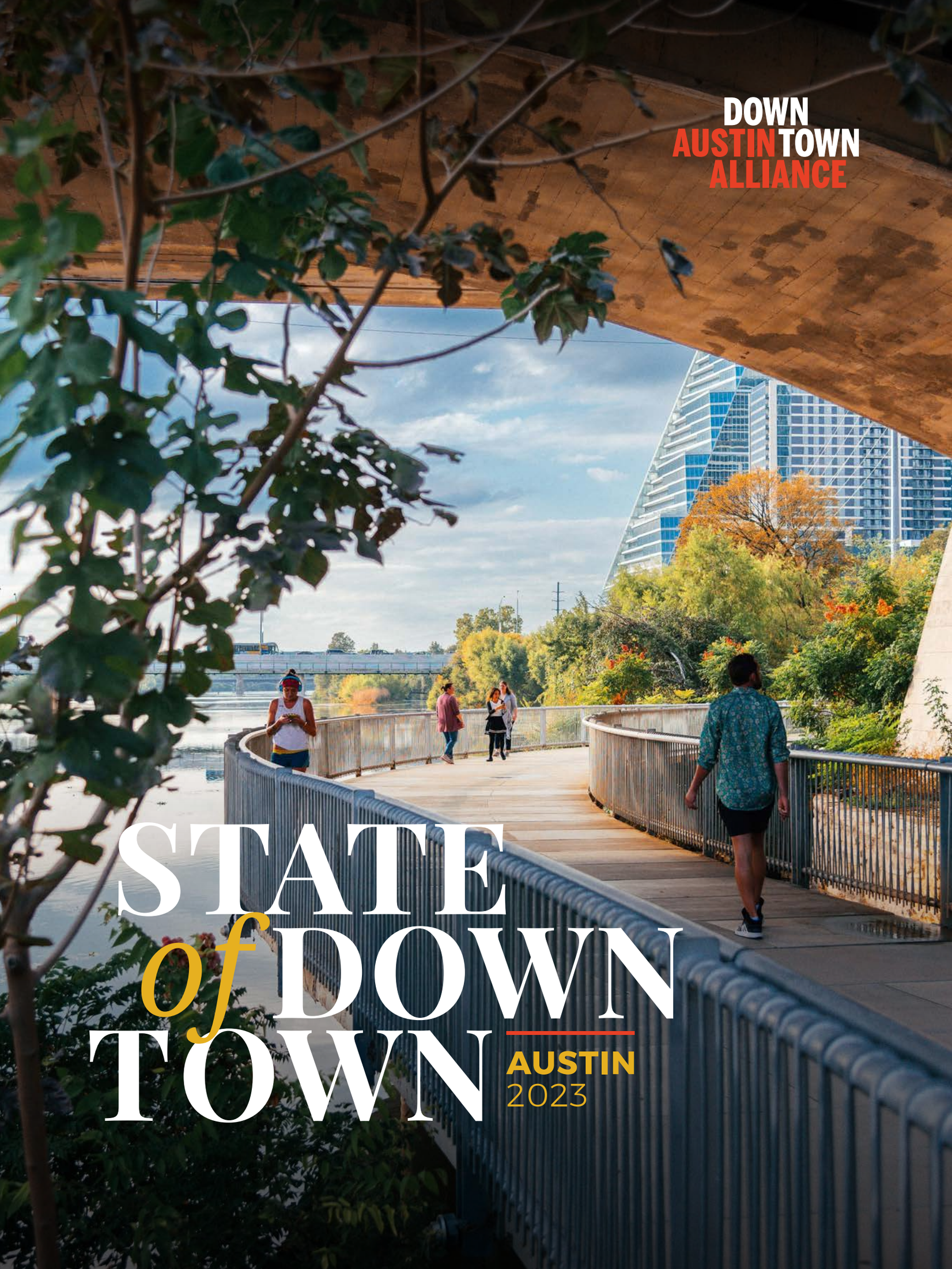


DOWN
AUSTIN TOWN
ALLIANCE

STATE *of* DOWN TOWN

AUSTIN
2023

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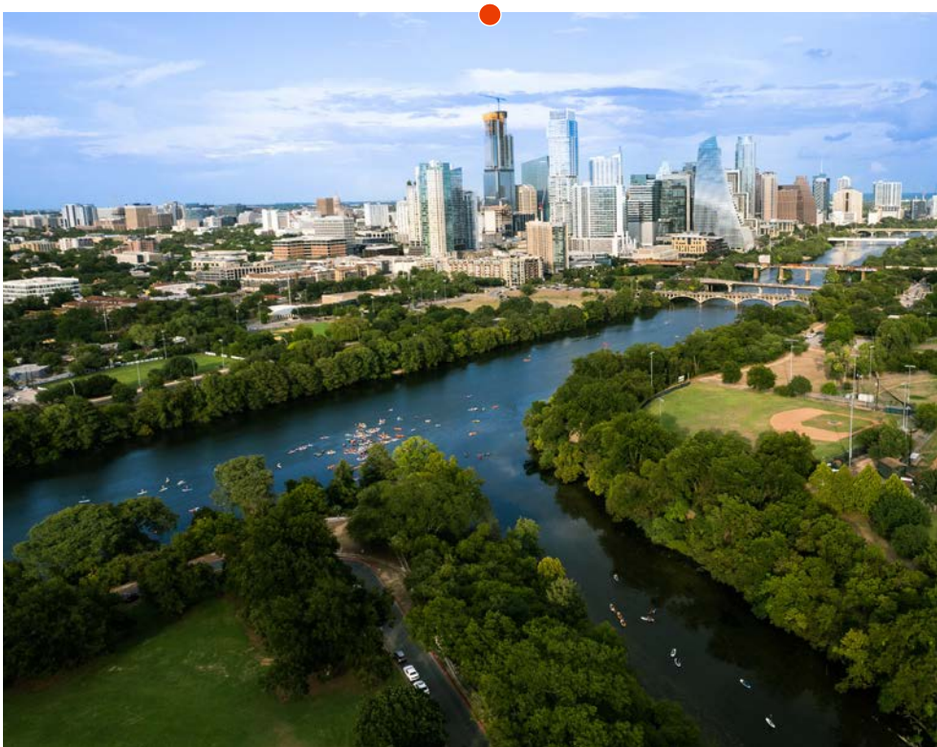
