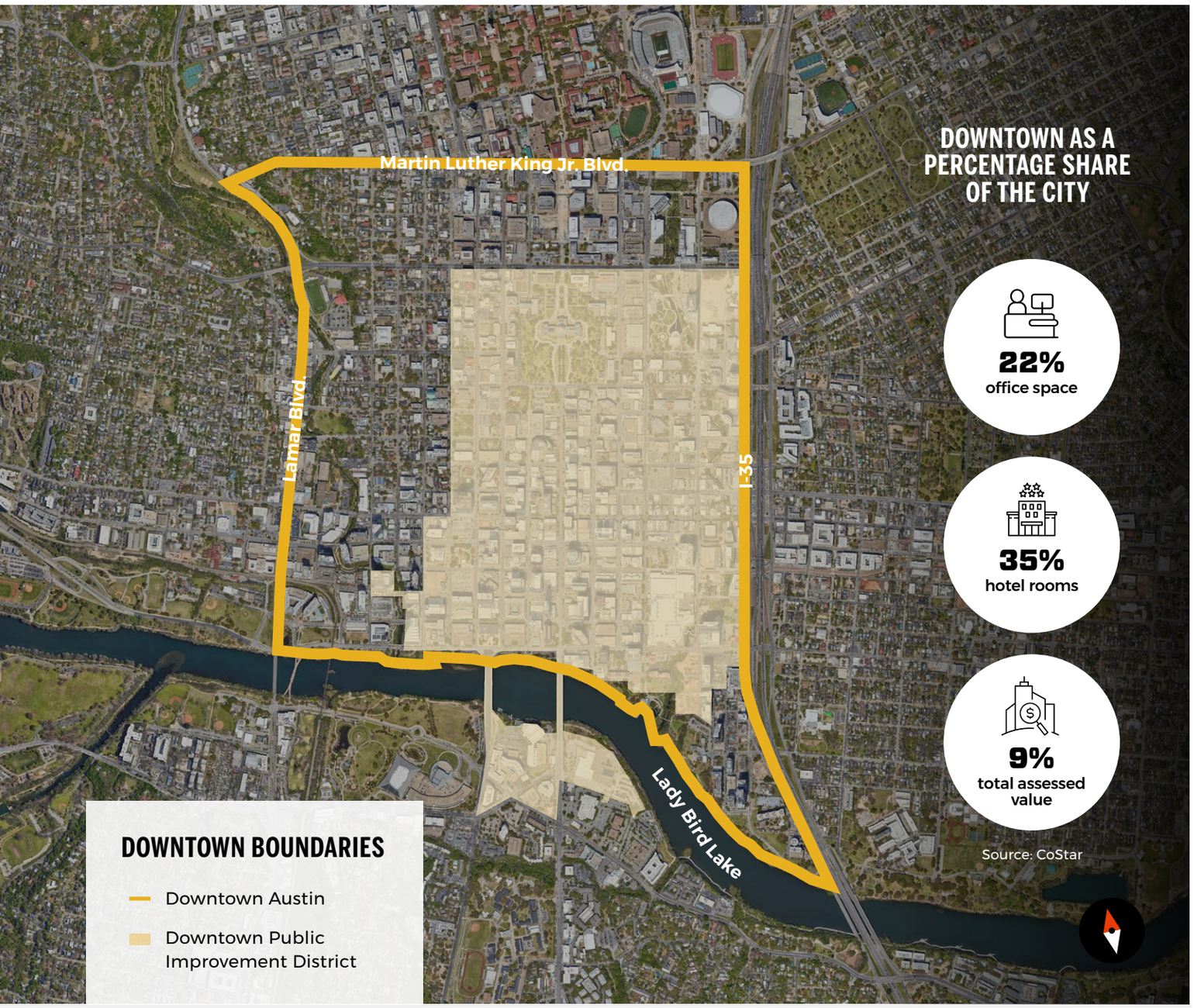
ASSESSED PROPERTIES
1,200

ASSESSED TAXABLE VALUE
$16.05B

New PID Assessment Rate

In June 2023, the Downtown Austin Alliance Board of Directors and City Council approved a reduction of the PID assessment rate for 2024. The new assessment is $0.0925 (9.25 cents) per $100 of valuation over $500,000—down from $0.10 per $100 of valuation over $500,000.





2023-2032 Downtown PID Boundaries

The PID boundaries have been modified to better align our direct services and advocacy with areas projected to have the most significant growth over the next decade. The PID's northern boundary has changed from Martin Luther King Jr. Boulevard to 15th Street, the western boundary is more evenly aligned, and the southern edge has been extended to include the future expansion of the Waterloo Greenway system and properties within the South Central Waterfront area.

> *Downtown Austin resides on the traditional territory and homelands of the Tonkawa, Comanche, Lipan Apache, Coahuiltecan, Jumanos and Sana Peoples. We strive to celebrate and honor Indigenous Peoples and their histories through the organization's work of making a Downtown Austin for everyone – including our Native communities who were here before us.*

(pg. 10 top left) Downtown tower goes up on 5th Street and Colorado Avenue.
(bottom) Pedicabs gather outside of the Austin Convention Center during South by Southwest.

PROGRESS TOWARD OUR STRATEGIC PLAN

Working together to create a downtown for everyone.

To create our 2023-2028 Strategic Plan, the Downtown Austin Alliance sought perspectives from a diverse array of partners and stakeholders to identify downtown's top priorities for making the area more accessible and appealing to everyone. Our committees guide the implementation of our strategic plan, and to make them more inclusive, we opened the committee application process to all Austinites this year. The board of directors approved 40 new members to serve on our Active Urbanism, Built Environment, Mobility and Public Space Experience committees through April 2025.

Every year, we adopt milestones in each area of our strategic plan to guide our work toward achieving our overarching five-year objectives. While we aim for milestone completion each year, we anticipate some efforts from the first year of our strategic plan to continue through the next fiscal year. Advancement in our goals every year, including advocacy-based ones, is important in creating a downtown for all.

01 PUBLIC SPACE EXPERIENCE

Downtown is clean, safe and welcoming for everyone.

- 7 milestones completed
- 5 milestones in progress

Public Space Experience Milestone Highlights:

HEART Launch (Pg 49)

Ambassador Services App (Pg 45)

Old Bakery Mural Project (Pg 54)

02 ACTIVE URBANISM

Downtown ignites, attracts and cultivates authentic arts, culture, music, nature and sense of place.

- 8 milestones completed
- 4 milestones in progress
- 1 roadblock encountered

Active Urbanism Milestone Highlights:

Writing on the Walls (Pg 58)

Musicians Activating Spaces (Pg 58)

Republic Square Programming (Pg 55)

03 BUILT ENVIRONMENT

Downtown grows with a delightful and eclectic mix of modern investment and beautiful public spaces, while preserving historic character and funky weirdness.

- 8 milestones completed
- 3 milestones in progress

Built Environment Milestone Highlights:

Attainable Housing Forum (Pg 37)

Historic Tax Credit Workshop (Pg 37)

Tree Canopy Research (Pg 39)

04 MOBILITY

Downtown is easier and more enjoyable to access and move within, and has enhanced pedestrian and transportation facilities and improved connections to neighboring communities.

- 5 milestones completed
- 1 roadblock encountered

Mobility Milestone Highlights:

Project Connect Advocacy (Pg 41)

Subsidized Parking Program (Pg 41)

05 LEADERSHIP & INFLUENCE

The Downtown Austin Alliance is entrusted with the responsibility to effectively lead, influence and visibly steward a downtown for all.

- 6 milestones completed
- 6 milestones in progress

Leadership & Influence Milestone Highlights:

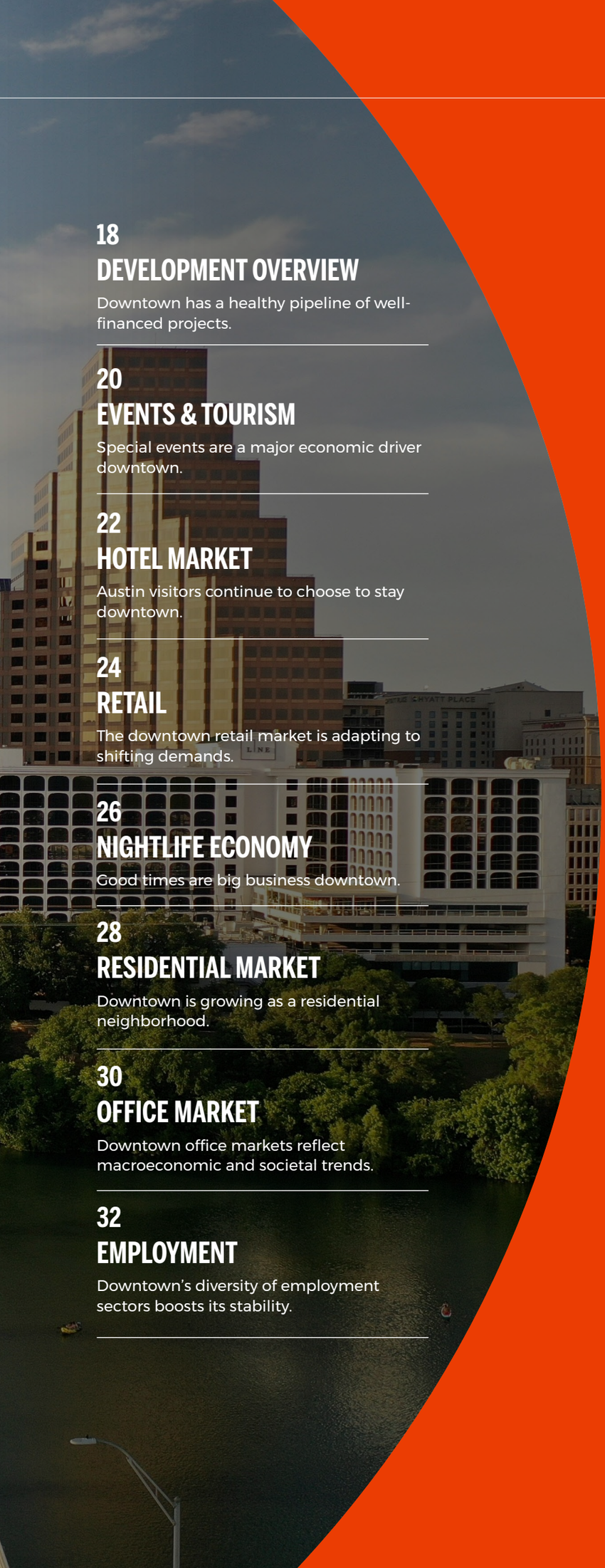
Issues & Eggs Educational Events (Pg 47)

New Committees (Pg 65)

TOTAL MILESTONES	MILESTONES COMPLETED	MILESTONES IN PROGRESS	ROADBLOCKS ENCOUNTERED
54	34	18	2

ECONOMIC INDICATORS





18
DEVELOPMENT OVERVIEW
Downtown has a healthy pipeline of well-financed projects.

20
EVENTS & TOURISM
Special events are a major economic driver downtown.

22
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Austin visitors continue to choose to stay downtown.

24
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The downtown retail market is adapting to shifting demands.

26
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28
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Downtown is growing as a residential neighborhood.

30
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32
EMPLOYMENT
Downtown's diversity of employment sectors boosts its stability.

DRIVING RECORD GROWTH & DEVELOPMENT

Global trends are affecting the local economy.

Over the last three years, Downtown Austin has added more than 40 new developments, expanding the skyline by more than 13.7 million square feet. In 2023, we finally saw that growth slow down due to several macroeconomic trends. Interest rates increased in 2023, softening real estate investment activity. Many technology companies had layoffs this year, and organizations of all types are reconsidering their office space needs in the hybrid work era—driving increased vacancy rates.

Demand for active urban living is still high, and downtown's population is growing and filling up new residential towers. The tourism market also continued to grow in 2023, and downtown has a pipeline of planned hotel projects. However, we are monitoring closely for downturns, as inflation and increases in the cost of living have left people with less discretionary income for shopping, dining, entertainment and traveling.



DOWNTOWN BY THE NUMBERS

15,360
residents

130,841
employees

7,190,393
square feet under construction

14,313,851
square feet of planned space



2.7M
annual transit ridership

150+
public art installations

10,324
residential units

14,700+
hotel rooms

150
acres of parkland

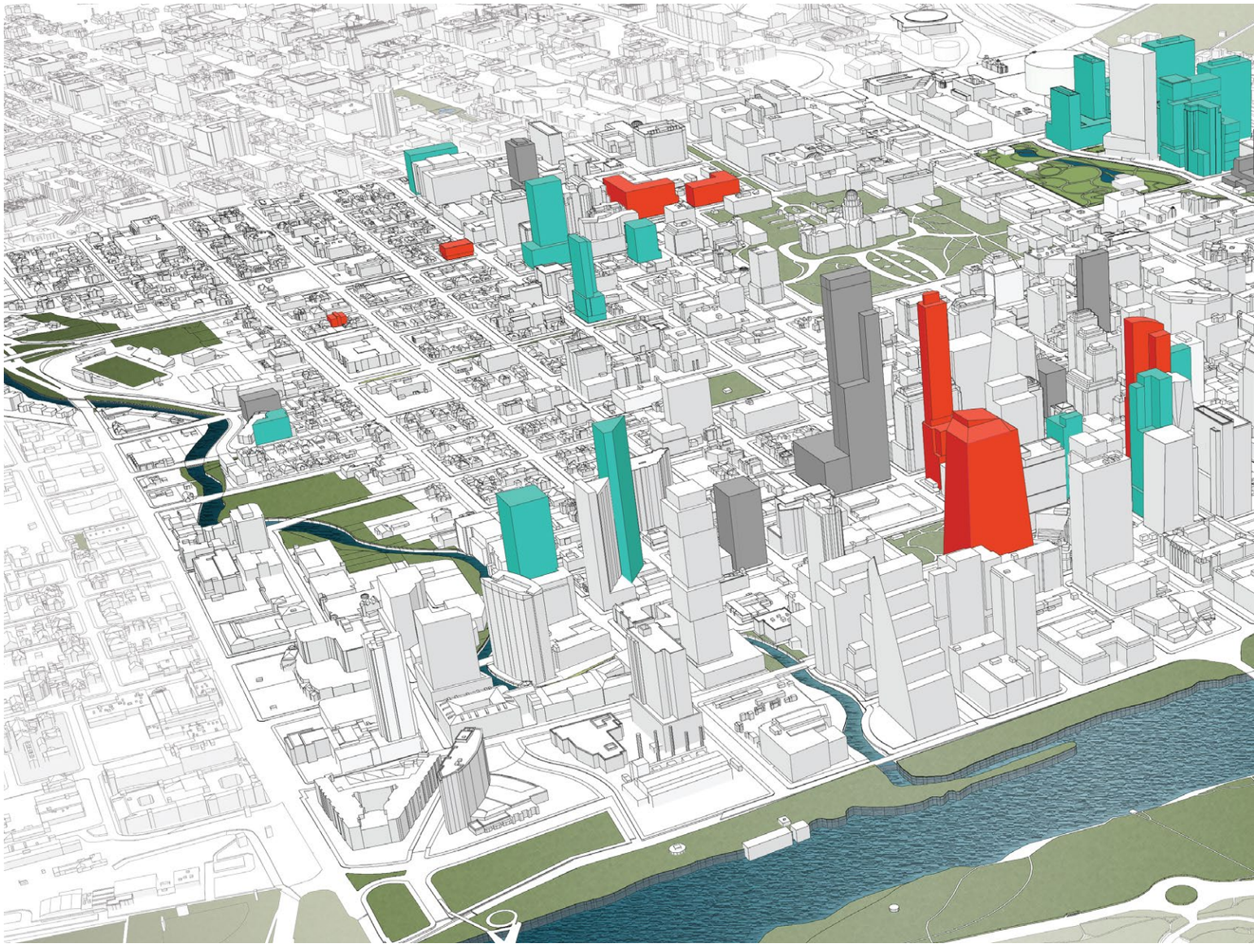
15
miles of downtown area trails

190
historic locations

DOWNTOWN DEVELOPMENT

After a multi-decade boom cycle, downtown development activity slowed down this year in the wake of increasing interest rates and inflation. This slowdown is giving the market a chance to absorb its recently built projects—to ensure buildings are fully utilized. Downtown still has a healthy pipeline of well-financed projects, with projects under construction representing an even balance of office, residential and mixed-use buildings.

Notable additions to the downtown neighborhood this year included Sixth and Guadalupe, which is Austin's tallest tower and offers residential, office and retail space, as well as the mixed-use Waller Symphony Square and residential Hanover Brazos Street developments.