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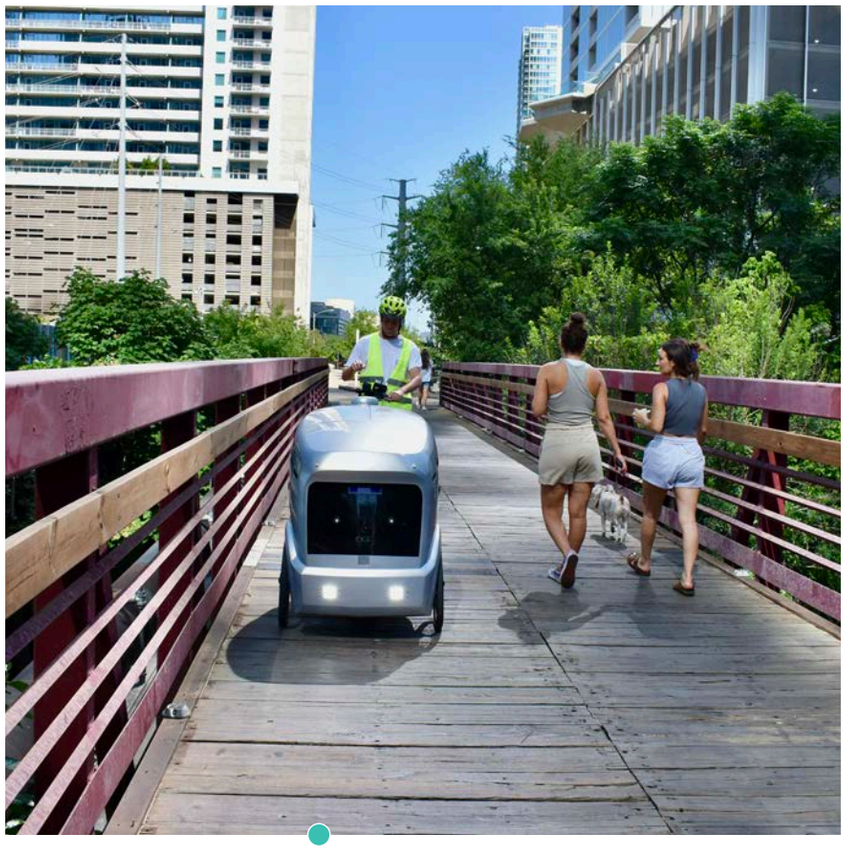
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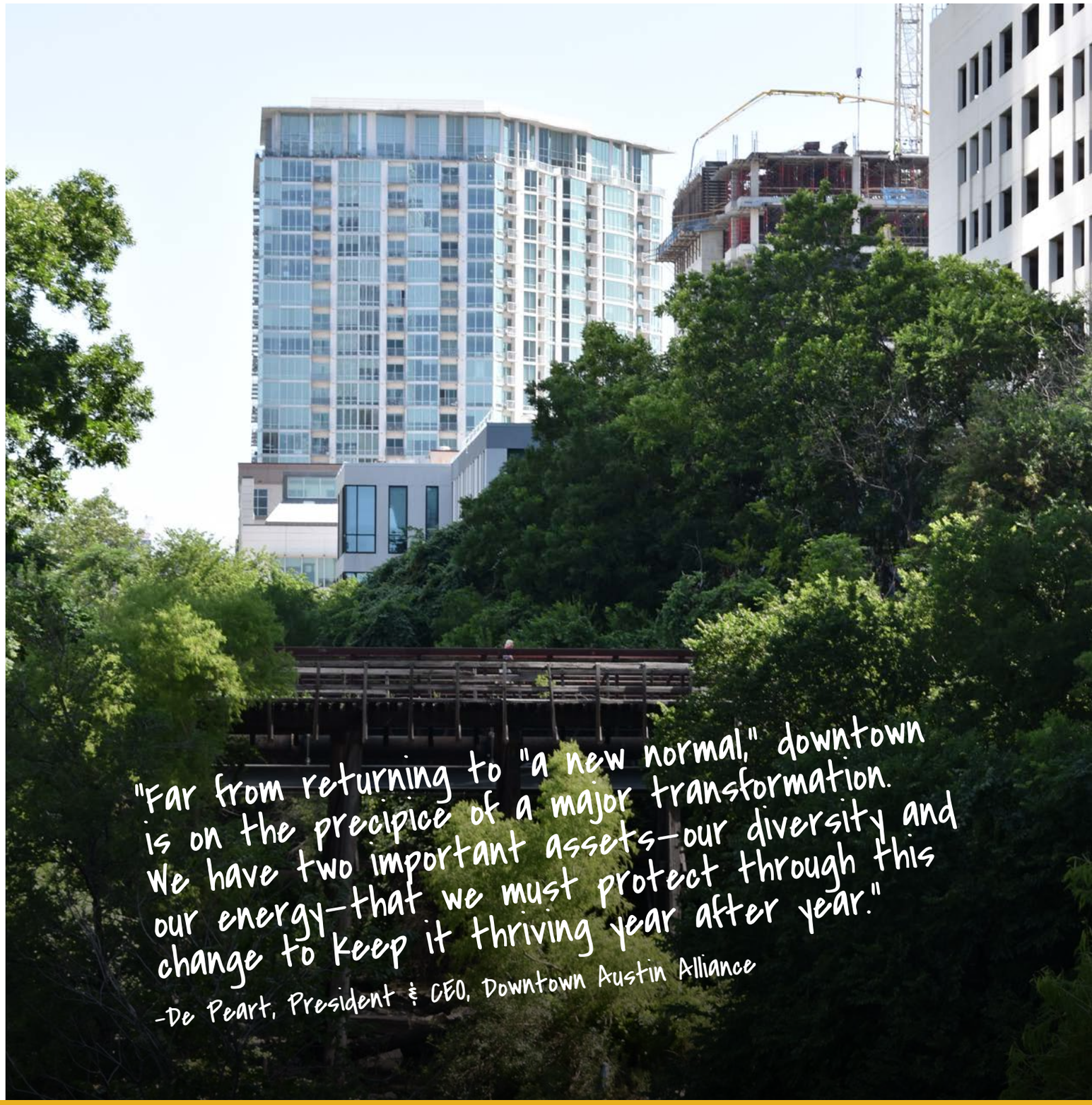
The downtown community is committed to safety and cleanliness.

55 OUR IMPACT: SAFE & WELCOMING STREETS

Our direct services and advocacy make downtown more secure and welcoming.



DAYDREAMER CREATIVE



DOWNTOWN BY THE NUMBERS

9,275,327
square feet under construction

13,680,867
square feet of planned space

2.3M
annual transit ridership

100+
public art installations

LETTER FROM THE CEO

Great downtowns don't just happen. They are built by people and organizations that care deeply about making downtown welcoming, vibrant and vitally important to the culture of the city. And this year, people flocked back to downtown Austin and organizations met this demand with exciting new developments, businesses, venues and events.

Downtown's post-pandemic recovery has been strong, and our urban core continues to be a solid investment. Austin leads the nation in people returning to work, with more than 62% of downtown workers in the office at least three days a week. Pedestrian traffic has returned to 95% of pre-pandemic levels, and many events saw record attendance last year. Our skyline is dotted with 19 cranes, with 31 more projects planned over the next decade.

Far from returning to "a new normal," downtown is on the precipice of a major transformation. Project Connect and the I-35 reimagining will soon break ground, better connecting downtown to the rest of the city and changing the way the area looks and feels forever.

Downtown has two important assets — our diversity and our energy — that we must protect through this change to keep it thriving year after year. The diversity of industries downtown — including technology, medical, government and hospitality — buffers us against economic uncertainty. The resulting diversity of people and ideas also makes downtown an appealing place to be. Downtown's energy is an intangible asset, but it is ultimately what makes people want to live, work, invest and visit here. It is what makes Austin stand out from other major cities. To keep this vibe, downtown must remain welcoming and affordable to everyone.

These assets are so important that the Downtown Austin Alliance incorporated them into our 2023-2028 strategic plan, which is shared in this report. We have refined our mission: to create, preserve and enhance the vibe, value and vitality of downtown Austin for **everyone**. Cultivating inclusivity is one of our core values, and our strategic plan has many goals aimed at increasing downtown's inclusivity, affordability and accessibility.

We are able to do this important work because in 2022, downtown property owners and Austin's City Council reauthorized the Downtown Public Improvement District (PID) for another 10 years. The Downtown Alliance has managed the PID since its inception 30 years ago, and this next decade will be pivotal for downtown. Reauthorization enables us to continue providing direct services, organizing cultural events and planning for areas such as the Palm District and capped areas of I-35. We will also continue listening to downtown stakeholders and advocating for solutions to address your top issues: homelessness, safety and mobility.

To best position ourselves for the next 10 years, we have also changed the Downtown Alliance's governance structure to be more inclusive. And we look forward to including you — our downtown community — in our ongoing work to build a downtown you will always love.



DEWITT PEART

President and CEO
Downtown Austin Alliance

Dewitt Peart

14,300 *residents*

117,000+ *employees*

10,050+ *residential units*

14,000+ *hotel rooms*

150 *acres of parkland*

15 *miles of downtown area trails*

190 *historic locations*

ABOUT THE DOWNTOWN AUSTIN ALLIANCE

The Downtown Austin Alliance is the steward of our community's collective vision for downtown Austin. We are a nonprofit that is funded by commercial and non-homestead property owners in the Downtown Public Improvement District (PID), and we represent the interests of both our members and everyone who works, lives, invests in and visits downtown. We also partner with a diverse array of government, community, business and cultural organizations, with a keen awareness of intersectionality as we create new initiatives.

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

- **Direct services:** Keeping downtown clean, safe, beautiful and welcoming.
- **Advocacy:** Listening to everyone to make informed, inclusive policymaking decisions.
- **Planning:** Bringing people and organizations together to shape our neighborhoods.
- **Placemaking:** Activating urban spaces with inclusive, appealing programming.
- **Research:** Serving as a central repository for downtown data and metrics.