Source: Downtown Austin Alliance Emerging Projects, April 2024

2023 Openings: 11 projects delivered, **3.85 million square feet**

2022 Openings: 17 projects delivered, **5.54 million square feet**

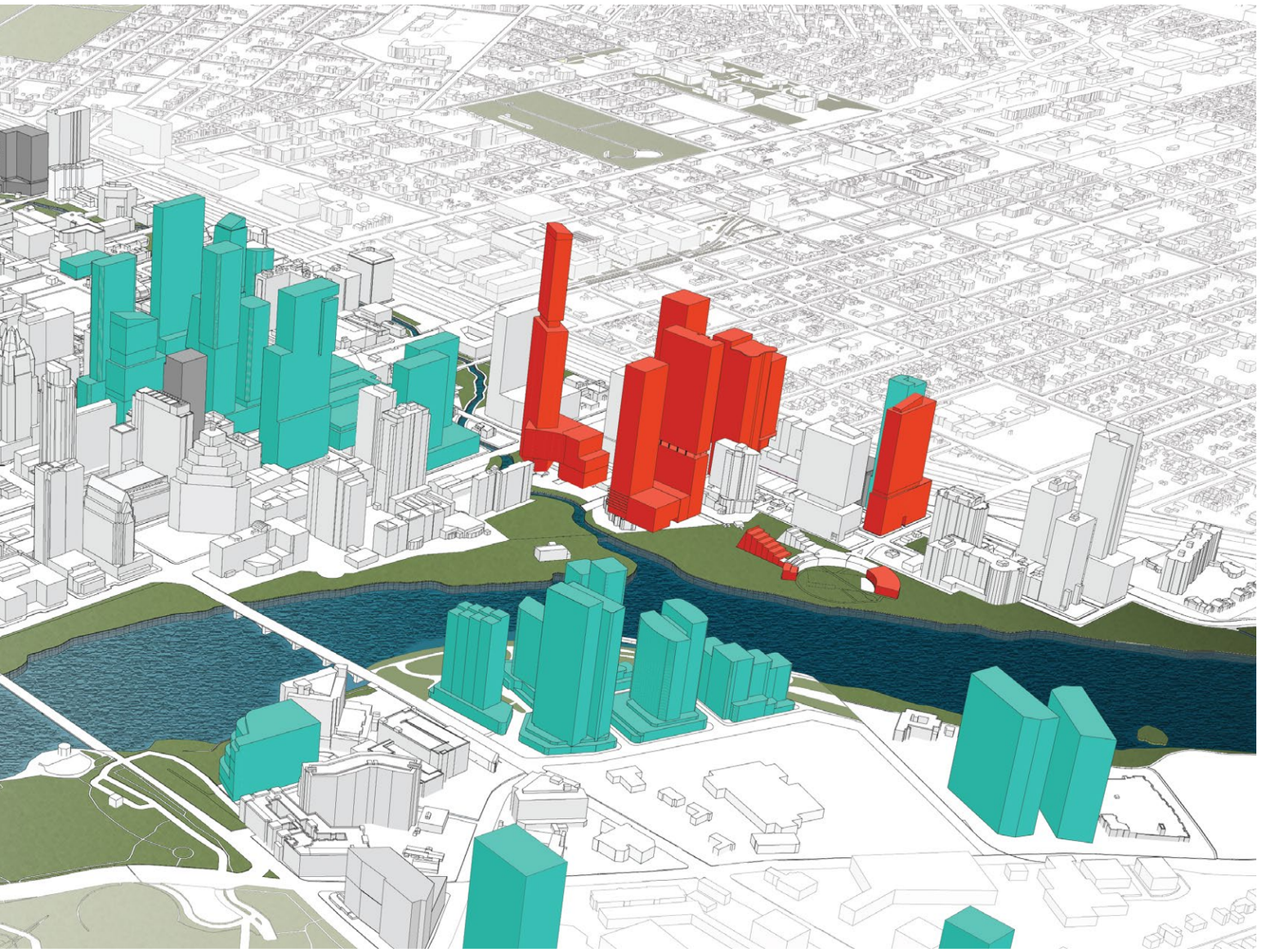
At the end of 2023, 16 projects were under construction, totaling **7.1 million square feet**.

- 22% office
- 38% mixed-use
- 40% residential

Downtown residential projects under construction will add more than **3,000 units** (increasing supply by approximately 29%).

Hotel projects under construction will add more than **250 rooms**.

The Downtown Austin Alliance maintains an interactive map of downtown's development pipeline.



Buildings Completed 2023-2024 **Buildings Under Construction** **Buildings In Planning**

EVENTS & TOURISM

Special events are one of downtown's biggest draws.

Austin tourism continued to grow in 2023. Passenger counts at Austin-Bergstrom International Airport surpassed pre-pandemic levels, and the citywide economic impact from tourism increased year over year.

In 2023, average downtown visitor traffic was at 86% of 2019 levels overall.

Downtown Austin's central location, concentration of hotels and abundance of entertainment options make it a prime destination for tourists. These qualities, plus a diverse mix of indoor and outdoor venues, make it a natural host for year-round events for locals and visitors alike. The full return of in-person events was a primary driver for people to come downtown.

In 2023, average downtown visitor traffic was at 86% of 2019 levels overall and reached 94% of 2019 levels for Saturdays and Sundays. Average daily visits dipped slightly during the summer months, which counted a record 80 days with temperatures of 100 degrees or above.

(top left) A couple dances during El Grito at Republic Square. (bottom) A smiling family poses at the 2023 Holiday Sing-Along & Stroll. (pg. 21 top right) Tied Up plays at Free Week in the Red River Cultural District.

2023 Downtown Events

A sampling of the thousands of diverse downtown events:



SXSW Conference and Festivals
Downtown-wide

Texas Longhorn Football
Darrell K Royal Memorial Stadium

Holiday Sing-Along & Stroll
Texas State Capitol

Free Week
Red River Cultural District

Pecan Street Festivals
East Sixth Street

El Grito
Republic Square

CMT Music Awards
Moody Center

Moontower Comedy Festival
Downtown-wide

Austin Blues Festival
Antone's Nightclub & Waterloo Greenway

Ascension Seton Austin Marathon
Downtown-wide

Texas Book Festival
Texas State Capitol



PHOTO: DAVID CASTANEDA



AUSTIN TOURISM IMPACT

$2.9B
TOTAL DIRECT EARNINGS

$780M
TRAVEL SPENDING TAX REVENUE

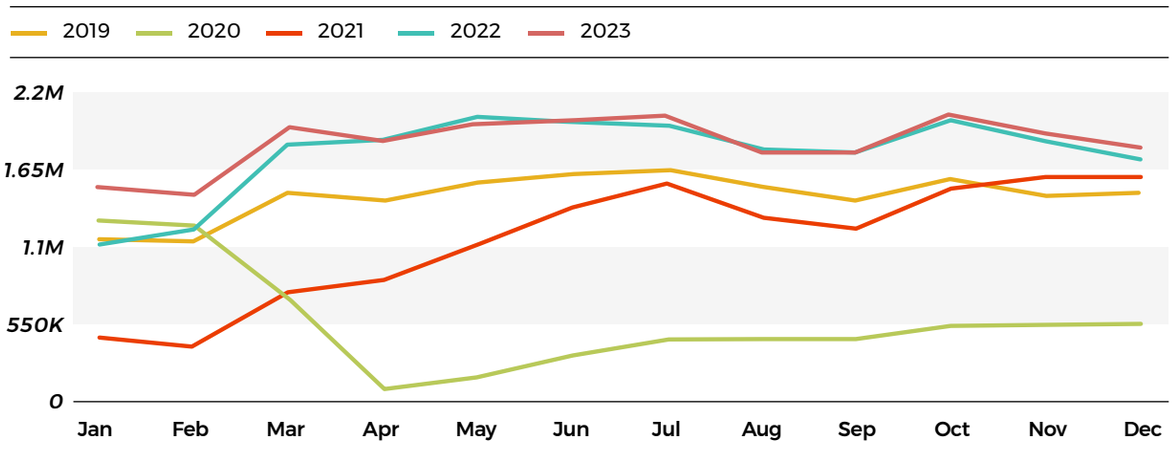
68,190
TOTAL DIRECT EMPLOYMENT GENERATED

$9.0B
TOTAL TRAVEL SPENDING

Source: State of Texas, Office of the Governor, Economic Development and Tourism, 2023

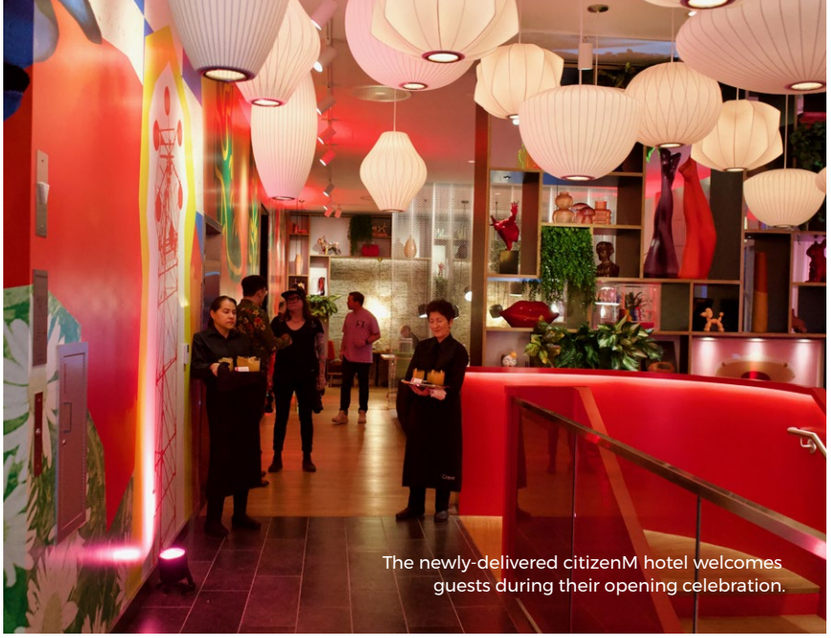
Total passenger numbers hit record highs during 2023.

TOTAL MONTHLY PASSENGERS AT AUSTIN-BERGSTROM INTERNATIONAL AIRPORT



Source: ABIA Activity Reports, 2023 totals

HOTEL MARKET



The newly-delivered citizenM hotel welcomes guests during their opening celebration.

Visitors continue to choose downtown hotels.

The Downtown Austin hotel market has performed well over the past few years, driven by the return of tourism and in-person events. Occupancy rates held steady at approximately 68% throughout the year, which is on par with comparable downtowns across the U.S. Four new hotels were delivered in 2023, bringing more than 900 new units to the market, and an additional 10 hotel projects are planned or proposed for downtown.

NEW HOTEL OPENINGS

CAMBRIA HOTEL AUSTIN DOWNTOWN
68 East Avenue

CITIZENM AUSTIN DOWNTOWN HOTEL
617 Colorado Street

HYATT CENTRIC CONGRESS AVENUE
721 Congress Avenue

FAIRFIELD INN & SUITES AUSTIN DOWNTOWN
76 East Avenue



The Austin Convention Center hosted 98 events in 2023—31% more than the previous year. The Convention Center also made progress toward its redevelopment plans, securing the Austin City Council's approval of the project's architecture firms and construction managers. The new center will offer nearly double the rentable space of the current facility—enabling Austin to compete for top conventions—while occupying a smaller footprint downtown. The project is anticipated to break ground in 2025.

(left) Downtown pedicab drivers line up outside of the Austin Convention Center.

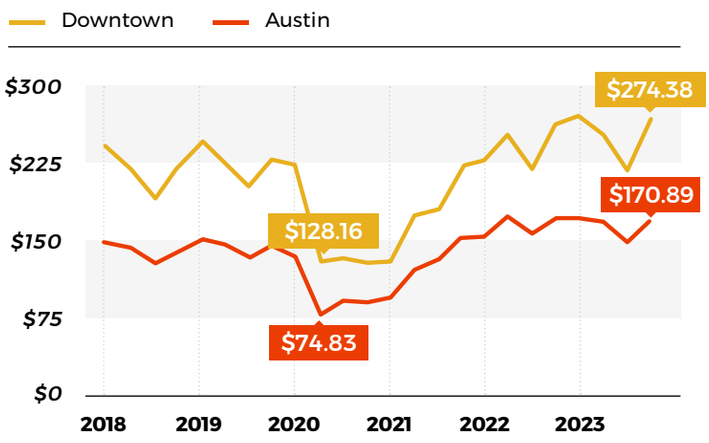
NOTABLE 2023 CONVENTIONS & FESTIVALS

Austin City Limits Music Festival *(450,000 attendees)*
Pecan Street Festivals *(400,000 attendees)*
SXSW Conference & Festivals *(345,000 attendees)*
Austin Marathon *(192,000 runners, spectators and attendees)*
Texas Book Festival *(45,000 attendees)*

AfroTech *(25,000+ attendees)*
Dream Con *(20,000+ attendees)*
Austin Reggae Festival *(20,000 attendees)*

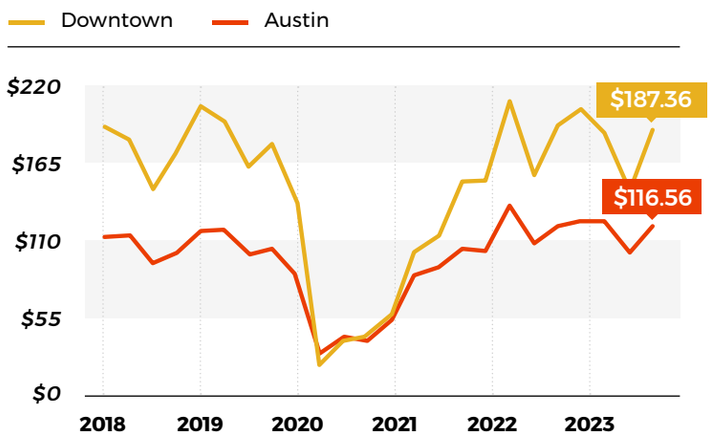
And the Moody Center welcomed 1.5 million fans in its first year.