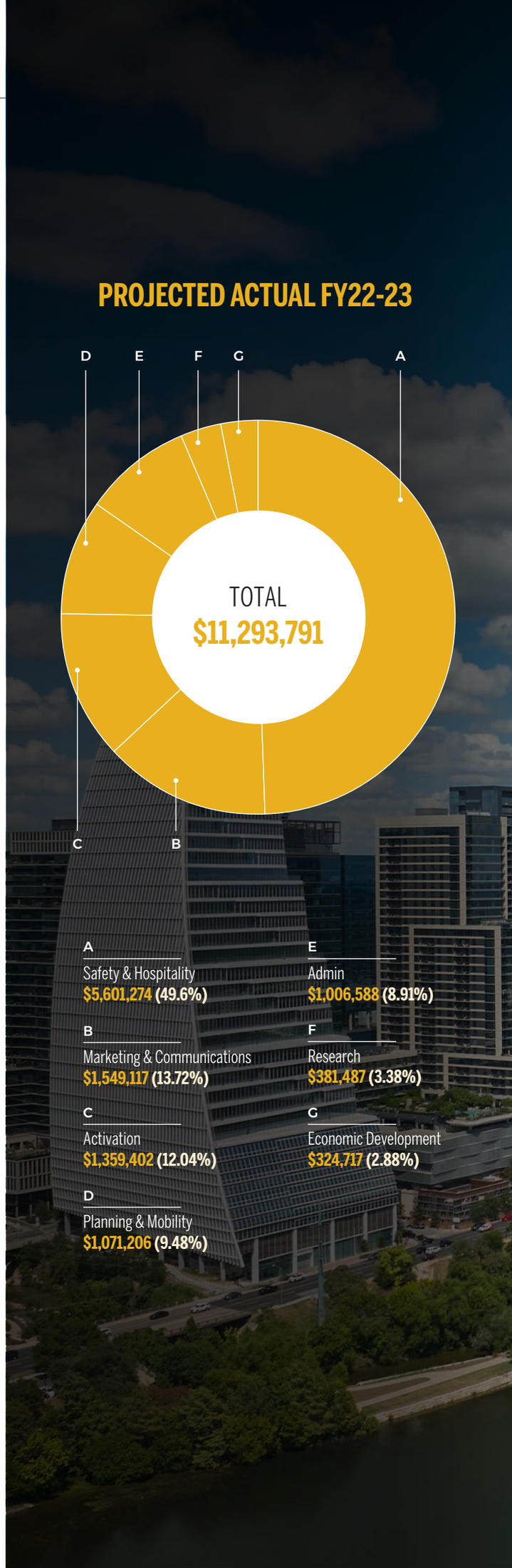
Vision: The downtown you will always love.

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

PROJECTED ACTUAL FY22-23



JUSTIN WALLACE



/// By the Numbers ///

MEDIA IMPRESSIONS
(print, online, podcast)
50.2M

TWITTER
FOLLOWERS
7,700+

TOTAL PUBLICITY VALUE
(earned media)
$1.38M

INSTAGRAM
FOLLOWERS
13,200+

NEWSLETTER
SUBSCRIBERS
6,200+

FACEBOOK
FOLLOWERS
21,000+

WEBSITE
VISITORS
78,400+

LINKEDIN
FOLLOWERS
5,000+



OUR IMPACT: DOWNTOWN PUBLIC IMPROVEMENT DISTRICT

2023-2032
Authorization

ACRES
600

ASSESSED PROPERTIES
1,200

ASSESSED TAXABLE VALUE
$13.9M

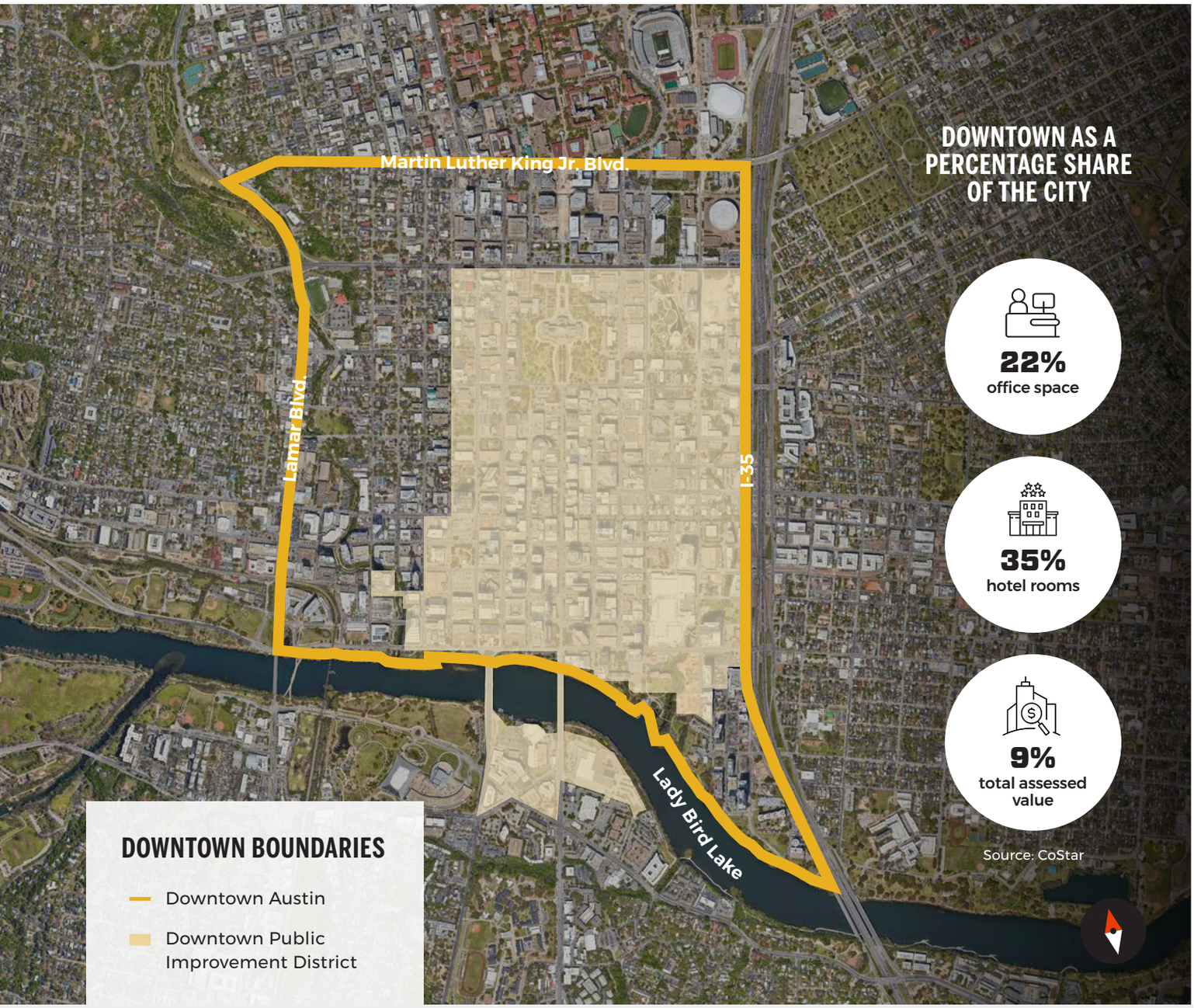
The PID enhances every aspect of the downtown experience.