DOWNTOWN HOTEL AVERAGE DAILY ROOM RATE



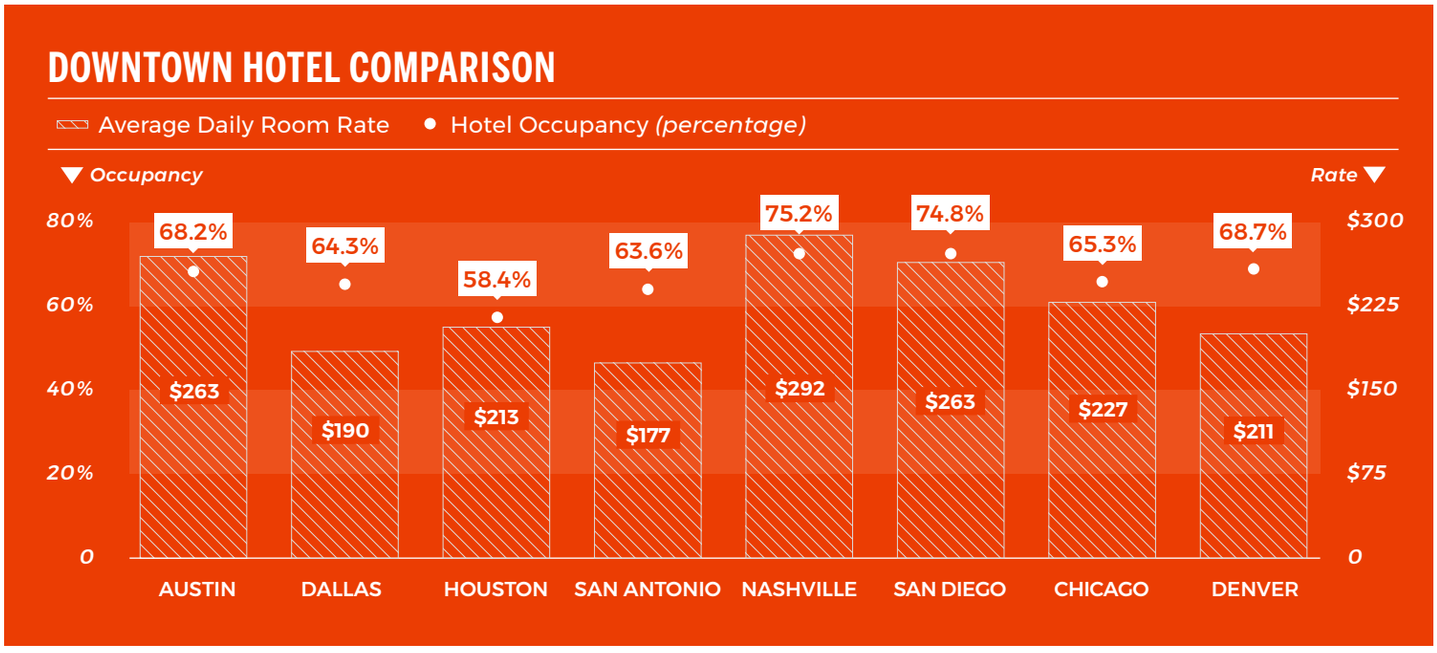
Source: CoStar, Q4 2023

DOWNTOWN HOTEL REVENUE *(per available room)*



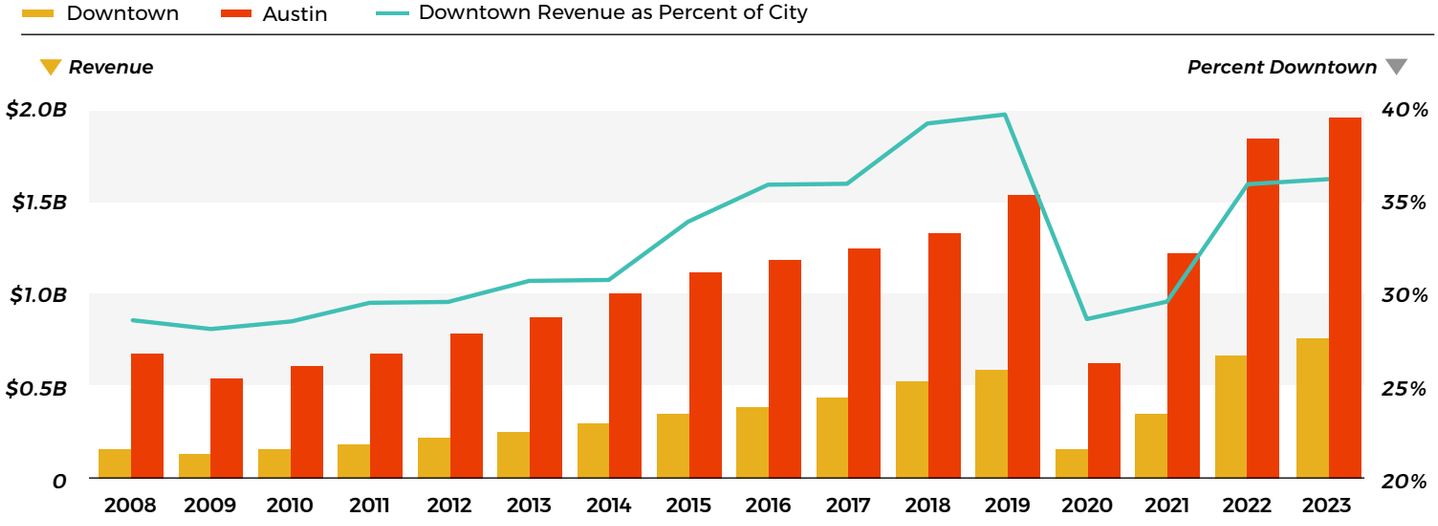
Source: CoStar, Q4 2023

DOWNTOWN HOTEL COMPARISON



Source: CoStar, Q4 2023

DOWNTOWN AUSTIN HOTEL REVENUE *(in billions)*

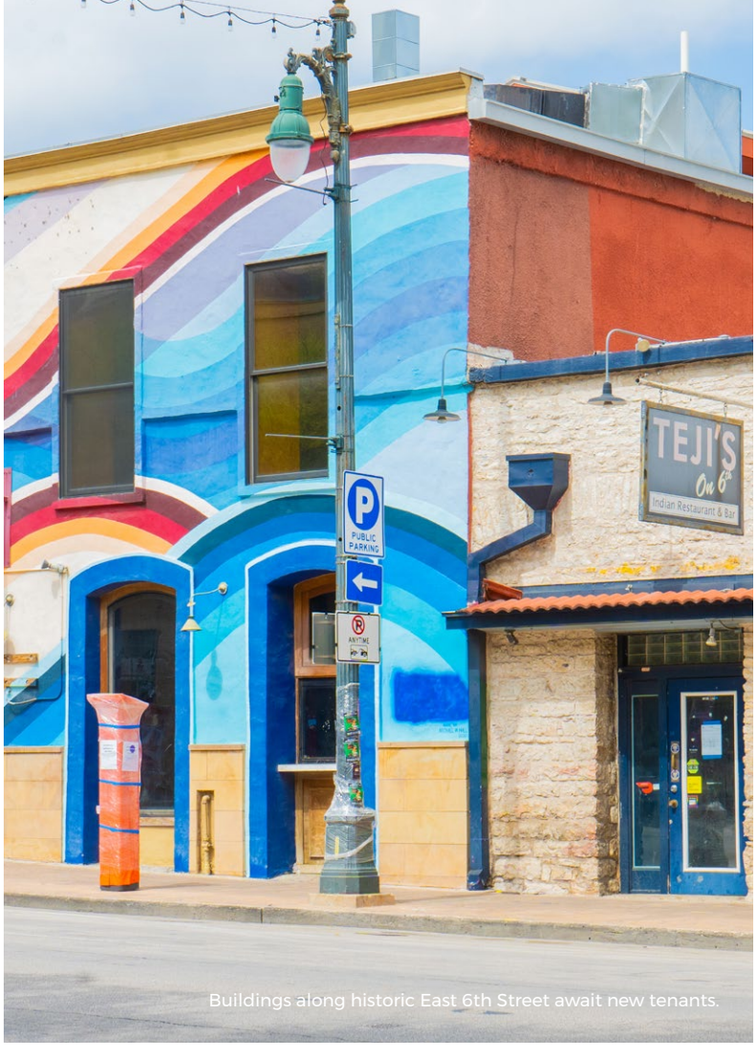


Source: CoStar, Q4 2023

RETAIL

Remote work has affected foot traffic for retailers.

Downtown Austin is home to more than 685 storefront businesses, which offer a vibrant mix of restaurants, drinks, entertainment, goods and services. Although overall foot traffic downtown is close to pre-pandemic levels, the new world of hybrid work has reduced revenue opportunities for many downtown businesses—especially restaurants and food trucks. While commercial developments will eventually create new opportunities for retailers, in the interim, the demolition of buildings was the leading driver of business closures in 2023.

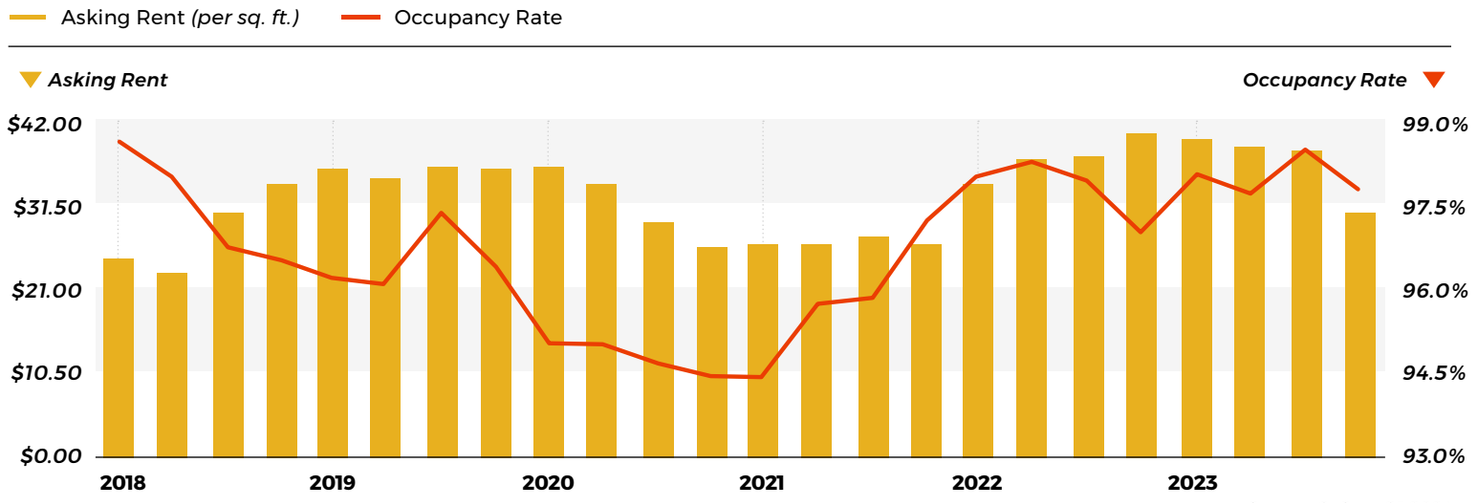


Buildings along historic East 6th Street await new tenants.

- **88% of available Downtown Austin storefronts** were occupied by operating businesses (down from 90% in 2022).
- In 2023, the average downtown visitor traffic was at 86% of 2019 levels overall and reached **94% of 2019 levels** for Saturdays and Sundays.
- Downtown's weekday population in 2023 averaged **63% of 2019 levels**.
- **New business openings were up significantly in 2023,** with 55 new establishments, but 68 businesses downtown permanently closed.
- While more than a quarter of downtown businesses surveyed reported an increase in revenue since 2020, more than half reported a **decrease in revenue**.

Source: Downtown Austin Storefront Retail Business Report, October 2023

DOWNTOWN ASKING RENT AND OCCUPANCY RATE



Source: CoStar, Q1 2024

DOWNTOWN RETAIL DEVELOPMENT PIPELINE

PIPELINE STATUS	NUMBER OF PROJECTS	RETAIL SQ. FT.
Recently Completed	11	47,631
Under Construction	8	99,077
Proposed & In Planning	23	425,870
TOTAL	**42**	**572,578**

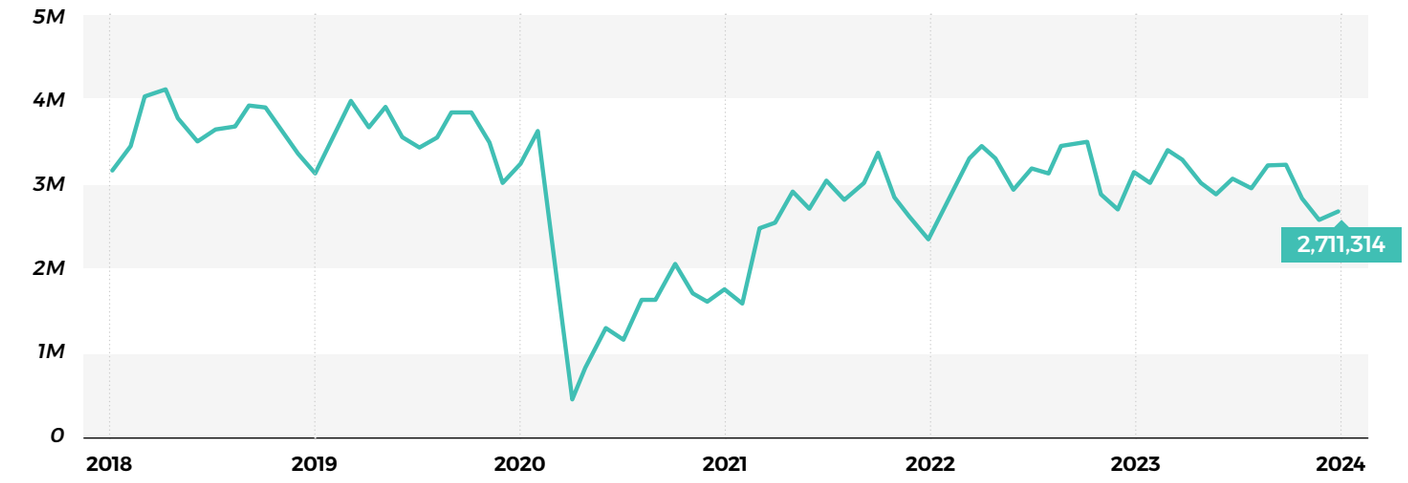
2023 MULTI-USE DELIVERIES

Sixth & Guadalupe

The Waller & Symphony Square

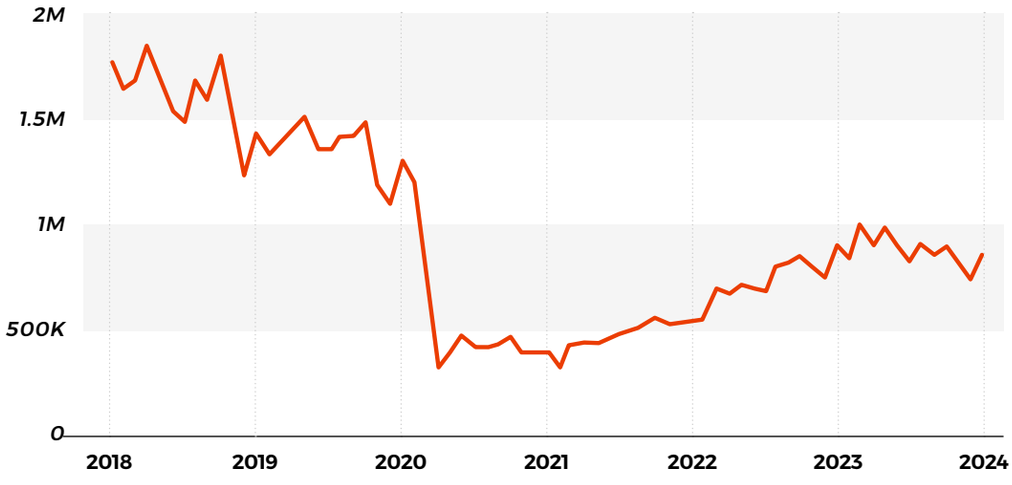
Source: Downtown Austin Alliance Emerging Projects, March 2024

TOTAL DOWNTOWN MONTHLY VISITS



Source: Placer.ai, January 2024

TOTAL DOWNTOWN MONTHLY EMPLOYEE VISITS



ANNUAL MONTHLY AVERAGE

2018 // *1,645,840*
2019 // *1,383,003*
2020 // *578,250*
2021 // *463,258*
2022 // *717,143*
2023 // *888,357*

Source: Placer.ai, January 2024

NIGHTLIFE ECONOMY



Guest House treats guests to whimsical eats in the 2nd Street District.

Good times are big business downtown.

Fun is a major economic driver in Downtown Austin: Approximately 54% of all downtown retail establishments are drinks and entertainment businesses, restaurants and food trucks.[1] Downtown is also home to more than 40 live music venues, which are essential to the area's vibe, value and reputation as the Live Music Capital of the World. The Austin Tourism Commission has identified live music as the single biggest contributor to desirability, livability and growth for the City of Austin.

Approximately 54% of all downtown retail establishments are drinks and entertainment businesses, restaurants and food trucks.



/// Nightlife By the Numbers ///

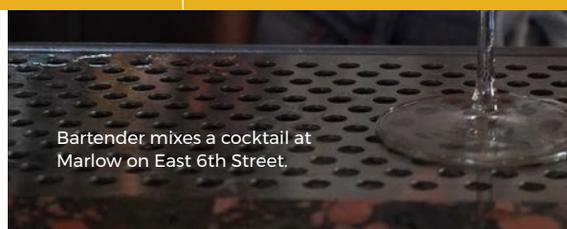
2023 SXSW ECONOMIC IMPACT[2]
$380.9M

ANNUAL ECONOMIC IMPACT OF AUSTIN LIVE MUSIC[3]
$2B
(pre-pandemic)

DRINKS & ENTERTAINMENT VENUES
174
(storefront)

TOTAL EMPLOYMENT
11,275
(accommodation & food service jobs)

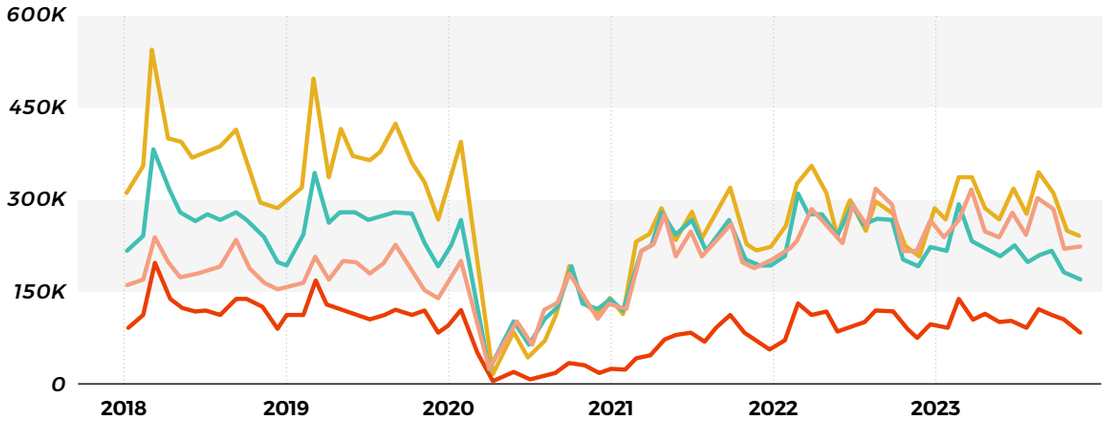
[1] Downtown Austin Storefront Retail Business Report, October 2023
[2] 2023 SXSW Annual Report
[3] Red River Cultural District



Bartender mixes a cocktail at Marlow on East 6th Street.



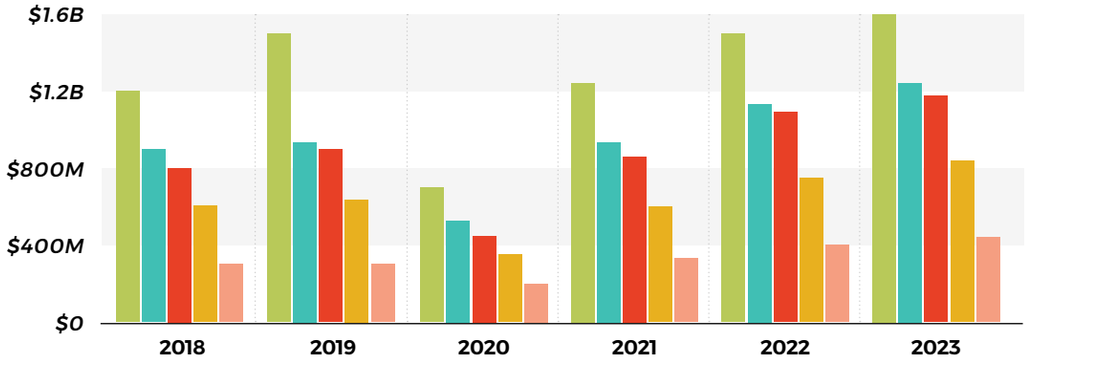
TOTAL VISITS BY ENTERTAINMENT DISTRICT



Source: Placer.ai, January 2024



MIXED BEVERAGE TOTAL RECEIPTS *(city comparison)*

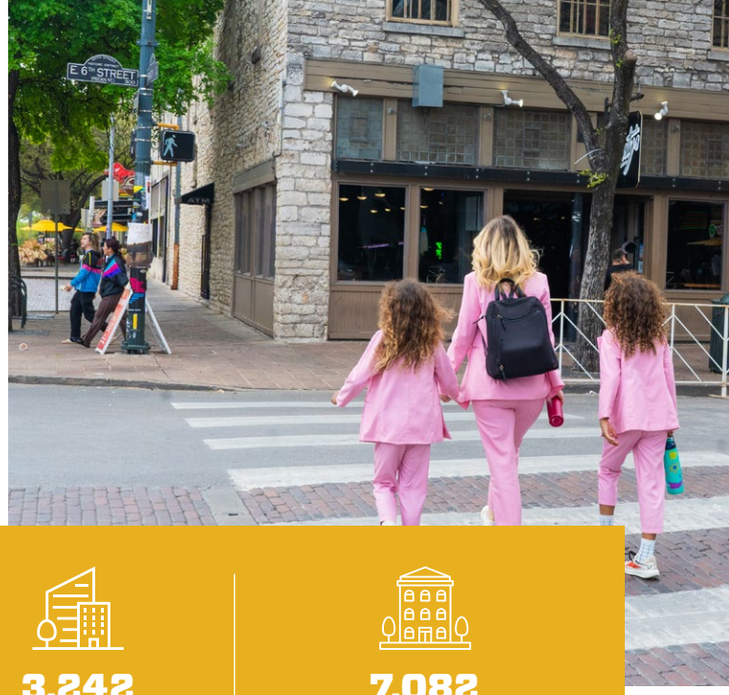


Source: State of Texas Comptroller



Flora & Fawna play during Free Week in the Red River Cultural District.