In 1993, the Austin City Council created a downtown Public Improvement District (PID) to provide constant and permanent funding to implement downtown initiatives and contracted with the Downtown Austin Alliance to manage the PID. The PID is renewed by downtown property owners every 10 years through a petitioning process. Over the past year, the Downtown Alliance successfully managed this process, and the City Council reauthorized the PID for 2023-2032. The new term starts in May 2023.

Over the last 30 years, the Downtown Alliance's management of the PID has enabled achievements such as launching the Downtown Ambassadors program; redeveloping, operating and programming Republic Square; funding and managing programs and opportunities to hire local artists and musicians; creating new downtown parking programs; bringing in additional police support and security cameras and redesigning streetscapes.

We look forward to serving downtown Austin over the next three decades. During this time of transformational projects and continued growth, we see nurturing our city's unique culture and atmosphere as one of our greatest charges. We also honor its history: We acknowledge the area that we call Central Texas belonged to Indigenous Peoples of the Tonkawa, Comanche and Apache communities. This acknowledgment is an expression of deep appreciation for those who were here before us.





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 add properties within the South Central Waterfront area.

OUR STRATEGIC PLAN

The downtown you will always love.

Downtown Austin is a dynamic place, and every five years the Downtown Austin Alliance board members, partners and staff create a new strategic plan to guide our work toward our vision. This plan cares for our fundamental, enduring needs while responding to the forecasted demands of our growing population.

Our strategic priorities and goals for the next five years show our organization is dedicated to keeping downtown Austin a place for everyone. We'll honor this commitment by focusing our efforts on public space experiences, activating places with creative arts, mobility and addressing affordability challenges. We will achieve our objectives with increased involvement from the Austin community in building a downtown by and for everyone.

In August 2022, the Downtown Alliance initiated efforts to create a strategic plan to guide the organization's efforts for 2023-2028. More than 75 Downtown Alliance board members, partners, stakeholders and staff contributed to a robust plan that outlines the strategic priorities of the Downtown Alliance over the next five years. With the assistance of BDS Planning and Urban Design, the Downtown Austin Alliance Board of Directors approved the plan March 2023.













Downtown is **clean, safe and welcoming** for everyone.



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



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



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



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



ECONOMIC INDICATORS



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DOWNTOWN DEVELOPMENT
Downtown has a large pipeline of projects planned and under construction.

16
OFFICE MARKET & WORKFORCE
Demand for office space remains strong as workers return downtown.

20
HOTEL MARKET & TOURISM
Visitors from Austin and abroad have returned at pre-pandemic levels.

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

28
HOUSING MARKET & RESIDENTS
New developments are absorbing the continued demand for downtown living.

Downtown is the epicenter of Austin's accelerating growth.

Cities around the world continue to face economic uncertainty as they recover from the COVID-19 pandemic. However, Austin is America's second-fastest growing economy behind the San Francisco Bay Area.[1] And Austin's millennial population grew more than any other U.S. city last year, pointing to its continuing appeal to young professionals seeking their ideal place to work and play.[2] Downtown is the hub for so many of our city's economic engines, and the demand to invest, work, live and visit here remains a powerful force.

Downtown's economy is bolstered by the diversity of industries and activities centered here. Our urban core is home both to titans of the tech industry and small bootstrapped startups. It is the core of our state, county and city governments as well as the businesses that serve them. The nearby universities and emerging medical district bring an additional layer of idea-sharing and innovation to our inspired city. Although companies are still finding their new normal in the world of hybrid work, Austin is leading the nation with people returning to the office. We don't have concrete data on the factors shaping this trend, but do know downtown employers continue to cite the area's vibe and cultural offerings as draws for employees.

Downtown Austin is also the cultural hub of Central Texas, and 2022 saw strong event attendance, a return of the nightlife economy and a rebound of the tourism industry that comprises 25% of our downtown economy. With residential towers fully leased or sold before they even break ground, it is clear there is an overwhelming demand to live in the middle of this action.

[1] https://www.cnbc.com/2022/11/09/fastest-growing-us-cities-kenan-institute.html

[2] https://smartasset.com/data-studies/where-millennials-are-moving-2022

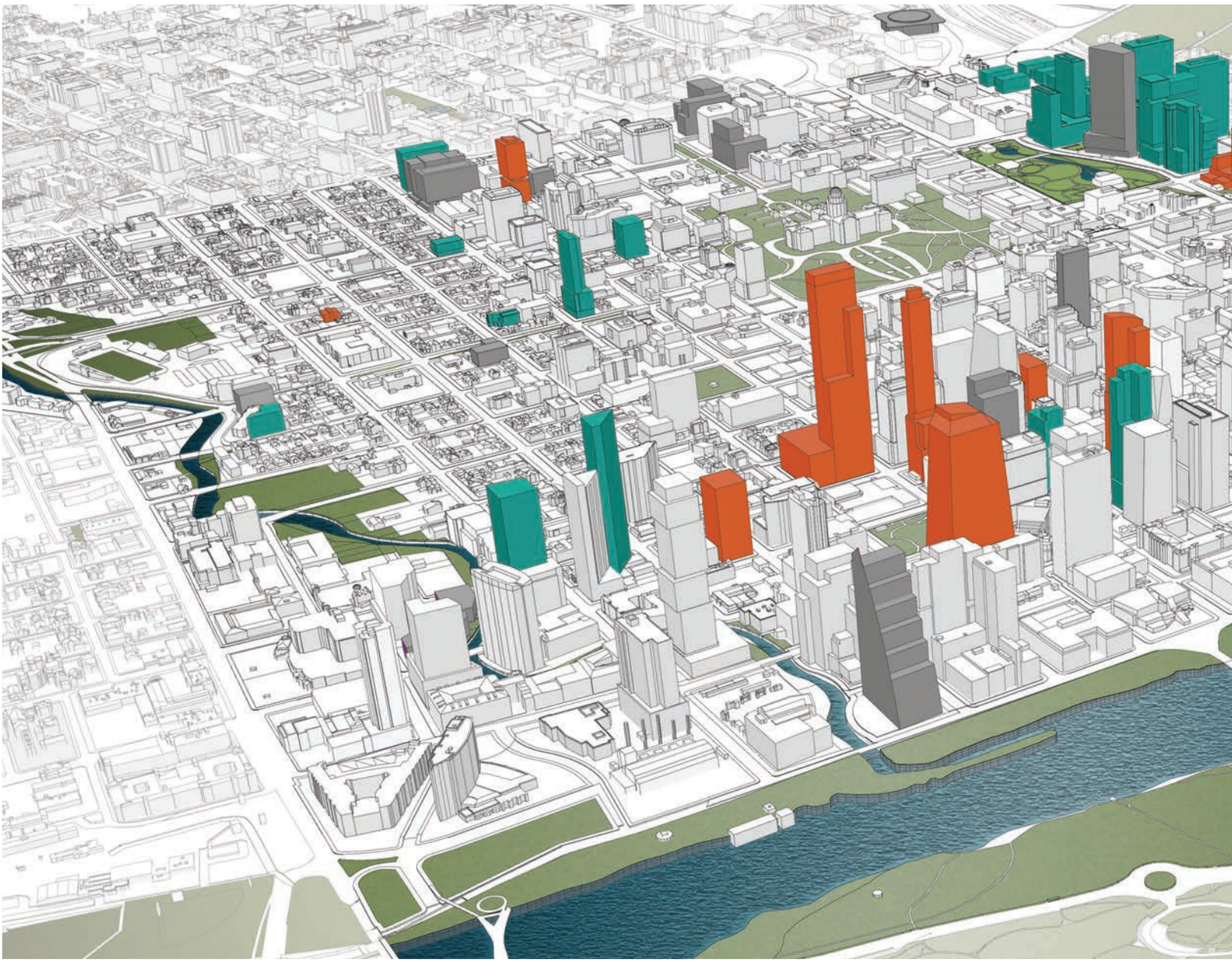
DOWNTOWN DEVELOPMENT

17 projects totaling **5.54 million square feet** were delivered in 2022.

8 office projects are currently under construction, and 10 more have been proposed or are in planning.

Downtown will add **3,000 hotel rooms** in the coming years, or 25% of current inventory.