RESIDENTIAL MARKET



MARKET STATS *(2023 Q4)*

87.4% Occupancy

$3.16 Asking Rent per SF

3,242 Total Condo Units

7,082 Total Multi-Family Units

Source: CoStar, Q4 2023

Downtown continues to grow as a residential neighborhood.

Downtown Austin is a highly desirable residential neighborhood, enabling people to walk to work and to some of the city's best dining, entertainment options, parks and trails. Residential development continues to meet this demand for active urban living, with 1,303 new units delivered in 2023 and 3,062 more currently under construction.

Downtown Austin's population grew by 850 people last year.

As more housing is built downtown and average asking rents per square foot continue to decrease, living downtown has become more accessible for more people. In fact, downtown's population grew by approximately 850 people over the last year alone.

Although residents aged 25 to 34 continue to represent the largest share of the downtown population, from 2022 to 2023 the median age of downtown residents increased from 35 to 37. During this same time period, the non-white population also grew by 2.7%.

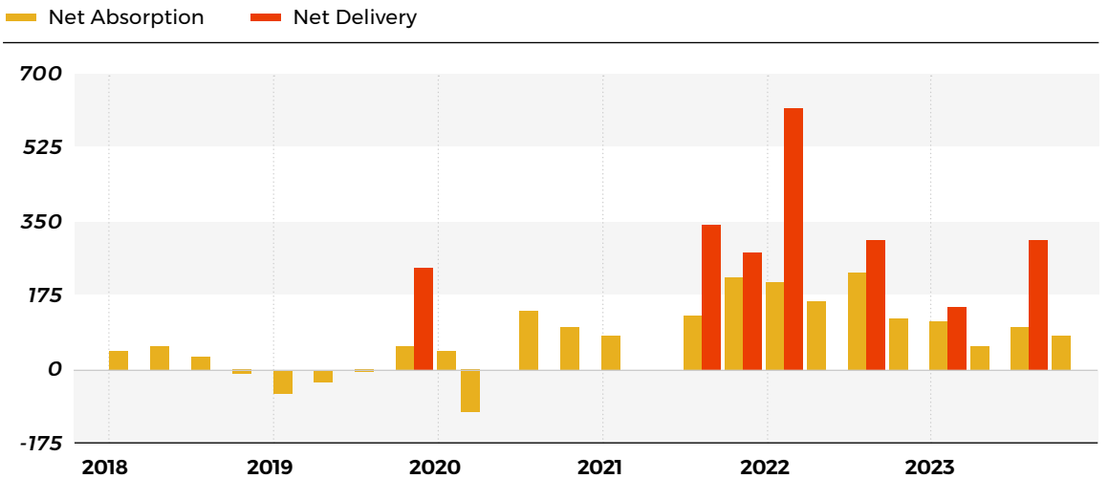


POPULATION CHARACTERISTICS	DOWNTOWN	CITY OF AUSTIN
Total Population	15,360	975,335
Population Under Age 18 (Children)	2.9%	17.3%
Population Age 65 and Over	9.9%	10.8%
Median Age	37	34.5
Median Home Value	$628,850	$593,000
Median Household Income	$145,567	$89,415
Male / Female Ratio	57.0% / 43.0%	51.0% / 49.0%
College Educated	76.8%	59.9%
Average Household Size	1.5	2.2
Non-White Population	21.4%	27.1%

Source: U.S. Census ACS 5-Year 2022 Estimates

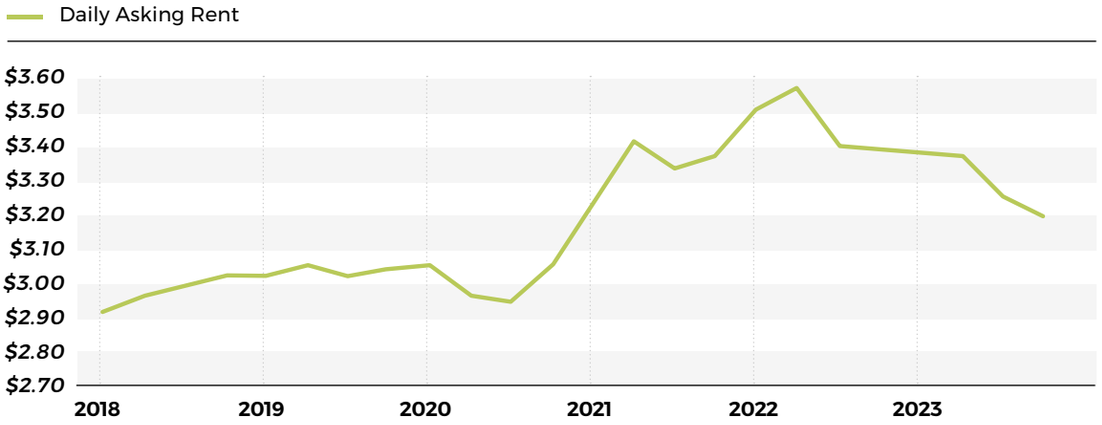


APARTMENT NET ABSORPTION AND NET DELIVERIES



Source: CoStar, Q4 2023

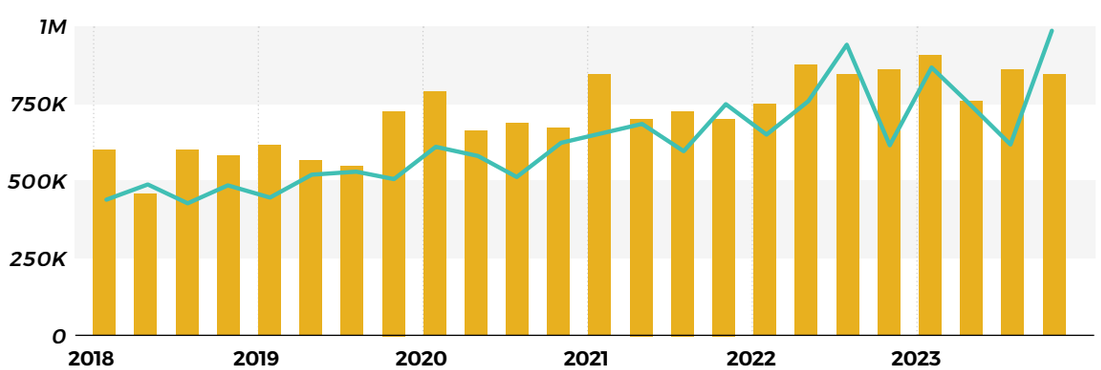
DOWNTOWN DAILY ASKING RENT *(per sq. ft.)*



Source: CoStar, Q4 2023



DOWNTOWN CONDOS: MEDIAN LIST AND CLOSED PRICE



Source: ABOR, Q1 2024

(top) A downtown family explores East 6th Street.
(left) Bikers travel over the Butterfly Bridge downtown during the Art & Parks Tour 2024 Kickoff Ride.

OFFICE MARKET



Office markets reflect the new norm of hybrid work.

Austin and downtown remain attractive draws for employers, but the office real estate market is in a correction period as companies adjust to economic and societal changes.

Although some employers are introducing return-to-office mandates, many have largely embraced the hybrid work model to attract and retain top talent. Foot traffic data shows that downtown employees are coming to the office most frequently on Tuesdays, Wednesdays and Thursdays. Downtown office vacancy rates increased from 14% in 2022 to 18% in 2023 as more companies reevaluated their commercial real estate needs.

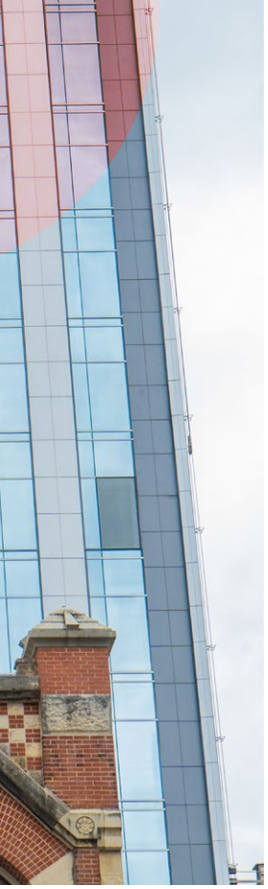
Many technology companies had layoffs this year, and as the industry assessed what's next, downtown did not see strong leasing activity from this sector. Although demand was still healthy for new leases downtown, the vast majority were for under 20,000 square feet of space. Rather than relying too heavily on dominant anchor tenants, having a larger number of smaller tenants from diverse industries can increase downtown's resilience.

More than 2.56 million square feet of office space is under construction downtown. As these buildings are delivered to the market, vacancy rates will likely continue increasing unless we see significant changes to current trends.

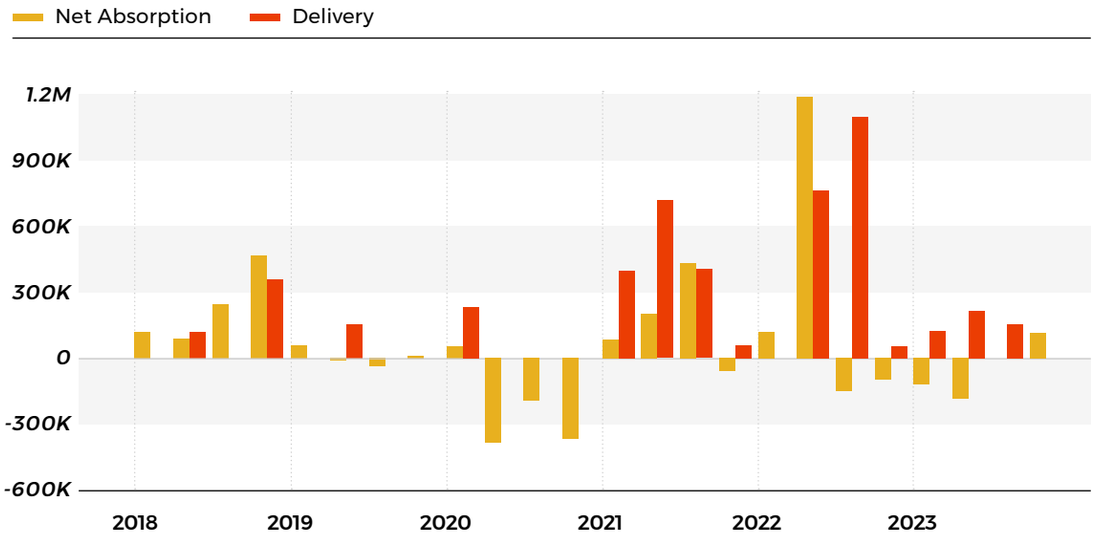
Downtown office vacancy rates increased from 14% in 2022 to 18% in 2023 as more companies reevaluated their commercial real estate needs.



(top) Window washers keep downtown's towers sparkling. (bottom) Downtown Ambassador welcomes guests to the Paramount Theatre during their Summer Classic Film Series.

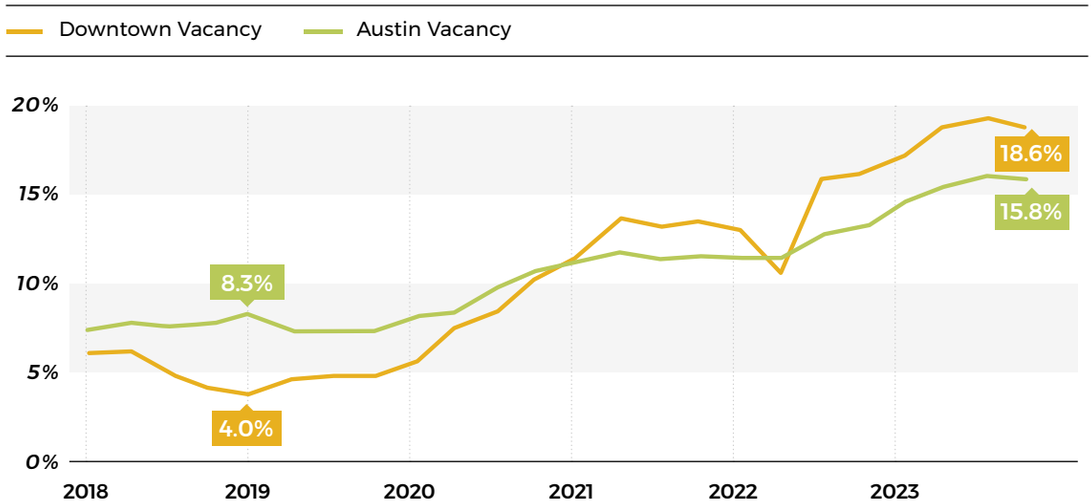


DOWNTOWN NET ABSORPTION AND DELIVERY *(by sq. ft.)*



Source: CoStar, Q4 2023

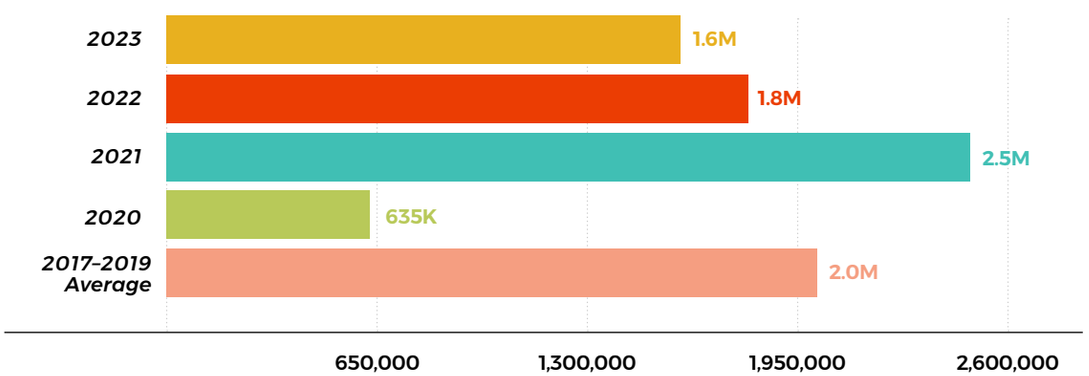
OFFICE MARKET VACANCY RATE *(per sq. ft.)*



Source: CoStar, Q4 2023



DOWNTOWN OFFICE MARKET LEASING ACTIVITY *(total sq. ft.)*



Source: CoStar, Q4 2023

EMPLOYMENT

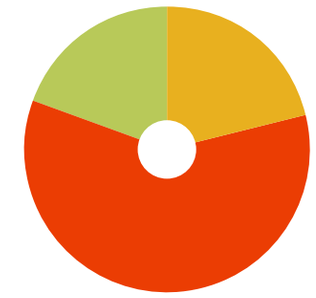
Downtown's draw for top talent has boosted the employment rate by 21% since 2020.

Although layoffs made headlines this year, the Austin metropolitan area's unemployment rate stayed remarkably steady year over year and was at 3.4% in January 2024. Downtown employment has increased by 21% since the second quarter of 2020. Overall, downtown's diversity of employment sectors boosts its stability. However, unlike other sectors, accommodation and food service employment has not rebounded to pre-pandemic levels due to decreased foot traffic from the office workers who frequent downtown restaurants.



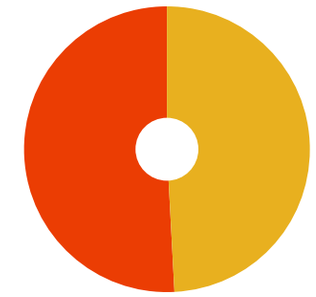
Downtown pedestrians cross Congress Avenue during the mid-day lunch rush.