Downtown residential projects under construction will add over **11,200 units.**



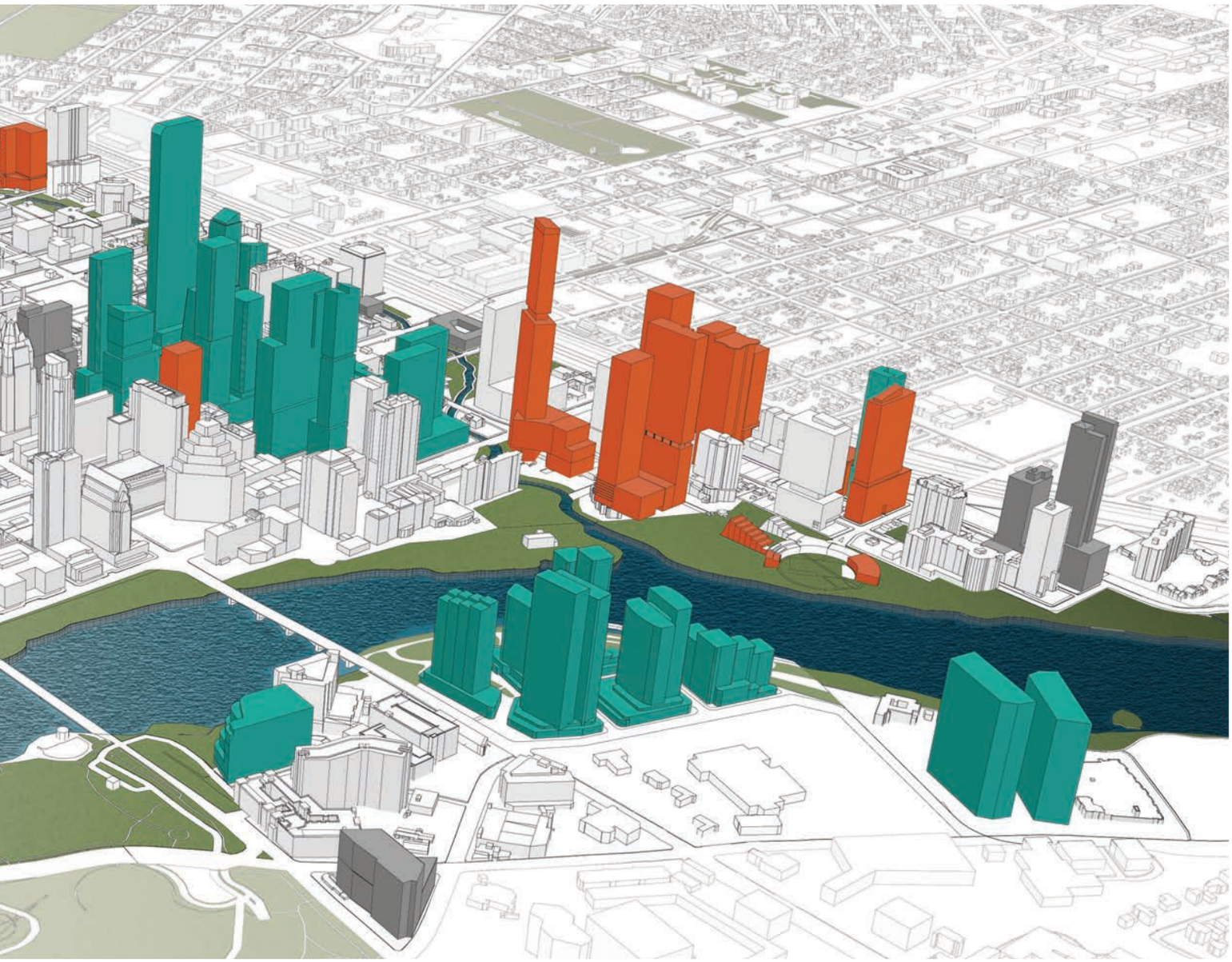
Source: Downtown Austin Alliance Emerging Projects, April 2023

Downtown's ever-changing skyline continues to be a visual reminder of Austin's rapid growth. By 2040, the Austin regional population is expected to grow to 3.6 million, a 57% increase from its current population.

Downtown offers the density to absorb this growth and help our city build up, not just out. It will also be the hub for transformational multi-modal transportation projects such as Project Connect and the reimagining of I-35, which will enable people from all over the city to more easily access downtown.

This accessibility will also increase the diversity of people connecting with each other and enjoying downtown's opportunities, events and amenities.

Of the 19 projects under construction downtown, 35% will also be mixed-use, adding vibrancy and a diverse clientele for neighboring businesses.



Buildings Completed 2022-2023 **Buildings Under Construction** **Buildings In Planning**



OFFICE MARKET & WORKFORCE

Diversity makes downtown more resilient.

Austin has embraced the hybrid work model, leading the nation in the percentage of people back in the office at least three days a week. Despite vacancy rates increasing slightly since 2021, there is still a strong demand for downtown office space and this space commands high rents.

However, the trend toward buildings offering larger numbers of smaller spaces may offer the opportunity for more tenants to locate downtown. This would create an even more diverse tenant base, which bolsters the area against economic uncertainty and promotes the exchange of ideas among people from different backgrounds.

An example of this mix of usage and innovation is happening at the Capitol Complex Project. New projects will not only bring new state office buildings to the complex (such as the two buildings currently under construction on 15th Street), but also opportunities for other professional services and retail businesses to serve this population.

The trend toward buildings offering larger numbers of smaller spaces may offer the opportunity for more tenants to locate downtown.

OFFICE BUILDINGS DELIVERED DOWNTOWN IN 2022

BLOCK 815
(800,000 SF)

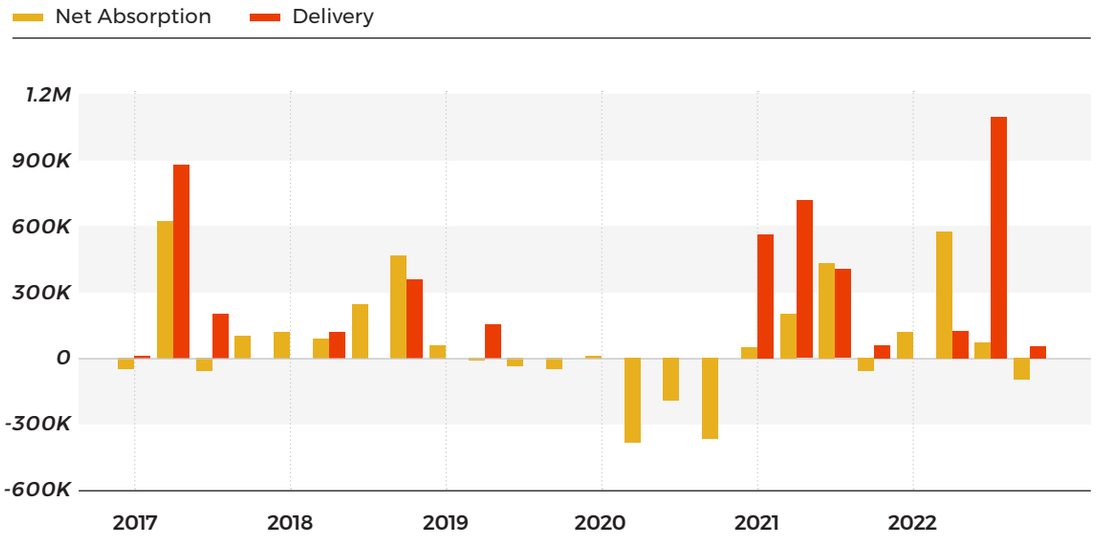
RIVERSOUTH
(372,000 SF)