AGE



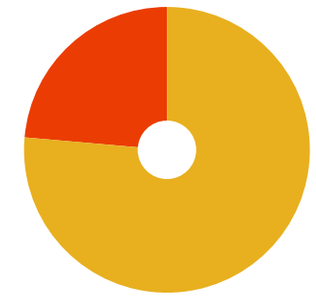
29 or younger (19.6%)
30 to 54 (61.1%)
55 or older (19.3%)

GENDER



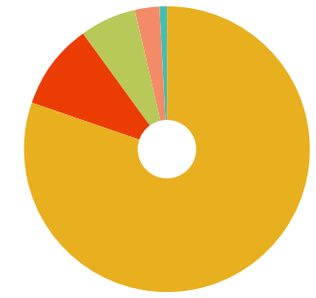
Male (49.6%)
Female (50.4%)

ETHNICITY



Non-Hispanic or Latino (76.2%)
Hispanic or Latino (23.8%)

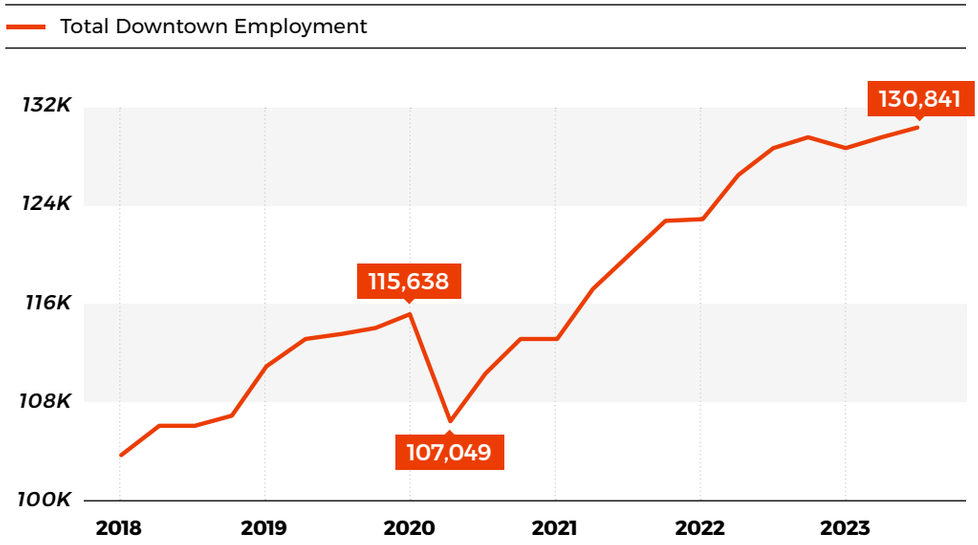
RACE



White (78.3%)
Black (10.6%)
Asian (7.5%)
2 or more races (2.7%)
Other (0.9%)

Source: U.S. Census Bureau, Center for Economic Studies, LEHD, 2021

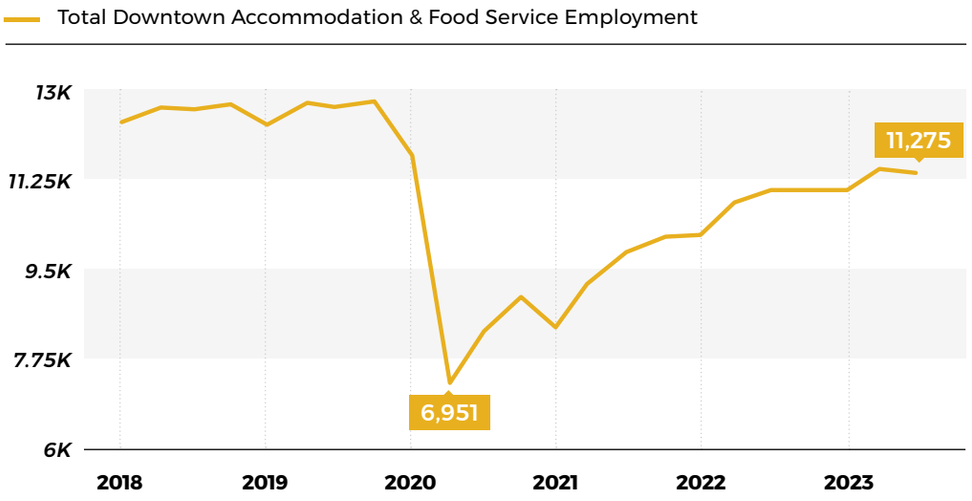
TOTAL DOWNTOWN EMPLOYMENT



Total downtown employment has grown more than 13.1% since its pre-pandemic high.

Source: JobsEQ, Q4 2023

TOTAL DOWNTOWN ACCOMMODATION & FOOD SERVICE EMPLOYMENT



The Accommodation & Food Service industry has increased employment more than 62.2% since 2020.

Source: JobsEQ, Q4 2023

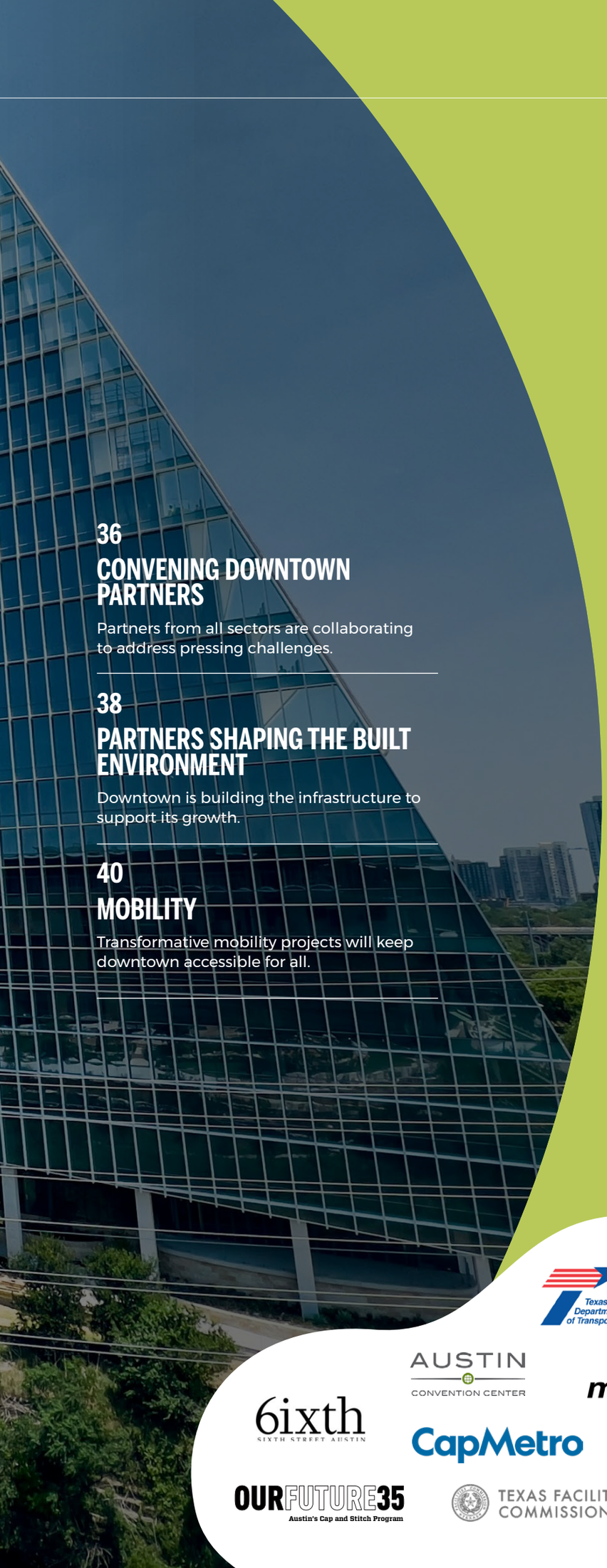
TOP 5 DOWNTOWN INDUSTRIES BY TOTAL EMPLOYMENT

INDUSTRY	EMPLOYMENT (2023 Q4)	EMPLOYMENT CHANGE (2019 Q4 TO 2024 Q4)	% CHANGE
Public Administration	30,846	721	1.2%
Professional, Scientific & Technical Service	26,808	5,287	25.2%
Accommodation & Food Services	11,275	(1,546)	-11.3%
Information	10,379	2,749	37.3%
Health Care & Social Assistance	7,359	1,116	18.4%

Source: JobsEQ, Q4 2023

SHAPING THE BUILT ENVIRONMENT





36
CONVENING DOWNTOWN PARTNERS
Partners from all sectors are collaborating to address pressing challenges.

38
PARTNERS SHAPING THE BUILT ENVIRONMENT
Downtown is building the infrastructure to support its growth.

40
MOBILITY
Transformative mobility projects will keep downtown accessible for all.

THOUGHTFUL GROWTH

Laying the foundation for our future.

Great downtowns don't just happen. They are shaped by government, community and business leaders working together to ensure the area grows in thoughtful ways that maintain the city's unique character and supports its citizens' everyday needs.

Downtown Austin's skyline has grown upwards for years, and downtown must have the right plans and infrastructure in place to accommodate this growth. Downtown Austin stakeholders are working together to shape multi-use neighborhoods and transformative mobility options that help people move to, from and through downtown. Our shared goal is to ensure downtown works for everyone for decades to come.

SHAPING THE BUILT ENVIRONMENT PARTNERS

Texas Department of Transportation
AUSTIN TRANSIT PARTNERSHIP
AUSTIN CONVENTION CENTER
mobility CAPITAL AREA 35
CITY OF AUSTIN FOUNDED 1839
6ixth SIXTH STREET AUSTIN
CapMetro
OURFUTURE35 Austin's Cap and Stitch Program
TEXAS FACILITIES COMMISSION
PRESERVATION AUSTIN
RED RIVER CULTURAL DISTRICT UNITED THROUGH MUSIC

CONVENING DOWNTOWN PARTNERS

Bringing partners together to address pressing challenges.

The Downtown Austin Alliance and our partners continually evaluate how future developments, projects and growth will affect downtown's built environment over the coming decades. Over the past year, we brought stakeholders, policymakers and property owners together to collaborate on solutions to our most pressing challenges.

EAST SIXTH & RED RIVER STREETS

East Sixth Street and Red River Street are home to the city's most famous live music and entertainment districts and many historic buildings. These two intersecting streets are also on the front line of many planned private development and public infrastructure projects. In response, the Downtown Austin Alliance convened the place management organizations for this area—the East Sixth Street Public Improvement District and the Red River Cultural District—for a series of meetings in late 2023 to find alignment and shared goals for the area's future, which we will work towards together in the coming years.



Shoppers browse vendor goods at the bi-annual Pecan Street Festival.



PRESERVATION TAX WORKSHOP

In December 2023, the Downtown Austin Alliance hosted a workshop in partnership with Preservation Austin to educate owners of historic downtown structures on available tax credits for property preservation. Legal and tax experts guided the 25 attendees through the complicated steps and the benefits of pursuing them.

ATTAINABLE HOUSING

Housing affordability is an ongoing and critical issue across Austin. On April 25, 2024, the Downtown Austin Alliance's Issues & Eggs brought housing and economic experts together to share perspectives on Austin's housing challenges and the opportunities for more attainable and affordable options—both downtown and throughout the city. Attainable housing is market-rate housing that requires 30% or less of a household's income to occupy; affordable housing refers to more income-restricted units, typically developed using subsidies and tax credits.

"We live in a city that has a lot of public opportunity and institutions all creating opportunities, which could bring assets to this conversation as we talk about attainable housing."

–Attainable Housing Panelist

PARTNERS SHAPING THE BUILT ENVIRONMENT

PALM DISTRICT

In September 2023, the Austin City Council approved the Palm District Plan, a holistic framework for the future of downtown's eastern edge. The Downtown Austin Alliance diligently advocated for this plan over the last decade, led an extensive public engagement process to inform the vision and partnered with the City of Austin to co-create the plan. The plan has four themes—culture, inclusive growth, connections and nature—to reflect the district's role in celebrating Mexican American heritage and tying together many of downtown's most prominent green spaces and neighborhoods.

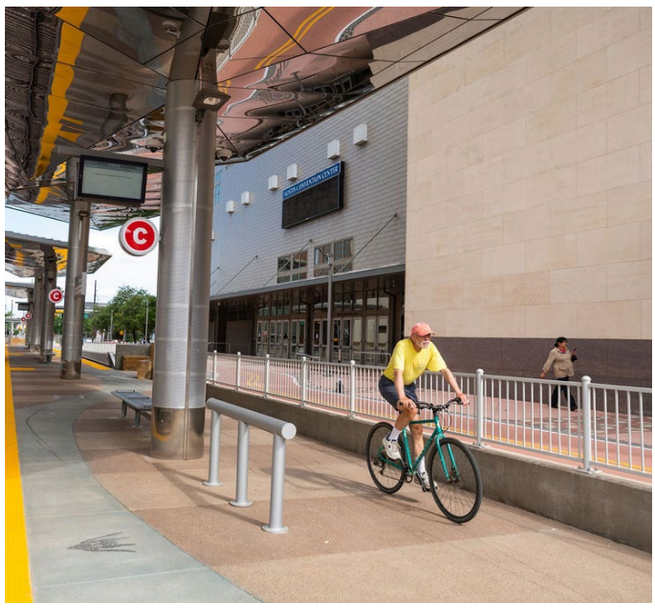
AUSTIN CONVENTION CENTER

In October 2023, the Austin City Council approved the architectural design firms and construction managers for the Austin Convention Center's planned expansion. Plans call for a new center and unified urban design vision for the entire property that will offer nearly double the rentable space of the current facility while occupying a smaller footprint downtown. The redevelopment will incorporate active ground floor uses that drive foot traffic and promote a vibrant area surrounding the convention center. The center, expected to break ground in 2025, will also offer better connectivity to the rest of the area.

CAPITOL COMPLEX

The Texas Facilities Commission broke ground on Phase II of the Texas Capitol Complex project in Spring 2023. This phase includes constructing two new State office buildings and one additional block of the pedestrian Capitol Mall along Congress Avenue. Phase I of the project, completed in 2022, delivered two new office buildings and the Capitol Mall, connecting the Capitol Building to the Blanton Museum of Art and Bullock Texas State History Museum.







(top) Aerial of the Palm District. (center) Bicyclist outside of the Austin Convention Center. (bottom) Capitol Complex Phase 1.

TREE CANOPY

Trees increase downtown's visual appeal, maintain balanced ecosystems and habitats, improve air quality, and support better physical and mental health. Most importantly, they provide shade in our increasingly hot climate and reduce urban heat islands and hot spots. In 2023, the Downtown Austin Alliance conducted a study of downtown's tree canopy. We will use the results to work with our partners to enhance the existing canopy and prioritize street trees in future infrastructure projects to ensure cooler and safer pathways for pedestrians, bicyclists and transit users.



Downtown Austin's tree canopy covers 19% of the area.

MOBILITY

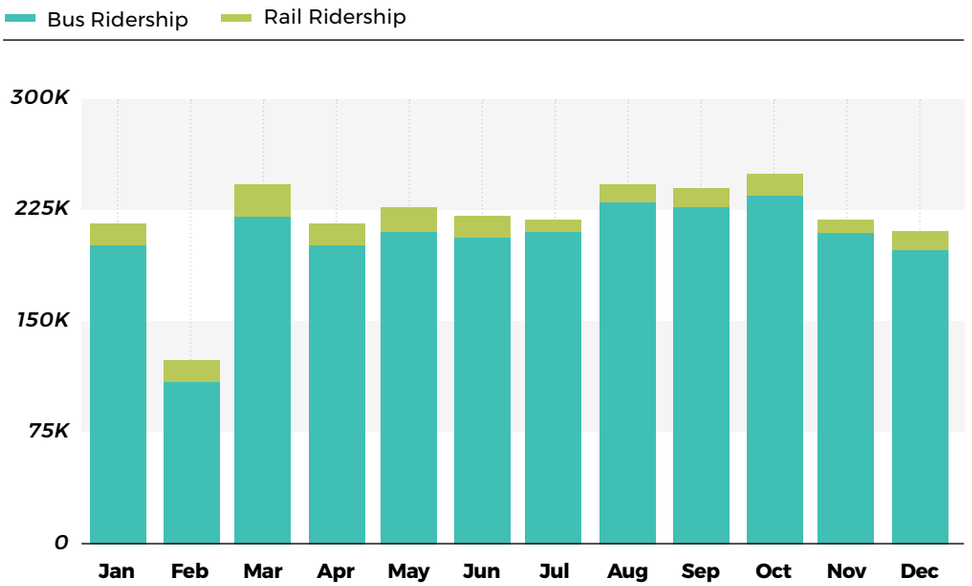


Moving ahead with transformational projects.

The transformative mobility projects slated for construction in Austin will forever change how people move to, from and through downtown. They involve roads, rails, and the infrastructure around them, such as bridges, bike lanes and parks. They will also alter traffic patterns for many years during construction. To ensure these projects meet downtown's needs today and in the future, the Downtown Austin Alliance and our partners are working diligently to gather and thoughtfully incorporate public input into long-term planning. At the same time, we are also pursuing solutions to improve mobility today and every day.

Of the people coming downtown, 70 to 80% travel in single-occupancy vehicles. The goal of the Austin Strategic Mobility Plan is to get to 50% by 2039, with the other half traveling via other modes such as transit, walking, biking or ride-share.

2023 CAPMETRO BUS VS. RAIL DOWNTOWN RIDERSHIP



Source: CapMetro, 2023 Annualized Data

Rail ridership has increased 170% since 2020.

There are 86 bus stops but only 1 rail station downtown. With additional rail stops, ridership would increase.

(top) Train wrapped in artwork outside of downtown's single rail station.

AUSTIN CORE TRANSPORTATION PLAN (ACT)

Over the last two years, the Downtown Austin Alliance and the Transportation and Public Works Department (TPW) partnered to engage downtown stakeholders and community members in shaping the Austin Core Transportation Plan (ACT). The ACT is a study of transportation and mobility options into, out of, through and within Downtown Austin, with plans for how downtown's street network responds to major mobility projects, such as I-35 and Project Connect. In addition to TPW's community-wide survey, which compiled input from thousands of Austinites, the Downtown Austin Alliance convened a working group to provide focused input and feedback to the ACT draft plan and recommendations. The Downtown Austin Alliance will continue working closely with TPW to ensure the ACT plan's adoption and implementation.

PROJECT CONNECT

In Spring 2023, the Austin Transit Partnership (ATP) released five potential routes for Project Connect's light rail. The Downtown Austin Alliance formed an ad hoc working group of critical stakeholders and evaluated the routes over a series of sessions. We developed and submitted a set of recommendations to ATP for an on-street light rail that connects to downtown via a new bridge at Trinity Street. In the Summer of 2023, ATP formally adopted this recommended route.

As a longtime supporter of Project Connect, the Downtown Austin Alliance has taken an ongoing, decisive role in researching and advocating for transit design plans to maximize downtown mobility. Following the working group's recommendations, ATP is publicly vetting an additional station near Wooldridge Square and an airport connection. We hosted an ATP presentation and workshop at our quarterly Issues & Eggs series in November 2023 to inform and engage the community.

I-35 CAPITAL EXPRESS CENTRAL

The Texas Department of Transportation's I-35 Capital Express Central project, which will lower the main lanes of I-35 through Central Austin and enhance east/west connections across the highway, reached a critical project milestone. The final Environmental Impact Statement was approved in August 2023, and TxDOT released its Record of Decision to begin construction in early 2024. The Downtown Austin Alliance is a longtime supporter of this transformative infrastructure project. Over the last year, we worked with our partners to advocate for the project at TxDOT, the City of Austin and Travis County.

OUR FUTURE 35: CAP AND STITCH PROGRAM

When I-35 is lowered below ground, the potential for 15+ acres of land and buildable space (caps) will emerge above the highway. The Downtown Austin Alliance led the Community Steering Committee that spearheaded a vision for the caps. In March 2024, after obtaining City Council approval to apply, the Downtown Austin Alliance and the City of Austin won a $105 million U.S. Department of Transportation Reconnecting Communities and Neighborhoods Grant to fund capping from Cesar Chavez to 4th Street. The project was also awarded a $1.12 million U.S. Department of Transportation Reconnecting Communities Planning Grant to conduct an Equitable Mobility Study that will include urban planning analysis and policy recommendations related to air quality, noise, heat island mitigation, transit access and equitable transit-oriented development.

CAP AND STITCH PROGRAM FUNDING SECURED SO FAR

$106.1M

CONSTRUCTION MITIGATION PLAN

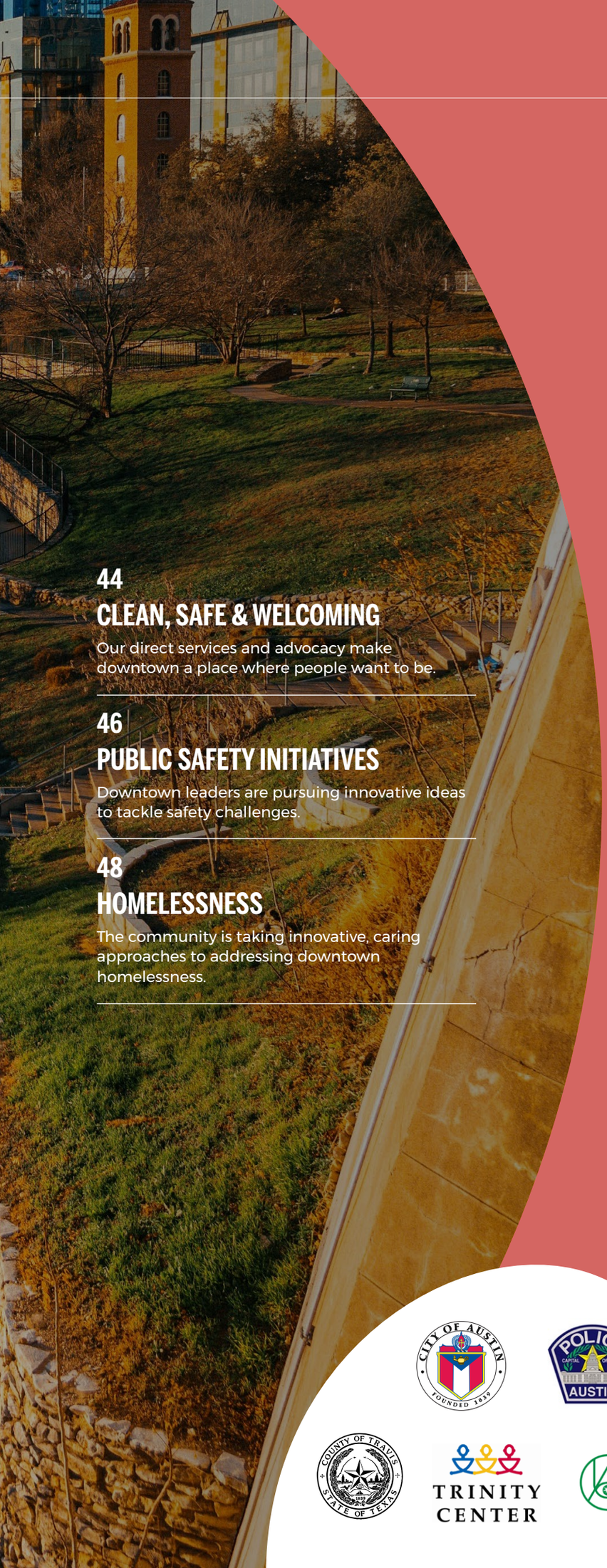
With the concurrent construction of I-35, Project Connect, the Convention Center, and several other public and private projects on the horizon, it is critical to think ahead toward mitigating the adverse side effects of construction to keep downtown accessible for work and play. In 2023, the Downtown Austin Alliance studied and identified best practices from peer cities across the U.S. and established a road map of recommended strategies for downtown.

SUBSIDIZED PARKING PROGRAM

Many downtown employees, especially those in the service and entertainment industries, face barriers to finding affordable parking downtown. In 2023, the Downtown Austin Alliance interviewed representatives from groups such as the Red River Cultural District, 2nd Street District, Texas Restaurant Association and City of Austin Parking Enterprise staff to discuss opportunities and challenges with the city's current affordable downtown parking options. We used the findings to develop short-term, mid-term and long-term recommendations to expand the city's current Affordable Parking Program and provide creative solutions to overcoming parking barriers.



PUBLIC SPACE EXPERIENCE



44
CLEAN, SAFE & WELCOMING
Our direct services and advocacy make downtown a place where people want to be.

46
PUBLIC SAFETY INITIATIVES
Downtown leaders are pursuing innovative ideas to tackle safety challenges.

48
HOMELESSNESS
The community is taking innovative, caring approaches to addressing downtown homelessness.

TRANSFORMING SPACES

Creating spaces where people want to be.

Downtown Austin's public spaces—its streets, plazas and parks—are for everyone. People want to spend their time in places where they are welcomed and can safely relax and enjoy the beauty of their surroundings. Providing a welcoming public space experience is critical to attracting people downtown to participate in activities that create its vibe and fuel its economy.

PUBLIC SPACE EXPERIENCE PARTNERS

CITY OF AUSTIN · FOUNDED 1839

POLICE · CAPITAL OF TEXAS · AUSTIN

COUNTY OF TRAVIS · STATE OF TEXAS

TRINITY CENTER

URBAN ALCHEMY

CENTRAL HEALTH

Caritas of Austin

CLEAN, SAFE & WELCOMING



PHOTO: CAMILLE J. WHEELER

Keeping downtown appealing for all.

Over the past year, the levels of reported property crime and violent crime in Downtown Austin remained flat despite a reduction in police resources. However, in the 2023 Downtown Austin Alliance Retail Survey, nearly half of downtown retailers cited the threat of theft or property damage as a pressing issue. And at downtown safety forums, property and business owners and community leaders have expressed concerns about crime and disorder deterring people from coming downtown. Key stakeholders, including the Austin Police Department, Downtown Austin Alliance, security providers, government officials, residents and business owners, are working together to find innovative solutions to downtown's public safety challenges.

AMBASSADORS

73,391
hospitality contacts

29,928,060
square feet power washed

303
safety escorts

BEAUTIFICATAION

43,105
graffiti & posters removed

272,834
pounds of trash removed

6
beautification projects

POLICE OVERTIME

$448,520
spent on APD overtime initiative
(May 2023 - April 2024)

3,459
interactions with pedestrians

99%
compliance rate for requests by our community police



(pg. 44) Downtown Ambassadors watch the total solar eclipse on April 8, 2024. (above) Downtown Ambassadors beautify Congress Avenue planters.

DOWNTOWN AMBASSADORS

The Downtown Austin Alliance provides direct services that enhance and protect the Downtown Public Improvement District (PID). Our 60 Downtown Ambassadors are the front-line providers of these services. Their dedication and 24/7 presence in the PID, including Republic Square and Waterloo Park, have made them beloved icons of Downtown Austin.

Every day, the Ambassadors don their red shirts and remove trash, pressure wash sidewalks and beautify the area through painting and planting projects. This year, the Ambassadors implemented a new plan for the planters along Congress Avenue and throughout the Red River Cultural District, making them more sustainable with native Texas plants. The Ambassadors' daily schedule includes a morning patrol for all downtown hotels, and they provide daily hospitality to visitors and patrons with special emphasis during major events and conventions.

The Ambassadors support the Austin Police Department's work by asking people to comply with ordinances, referring individuals to social services, and reporting urgent issues to law enforcement. They also provide safety escorts upon request to help people get to or from their cars or transit. We maintain a hotline (512-937-7422) to request safety escorts and other immediate needs, such as flat tires and battery jumps. This year, we also launched a new online form for business and property owners in the PID to request Ambassador services.

In FY 2023-24, the Downtown Austin Alliance dedicated 48% of its budget toward making downtown safer, cleaner and more welcoming. We provide direct services and work with law enforcement, government and community organizations to address issues and develop, test, and implement creative and proactive solutions.

PUBLIC SAFETY INITIATIVES



Pursuing innovative ideas to tackle safety challenges.

AUSTIN POLICE DEPARTMENT SUPPORT

The Austin Police Department (APD) has experienced significant attrition over the last three years, resulting in the Downtown Area Command being staffed at 80% of its maximum level. In February 2024, the Downtown Austin Alliance successfully advocated for an ordinance to renew and guarantee APD benefits and wages for another year or until a contract is reached, whichever comes first.

Through our longtime partnership with APD, we have found many other ways of extending and supplementing the department's capacity to protect downtown. For eight years, the Downtown Austin Alliance has funded an overtime patrol, which puts two additional APD officers in the Downtown Public Improvement District (PID) from 6 a.m. to 4 p.m. daily. We also provide funds to enhance APD's safety camera system, which maintains 70 public safety cameras to help the department deter and solve crimes.



OVERNIGHT SECURITY AT REPUBLIC SQUARE

To address increasing property vandalism at Republic Square, the Downtown Austin Alliance launched a six-month pilot program on Oct. 1, 2023, to bring an overnight security patrol to the park. Security guards monitor the park from 10 p.m. to 6 a.m. to enforce the city's parks curfew, deter illegal activity and curtail vandalism. The pilot proved to be so successful at eliminating crime and disorder that we will fund it as a year-round program beginning in FY 2024-25.



(right) The Downtown Austin Alliance and Royal Blue Grocery hosted a free, block-party-style lunch on Oct. 23, 2023, to thank officers from APD and the Downtown Area Command for their work and invited downtown community members to meet APD officers and leaders.



(left) Austin Police Department Mounted Unit welcomes attendees to the Downtown Austin Alliance's Spring Festival Forum. (pg. 46 center) Panelists at Issues & Eggs discuss mental health diversion in Travis County.

TARGETED SAFETY PATROLS

Following a meeting with the Downtown Austin Alliance in September 2023, APD launched a targeted downtown enforcement initiative, designating an additional shift of officers to focus on areas with reports of crime, calls for service and public order problems. This initiative had an immediate positive impact: from Sept. 30, 2023, through March 2024, officers worked over 13,000 hours, resulting in more than 2,700 contacts, 225 arrests (including 82 felony offenses), and the issuance of 406 field-release citations.

MENTAL HEALTH DIVERSION CENTER

Since the pandemic, the number of people in the Travis County Jail who reported having unmet mental health needs grew from 21% to 44%. In March 2023, the Downtown Austin Alliance supported the Travis County Commissioners Court's action to create a mental health diversion center to provide people with behavioral health issues a place to receive treatment rather than jail time for minor criminal offenses. To inform the future operations of the diversion center and implement more immediate diversion alternatives, commissioners approved funding to launch a mental health diversion pilot in 2024. The pilot, funded by Travis County, the City of Austin, and Central Health, will use existing but expanded facilities and service resources to provide in-and-outpatient care, case management counseling, medication and treatment to people with behavioral health disorders. It will also connect patients with permanent housing and long-term, community-based treatment and care. The Downtown Austin Alliance supports Travis County's and the City of Austin's efforts to implement the pilot in 2024 and the plans for a permanent mental health diversion center.

PUBLIC SAFETY TASK FORCE

The Downtown Austin Alliance convened a new Public Safety Task Force that united key community representatives and organizations to influence public policy and develop strategies for reducing crime and public order issues. The task force includes representatives from the downtown office sector, small businesses, Austin Hotel & Lodging Association, Downtown Austin Alliance Board, Downtown Austin Neighborhood Association, E. 6th Street Property Owners Association, Opportunity Austin and a liaison from APD. Our shared goal is to influence policy and develop strategies to make Downtown Austin a safe and welcoming place at all times.

SAFETY FORUMS AND EDUCATIONAL EVENTS

To educate and engage the broader downtown community, the Downtown Austin Alliance hosts virtual monthly safety forums for an average of 60 to 80 attendees. The forums allow community members to hear updates on crime trends, safety initiatives, APD staffing, homelessness initiatives, upcoming events and conventions, and interact with the APD downtown sector commander.

Additionally, in February 2024, we hosted two events to educate the downtown community on safety-related issues. On February 7, Travis County Judge Andy Brown, Commissioner Ann Howard, Sheriff Sally Hernandez and Judge Tamara Needles discussed plans for the county's mental health diversion center and pilot ar our quarterly Issues & Eggs event. And on February 22, we partnered with Opportunity Austin to hold a Travis County District Attorney Candidate Forum.

HOMELESSNESS

Helping our unhoused neighbors.

The Ending Community Homelessness Coalition (ECHO) data shows approximately 5,530 people are experiencing unsheltered homelessness in Austin and Travis County. Because downtown is centrally located and offers proximity to several shelters and support services, a large concentration of people living unhoused in the Austin area are in our urban core.

Government, business and community leaders are working together to develop effective solutions to help our unhoused neighbors. In November 2023, the City of Austin made its Homeless Strategy Office a stand-alone office reporting directly to the City Manager. This change enables the office to better collaborate across the city on the commitment to make homelessness rare, brief and non-recurring.

As we have for over a decade, the Downtown Austin Alliance continued to lead and participate in partnerships focused on innovative, research-based solutions for addressing homelessness throughout 2023 and 2024.

INCREASED SHELTER CAPACITY

This year, the City of Austin implemented efforts to create more than 500 additional temporary shelter beds for people experiencing homelessness. This goal was achieved by temporarily opening the Austin Convention Center's Marshalling Yard (300 beds), doubling occupancy in two city-owned hotels (130 beds) and the purchase of the former downtown Salvation Army shelter (150 beds).

Additionally, Austin Mayor Kirk Watson's leadership led the Texas Department of Housing and Community Affairs to award $64 million in funding to Austin to create new, non-congregate shelter spaces. This funding included a $5 million allocation to Caritas of Austin and LifeWorks for housing support. The remaining funds are set aside for The Other Ones Foundation (TOOF) to expand their nationally recognized non-congregate shelter model of the Esperanza Community, with funding for other non-congregate shelter projects.

2023 DOWNTOWN AUSTIN ALLIANCE CONTRIBUTIONS

$2 MILLION

pledged over 10 years (starting in 2017) toward the development of Phases II, III and IV of Community First! Village.

Through 2023, Downtown Austin Alliance pledges totaled $1.4M. By early 2024, Phase II was nearly complete, infrastructure work began on Phase III, and site development plans were finalized for Phase IV. Today, over 360 formerly chronically homeless neighbors (23% from downtown) reside in Phases I and II, and once fully developed, Community First! Village will house 1,900 formerly homeless people.



(above) The Austin Resource Center for the Homeless (ARCH) serves folks experiencing homelessness downtown. (pg. 49) The Other Ones Foundation volunteers work to beautify the Community First! Village.

HOMELESSNESS ENGAGEMENT ASSISTANCE RESPONSE TEAM (HEART)

On Feb. 1, 2024, the Downtown Austin Alliance, in partnership with Urban Alchemy, launched a six-month pilot program called HEART Austin (Homelessness Engagement Assistance Response Team). HEART provides proactive street outreach through a relationship-building approach to address the needs of people experiencing homelessness downtown.

A small group of HEART program practitioners with lived experience will actively circulate throughout the HEART service area through July 2024 in central downtown to engage with people who are living unsheltered. Having lived experiences enables the team to build trust, assess peoples' needs and connect them with shelter, housing and support services. Additionally, HEART practitioners work hand-in-hand with the Downtown Ambassadors and Austin Police Department to help identify, respond to and de-escalate behavioral issues.

FAMILY REUNIFICATION PROGRAM

Since Fall 2021, the Downtown Austin Alliance has partnered with Trinity Center and provided funding to grow its family reunification program for people experiencing homelessness. The program aims to resolve homelessness by reconnecting people with family, loved ones, or others who provide a stable support base. From May 1, 2023, through March 2024, Trinity Center reunited 212 people with their families, far surpassing our goal of 150 reunions. Since the partnership began on Oct. 1, 2021, the program has helped 439 people resolve their homelessness.

PEOPLE REUNITED WITH FAMILY

212

(May 2023 –March 2024)

PEOPLE HOUSED

439

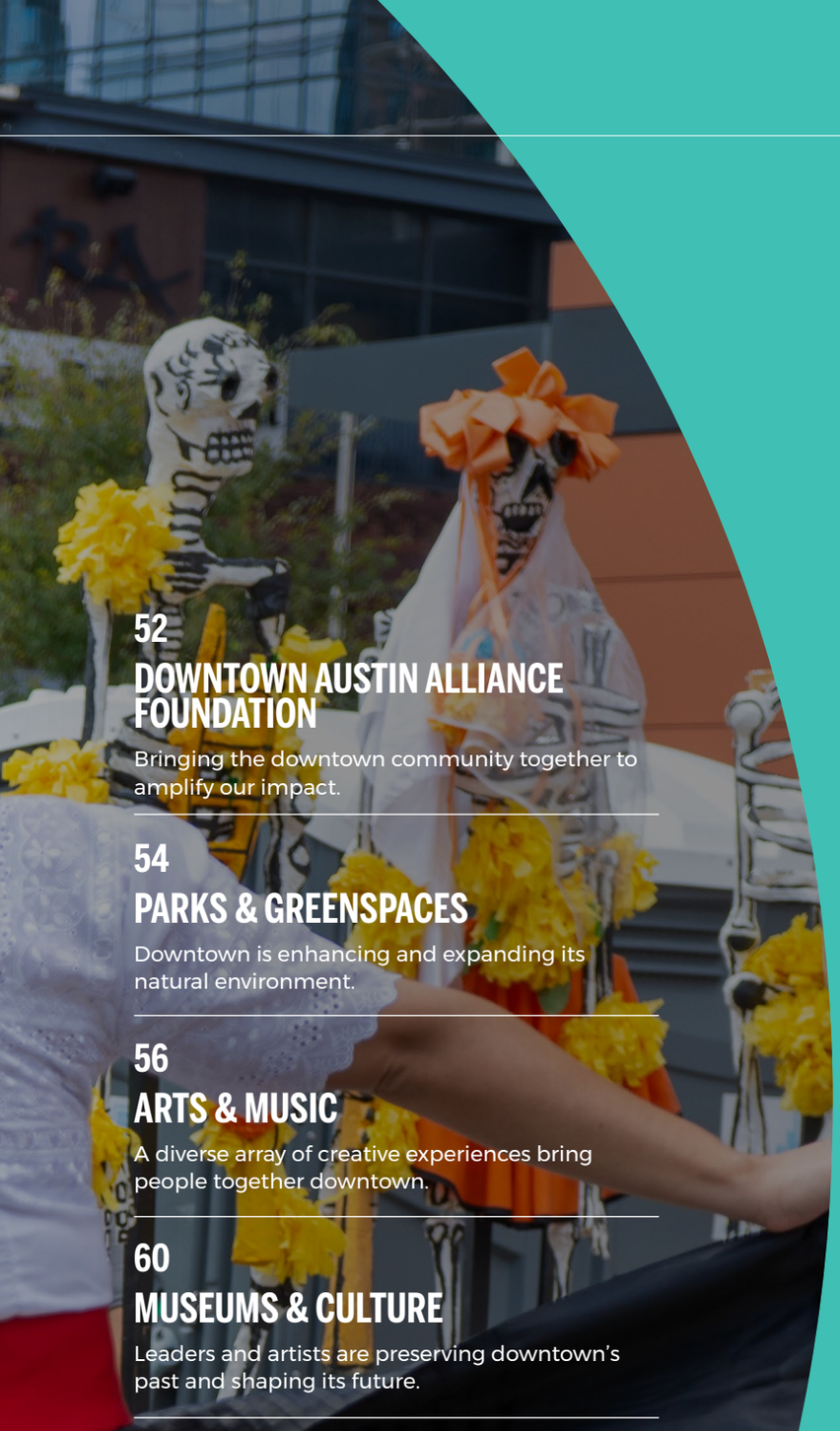
(since 2021)



PHOTO: TOOF, TOOFOUND.ORG



ARTS, PARKS & CULTURE



52
DOWNTOWN AUSTIN ALLIANCE FOUNDATION
Bringing the downtown community together to amplify our impact.

54
PARKS & GREENSPACES
Downtown is enhancing and expanding its natural environment.

56
ARTS & MUSIC
A diverse array of creative experiences bring people together downtown.

60
MUSEUMS & CULTURE
Leaders and artists are preserving downtown's past and shaping its future.

BUILDING CONNECTIONS

Nature and the arts enrich urban life.

What draws people to visit Downtown Austin? What makes downtown workers want to linger in the area long after they're off the clock? The answer usually involves enjoying our urban greenspaces, art, live music, or a cultural event—or even all of the above at once. Nature and the arts enrich our lives and connect us to our humanity. This feeling is amplified when diverse people come together for shared experiences in the heart of a vibrant city.

Downtown Austin's arts, parks and culture create the vibe that drives our vitality and value. Over the past year, downtown organizations worked together to enhance our greenspaces as event venues and everyday escapes. They also partnered to offer a packed programming calendar for people of all ages, backgrounds and interests.

ARTS, PARKS & CULTURE PARTNERS

Art + Artisans

Austin Parks & Recreation · ARUP · DECA Diversity Ethnic Chamber Alliance

Huston-Tillotson University · KBS · KUT News · kutx 98.9 · DivInc

Mexic-Arte Museum · ns-comply · Pease Park Conservancy · RBA Ride Bikes Austin · sfc · St. David's Episcopal Church · KAZI 88.7FM Austin

Gentilhomme · Jack World · Montréal · QDSi Quartier des Spectacles International · Quartier des Spectacles Montréal Partnership · Québec

DOWNTOWN AUSTIN ALLIANCE FOUNDATION

Bringing the downtown community together to amplify our impact.

Many of the art and cultural programs and events the Downtown Austin Alliance implements are funded by the Downtown Austin Alliance Foundation, a 501(c)(3) public charity. The Foundation fundraises charitable contributions from business and community partners. The Downtown Austin Alliance absorbs all overhead and administrative expenses of the Foundation. This arrangement enables the Downtown Austin Alliance Foundation to create more positive impact in our community, allows more people and organizations to get involved, and ensures every dollar raised goes toward projects, programs, and partnerships that enhance Downtown Austin.

The Foundation supports community-driven initiatives that celebrate the vibe of Austin through resource development, cultural placemaking in public spaces, and parks throughout downtown.

ONGOING INITIATIVES

- ***Republic Square programming, operations, and maintenance (Pg 55)***
- ***Writing on the Walls (Pg 58)***
- ***Musicians Activating Spaces (Pg 58)***
- ***Downtown Austin Space Activation***







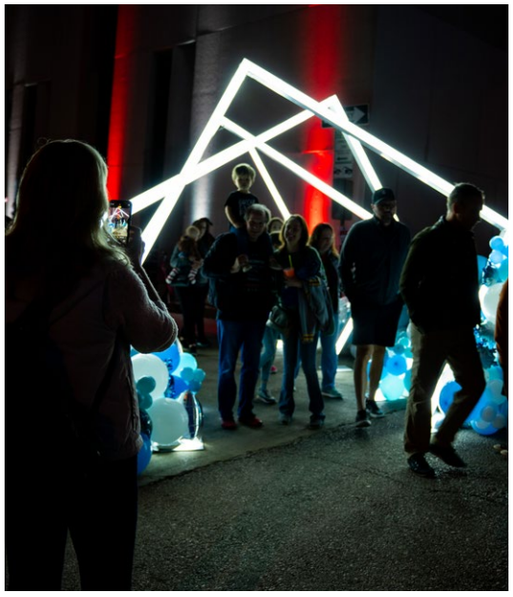


(center left) The Skatastrophics play at Free Week in the Red River Cultural District. (bottom left) A vendor makes a sale at the Holiday Sing-Along & Stroll. (bottom right) Bikers pass "Man Who Fell to Earth" during the Art & Parks Tour 2024 Kickoff Ride.



FOUNDATION REVENUE
SINCE 2019
$1.3M







NOTABLE PROJECTS

- ***"The Trouble with Mr Doodle" Mural*** (2024)
- ***Art & Parks Tour*** (2022 - Present)
- ***"Where the Wildflowers Grow" Mural*** (2022)
- ***Ann Richards Street Banners*** (2021)
- ***"The Beauty of Liberty & Equality" Mural*** (2020)
- ***Republic Square Programming*** (2019 - Present)

DOWNTOWN AUSTIN SPACE ACTIVATION PROGRAM

We recently launched the Downtown Austin Space Activation Program, which will bring empty and underutilized storefronts to life through long-term retail occupancy or short-term events and experiences. The Downtown Austin Alliance and our partners have organized many successful activations over the years, and this Foundation-funded program formalizes this work into a clear, effective way for the community to get involved.

INTERESTED IN SUPPORTING THE DOWNTOWN AUSTIN ALLIANCE FOUNDATION?

MAKE YOUR DONATION HERE.

(top) POP! By Gentilhomme brings vibrancy to Republic Square. (center right) Visitors stroll through a lighted archway to experience the Peppermint Alley activation at the 2023 Holiday Sing-Along and Stroll.

PARKS & GREENSPACES



Connecting people to nature—and each other.

Downtown parks and greenspaces literally breathe life into our urban environment. They are free, inclusive spaces where all are welcome to play, exercise, picnic or take a break from the hustle and bustle of the city. They provide large, flexible spaces for concerts, festivals, farmer's markets and more.

The summer of 2023 was Austin's hottest summer on record and its driest in 113 years. This highlighted the need to increase the resilience of our park ecosystems so they can withstand both the heat and visitors' feet. This year, downtown organizations worked to make our parks more sustainable while also hosting a diverse array of programs and events.

WATERLOO GREENWAY

Waterloo Greenway is revitalizing downtown's eastern edge along Waller Creek and will offer 35 acres of connected park space once complete. The second phase of Waterloo Greenway, The Confluence, broke ground in 2023 and will help connect the area from 4th Street to Lady Bird Lake, including Palm Park. Waterloo Greenway's first phase, Waterloo Park and the Moody Amphitheater, continued to grow its calendar of exciting arts and music events.

The Downtown Austin Alliance partners with the Waterloo Greenway Conservancy to amplify its events. Through our direct services program, we also station dedicated Downtown Ambassadors in Waterloo Park to clean and offer hospitality from 6 a.m. to 10 p.m. daily.

OLD BAKERY & ARTISAN EMPORIUM MURAL

In an effort to transform and activate Old Bakery Park at 10th Street and Congress Avenue, the City of Austin Parks and Recreation Department, Austin Parks Foundation, and Old Bakery & Artisan Emporium partnered with the Downtown Austin Alliance to revitalize its green space and incorporate a new mural through the Downtown Austin Alliance Foundation's Writing on the Walls program.

In August 2023, we released a Vision for the mural's design that reflected a year of intensive public engagement with input from over 1,000 Austinites. In September, we released a public call for artists, bringing in over 50 submissions. An independent panel of local creatives and art experts reviewed the submissions, interviewed finalists, and recommended a fifth-generation Austinite and local muralist for the project. With the community's vision as the foundation, Ruben Esquivel developed three mural design concepts that explore the Indigenous heritage of the land of Central Texas and the Swedish legacy of the Old Bakery building. In March 2024, over 800 community members voted on their preferred mural concept. That feedback will be incorporated in the final mural installation, anticipated in Summer 2024.

PEOPLE ENGAGED

1,800+

REPUBLIC SQUARE

Republic Square has been an important central gathering place since 1839. The Downtown Austin Alliance Foundation keeps this tradition alive through diverse and inclusive programming in the park. We are also responsible for the park's operations and maintenance to keep it a vibrant and appealing place to be.

This year, we invested in an extensive lawn beautification and garden restoration process to make Republic Square more resilient to foot traffic and more sustainable in the face of climate change. From May to July 2023, we closed the lawn for re-sodding and stormwater drainage upgrades and added native and climate-adaptive plants. In January and February 2024, we closed the lawn for a resting period, which is essential to its health. During this time, we created a large mulch bedding area and made electrical upgrades to increase the park's capacity for hosting large events.

Additionally, we fabricated and installed new dog waste disposal stations with custom artwork. As part of its total pledge of $354,500 toward Republic Square improvements, CapMetro donated park benches and lean-on rails at the nearby bus stops to enhance riders' comfort.

Although the lawn was closed for part of the year, we still hosted a wide range of events at the park—both with longtime partners and new collaborators.

Recurring Programming:

- Sustainable Food Center's Downtown Farmers' Market: Held every Saturday
- NEW: Records @ Republic Square: As part of our Musicians Activating Spaces program, the Downtown Austin Alliance Foundation created this regular series curated by DJ Kay Cali, who invites local DJs to the park to play music from various genres.
- NEW: Blue Starlite: The Downtown Austin Alliance Foundation began sponsoring a free movie series in Republic Square, produced by Blue Starlite, on the second Friday of every other month.
- Swift Fit Yoga: Yoga classes held every Saturday

Trail of Lights at Republic Square: The Downtown Austin Alliance Foundation partnered with the Trail of Lights Foundation to launch a new holiday tradition, Lights at Republic Square, from Nov. 27, 2023, through Jan. 8, 2024. Republic Square, the shuttle pick-up/drop-off point for the Trail of Lights at Zilker Park, transformed into a winter wonderland full of lit trees and holiday programming to expand the beloved event's magic.

Cultural Events at Republic Square:

- Fiesta El Grito—150th anniversary of the first El Grito celebration (El dieciséis de septiembre celebration of Mexican independence) at Republic Square
- KhushFest—Austin Color Festival: Fusion of American and South Asian cultures through music and the Hindu tradition of Holi
- ATX Crawfish Kickoff Festival: Spring party with crawfish, drinks, music and games
- AfroTech: Culture Park event during this major technology conference brought the Black Makers market (Black-owned artisans), food and music by world famous performers to Republic Square





ANNUAL VISITORS
1.5M

(top) Old Bakery selected muralist Ruben Esquivel speaks about his mural concepts. (top right) AfroTech Culture Park at Republic Square. (bottom) KhushFest Austin Color Festival at Republic Square.

ART & MUSIC

Diverse showcases draw people downtown.

With its abundance of live music venues, theaters, parks and galleries, Downtown Austin is a natural canvas for creative expression. There's always something to be inspired by, from major festivals headlined by international acts to murals painted by local artists. Because the arts build community and bring downtown to life, local organizations and artists work together to create new experiences—especially in underutilized areas.

The Downtown Austin Alliance, with support from the Downtown Austin Alliance Foundation, works hard to curate experiences that showcase a diverse array of local artists, celebrate our city's heritage and appeal to people of all ages. We support artists not only through exposure but also by paying a living wage.



PHOTO: DAVID CASTANEDA

HOLIDAY SING-ALONG & STROLL

The Downtown Alliance's annual Holiday Sing-Along & Stroll kicked off the holiday season for more than 10,000 attendees on Dec. 2, 2023. The main stage at this free, family-friendly event featured a Kwanzaa Tribute by KAZI, a KUT/KUTX sing-along at the Capitol, the Capitol Tree Lighting and a performance by Tomar & the FCs. Congress Avenue between 9th and 11th Streets turned into a winter wonderland with food vendors, a holiday shopping village featuring local artisans, photos with Satna and kids' activities.

This year, we added a new **Peppermint Alley** experience, bringing the alley off 10th Street near Old Bakery & Artisan Emporium to life with a No Comply skate ramp, lighting dance wall, interactive graffiti wall, s'mores station and live set from DJ Kay Cali.

HOLIDAY SING-ALONG & STROLL STATS

69 *vendors*
100% *of vendors would participate again*
75% *of attendees visited with children*
43% *of attendees were BIPOC*
214 *photos with Santa at Old Bakery & Artisan Emporium*

PEPPERMINT ALLEY STATS

5K+ *attendees visited Peppermint Alley*
475 *attendees danced in front of the lighting wall*
6,500 *square feet of alley space was transformed*



(left) Families and kids of all ages experience the magic of the winter holiday season at the Holiday Sing-Along & Stroll. (above) Kids interact with the lighting dance wall in 2023's new Peppermint Alley experience.

MUSICIANS ACTIVATING SPACES

Musicians Activating Spaces: In October 2023, the Downtown Alliance launched Records @ Republic Square, a free, family-friendly music series hosted by DJ Kay Cali & Friends every Thursday evening in Republic Square. This was our first recurring event series through Musicians Activating Spaces, a program we created to showcase local musicians at downtown events.

Musicians Activating Spaces Stats

23 *performers in 2023 - 2024*

World Music Encounters: We partnered with St. David's Episcopal Church to present World Music Encounters, a monthly performance series that brings together local musicians and regional musicians from all over the world. The series ran from September 2023 through May 2024.

WRITING ON THE WALLS

POP! By Gentilhomme: In March 2024, the Downtown Austin Alliance Foundation brought POP! by Gentilhomme to Republic Square. This interactive installation enticed people to release a group of performative creatures from inside monoliths by talking and singing to them.

Writing on the Walls Stats

3,187 *square feet painted in 2023-2024*
6 *WOW artists commissioned in 2023*
5 *total ARTBOXES downtown*

Art & Parks Tour: Our third annual Art & Parks Tour drew 122 people to explore downtown murals and art installations on their bikes on March 9, 2024. We continue to offer a self-guided walking or biking tour via downtownaustin.com.

Art & Parks Tour Stats

122 *attendees*
8 *speakers*





(top) Raasin McIntosh introduces artist Rebecca Sanchez as she unveils her mural on SFC's truck in Republic Square. (bottom) POP! by Gentilhomme takes over Republic Square during South by Southwest.



Writing on the Walls with Mr Doodle: During SXSW 2024, Austin welcomed a new mural by internationally recognized artist Mr Doodle in partnership with KBS, Art + Artisans and the Downtown Austin Alliance Foundation. Known for his unique, spontaneous style combining doodling, cartooning and graffiti, Mr Doodle has garnered international acclaim for transforming spaces with his intricate, monochrome murals. Mr Doodle's generous contribution to Austin is a sprawling original mural strategically positioned at the bustling intersection of 6th Street and Congress Avenue. This significant addition to Austin's urban landscape was unveiled in conjunction with the film premiere of "The Trouble With Mr Doodle," which showcases Mr Doodle's artistic journey. The film premiered at The Paramount Theatre during the 2024 SXSW film festival.

"Seeing Mr Doodle's 'Graffiti Spaghetti' come to life on such a grand scale, and knowing it will inspire joy and wonder in the community, fills us with immense pride and excitement. This is more than just a mural; it's a vibrant testament to the power of creativity and collaboration."

–Jennifer Brener Seay, CEO, Art + Artisans

MUSEUMS & CULTURE

Honoring downtown's past and shaping its future.

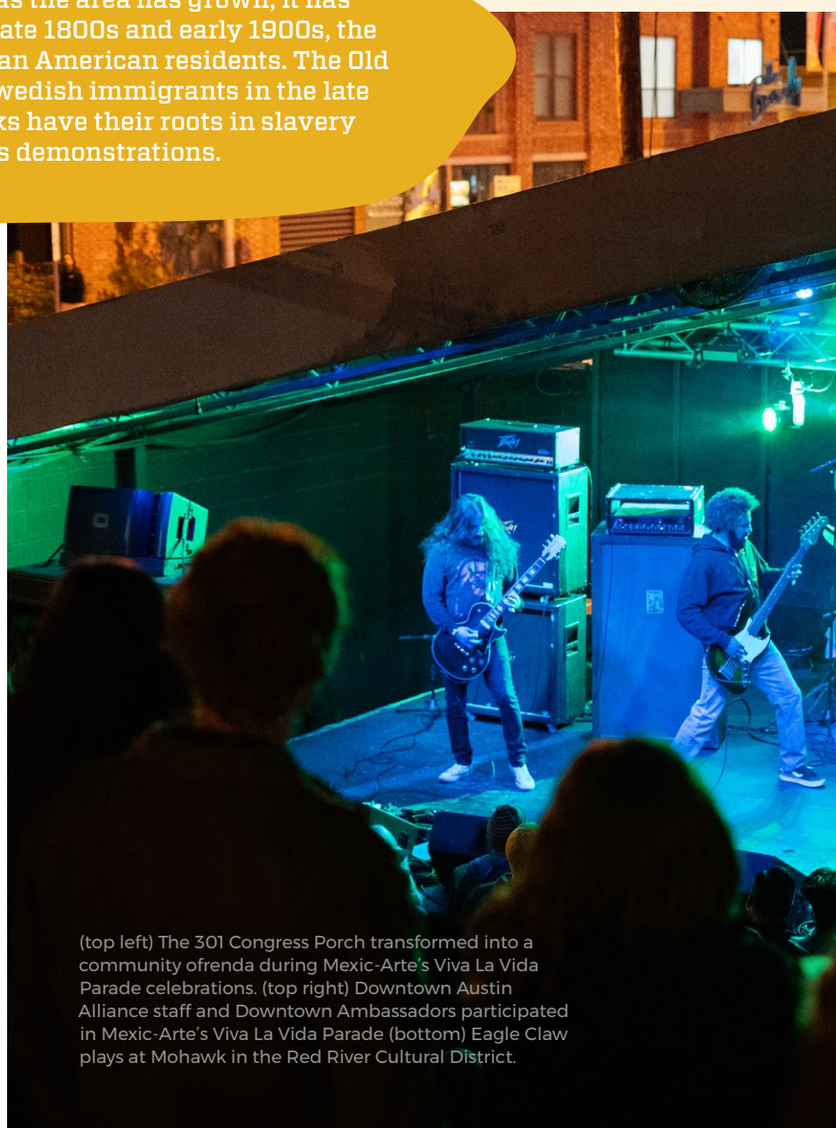
As downtown continues to grow and evolve, museums, cultural events and cultural initiatives help us honor the past while writing new chapters. Local leaders and artists present old and new stories in exciting ways that help us understand our shared humanity.



Downtown was home to many Indigenous Peoples, and as the area has grown, it has drawn people from many different backgrounds. In the late 1800s and early 1900s, the neighborhood near Republic Square was home to Mexican American residents. The Old Bakery & Emporium was an important destination for Swedish immigrants in the late 1800s. The Texas Capitol and other downtown landmarks have their roots in slavery and segregation but have also been the site of civil rights demonstrations.

RED RIVER CULTURAL DISTRICT

The Red River Cultural District (RRCD) is the home of Austin's single largest concentration of live music venues, providing a source of consistent creative and financial support and employment for local workers and touring musicians alike. The Downtown Austin Alliance deepened our partnership with RRCD to preserve its unique character in the face of enormous changes to the surrounding area. We are exploring solutions for affordable employee parking, mitigating construction impacts, cultural preservation and finding synergies with East Sixth Street planning. We provided the RRCD with $60,000 in sponsorships for its signature events, Free Week and Hot Summer Nights, and also supported them with extra cleaning, planting and beautification work from the Downtown Ambassadors.



(top left) The 301 Congress Porch transformed into a community ofrenda during Mexic-Arte's Viva La Vida Parade celebrations. (top right) Downtown Austin Alliance staff and Downtown Ambassadors participated in Mexic-Arte's Viva La Vida Parade (bottom) Eagle Claw plays at Mohawk in the Red River Cultural District.





MEXIC-ARTE MUSEUM & MEXICAN AMERICAN HERITAGE CORRIDOR

In 2011, the City of Austin passed a resolution recognizing the section of 5th Street between Republic Square and Plaza Saltillo as the Mexican American Heritage Corridor in acknowledgment of the area's history. The Downtown Austin Alliance is expanding our partnership with Mexic-Arte Museum and the City of Austin's Economic Development Department to earn Cultural Heritage District designation, a status that will continue to uplift this area into a beautiful and educational destination for the community. In addition to the heritage district application, we partner with Mexic-Arte to host cultural exhibits and educational programming that celebrate Mexican, Mexican American, Latinx, and Latin American past and present traditions.

- **Fiesta de El Grito**
  On Sept. 15, 2023, we partnered with Univision, Saltillo Sister Cities and Mexic-Arte Museum to present Fiesta de El Grito in Republic Square. This event marked the 150th anniversary of Republic Square's first El Grito celebration. More than 2,000 attendees enjoyed food vendor booths, folklorico dancers, Mexican and Tejano music, Mariachi Texas State and a historical re-enactment of Mexico's call for independence from Spain.

- **Viva La Vida**
  The Downtown Austin Alliance sponsored Mexic-Arte Museum's 40th Annual Viva La Vida Festival and Parade, which attracted 20,000 people to 4th Street and Congress Avenue for the parade, low-rider exhibition, hands-on art activities and demos, shopping and performances. Downtown Austin Alliance staff members and ambassadors participated in the parade and held the banner at the start.

- **Educational Banners**
  The Downtown Austin Alliance Foundation secured a Heritage Preservation Grant from the City of Austin's Economic Development Department to create and install educational banners at Republic Square focused on the area's heritage. The banners will be unveiled in the summer of 2024.

2022-2023 AUDITED FINANCIAL STATEMENT

CONSOLIDATED STATEMENT OF **FINANCIAL POSITION**

Assets

CURRENT ASSETS	
Cash & Cash Equivalents	3,915,592
Accounts Receivable	22,972
Contributions Receivable, *current portion*	215,933
Prepaid Expenses	21,951
TOTAL CURRENT ASSETS	**4,176,448**

NONCURRENT ASSETS	
Security Deposits	43,953
Contributions Receivable, *net of current portion & discount*	179,032
Split Dollar Life Insurance Loan Receivable	245,329
Right of Use Assets-Operating Leases	1,511,385
Fixed Assets	264,581
TOTAL ASSETS	**6,420,728**

Liabilities and Net Assets

CURRENT LIABILITIES	
Accounts Payable	506,321
Accrued Expenses	262,975
Deferred Revenue	10,000
Contributions Payable	220,000
TOTAL CURRENT LIABILITIES	**999,296**

LONG-TERM LIABILITIES	
Contributions Payable, *net of current portion & discount*	469,929
Operating Lease Obligations	1,644,944
TOTAL LONG-TERM LIABILITIES	**2,114,873**
TOTAL LIABILITIES	**3,114,169**

NET ASSETS	
Without Donor Restriction	2,911,594
With Donor Restriction	394,965
TOTAL NET ASSETS	**3,306,559**
TOTAL LIABILITIES & NET ASSETS	**6,420,728**

CONSOLIDATED STATEMENT OF **ACTIVITIES**

Changes in Unrestricted Net Assets

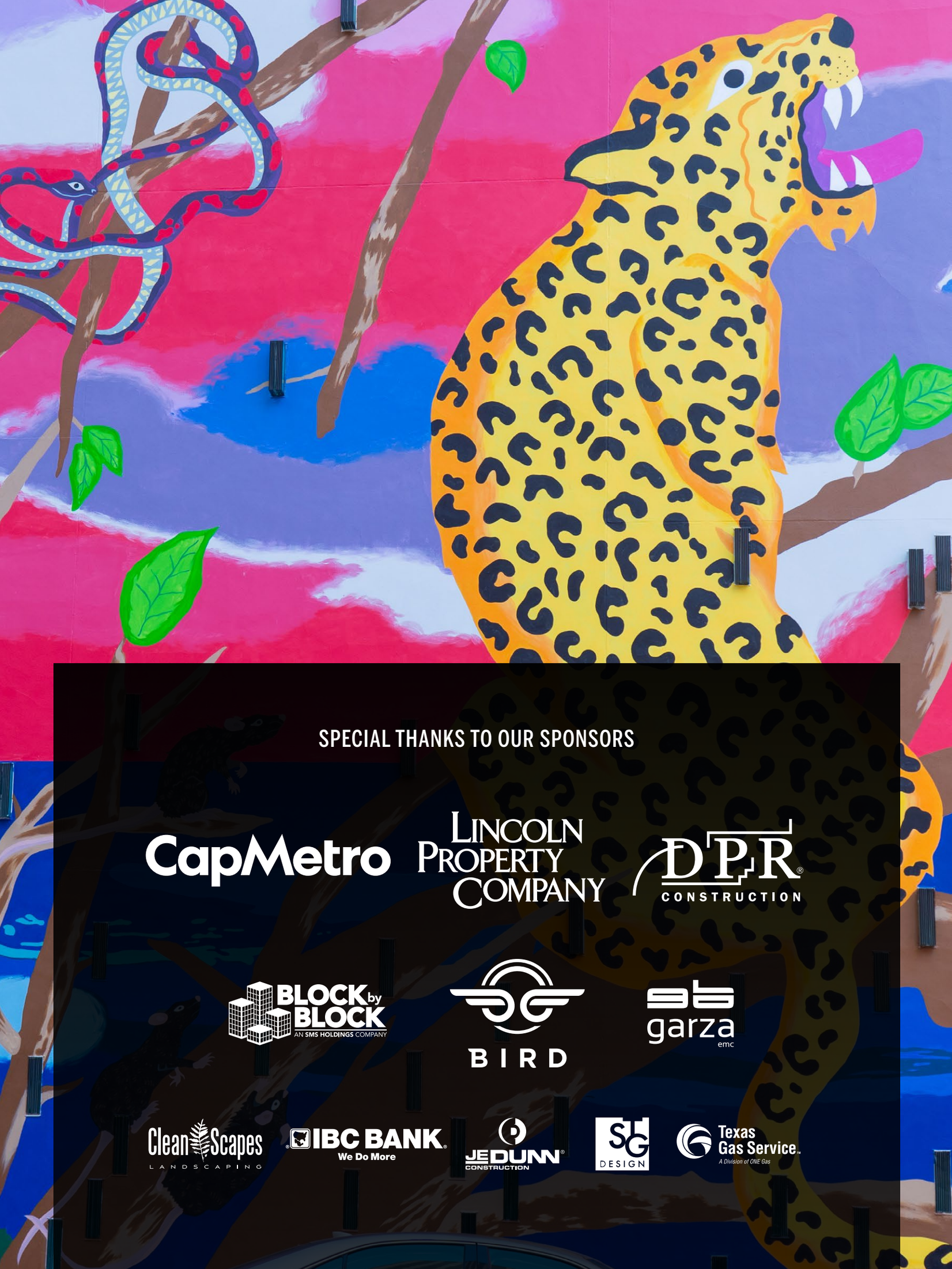
REVENUE	
Public Improvement District Revenue	9,994,959
Local Government Contributions	385,000
Contributions	725,837
Fee for Service Contracts	195,658
Rent	67,196
Other	2,080
TOTAL REVENUE & OTHER SUPPORTS	**11,370,730**

EXPENSES	
Program	10,909,920
Administration	1,023,779
Fundraising	153,029
TOTAL EXPENSES	**12,086,728**

CHANGE IN NET ASSETS	**(715,998)**
BEGINNING NET ASSETS	**4,022,557**
ENDING NET ASSETS	**3,306,559**

DOWNTOWN AUSTIN ALLIANCE

Consolidated Statements of Financial Position and Activities for FY Ending April 30, 2023



SPECIAL THANKS TO OUR SPONSORS

CapMetro

Lincoln Property Company

DPR Construction

Block by Block
An SMS Holdings Company

Bird

garza emc

CleanScapes Landscaping

IBC Bank
We Do More

JE Dunn Construction

SG Design

Texas Gas Service
A Division of ONE Gas

DOWNTOWN AUSTIN ALLIANCE BOARD OF DIRECTORS FY 23-24

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Chair, Allensworth

Kevin Brown
Vice Chair, DuBois Bryant & Campbell LLP

Xavier Peña
Secretary, St. David's Foundation

Joshua Garza
Treasurer, Kilroy Realty

Jeff Howard
Chair Emeritus, McLean & Howard LLP

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President + CEO, Downtown Austin Alliance

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Daemmrich Photography

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Resident/Owner

Michael Girard
Girard Diversified

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Nick Moulinet
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Artist/Musician

Chris Randazzo
Garza EMC

Steve Scheibal
New West Communications

Sheryl Sculley
Downtown Resident

Sania Shifferd
Arcadis

Jim Susman
STG Design

Daniel Woodroffe
dwg.

DOWNTOWN AUSTIN ALLIANCE FOUNDATION BOARD OF DIRECTORS FY 23-24

Nick Moulinet
Chair, DPR Construction

Dewitt Peart
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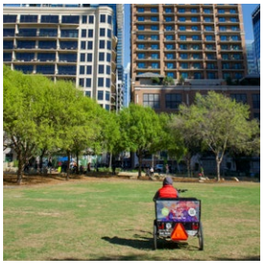
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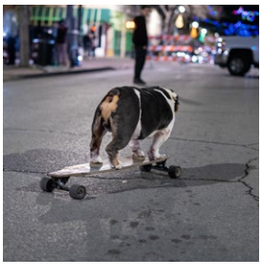
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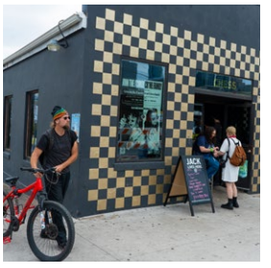




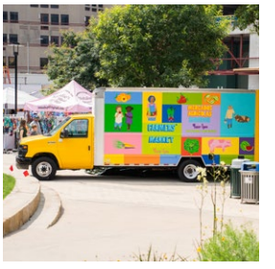
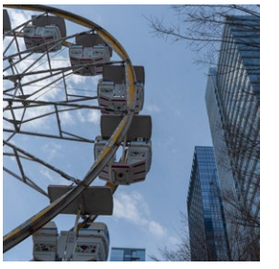




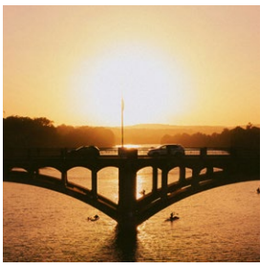
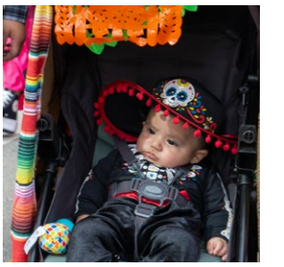



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