INNOVATION TOWER
(325,000 SF)

WATERLOO CENTRAL
(39,000 SF)

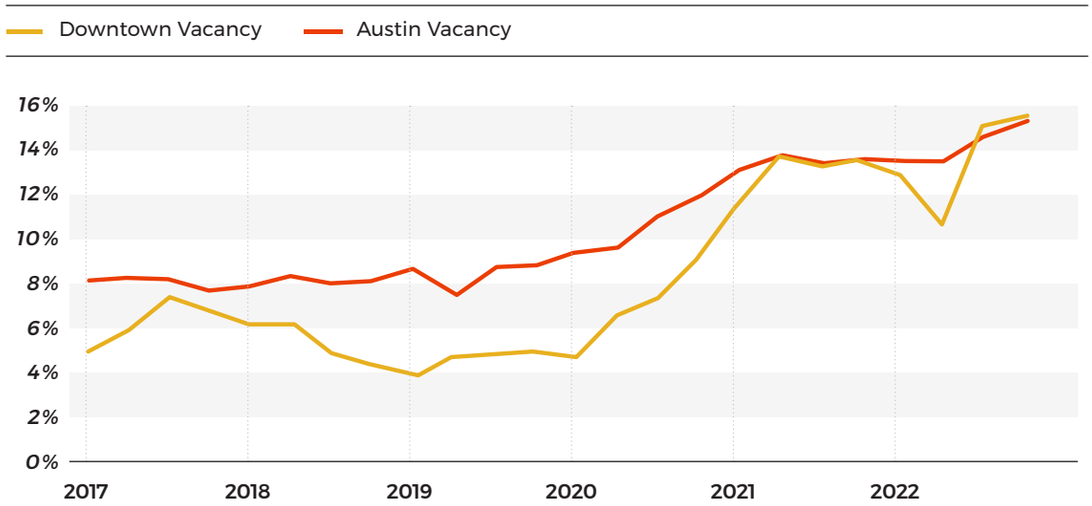


DOWNTOWN NET ABSORPTION AND DELIVERY *(by sq. ft.)*



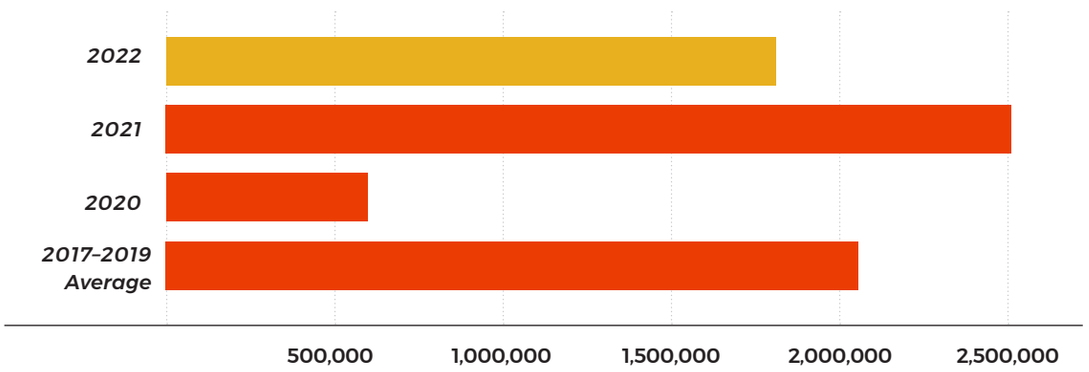
Source: CoStar

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



Source: CoStar

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



Source: CoStar

WHO WORKS DOWNTOWN?

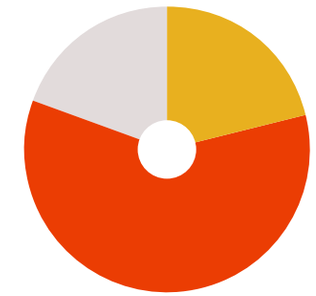


Downtown is a draw for top talent.

The Austin metropolitan area's unemployment rate was 3.3% in January 2023, on par with the national level. In the third quarter of 2022, total downtown employment was higher than pre-pandemic levels, with all sectors except accommodation and food service rebounding to employment numbers at or well beyond 2019 levels.

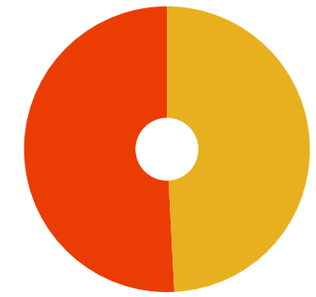
Data shows that, in the new world of hybrid work, downtown employees are coming to the office most frequently on Tuesdays, Wednesdays and Thursdays. Employers and properties are providing building amenities and in-office activities to encourage employees to return to the office. And downtown's central location and abundance of lunch, happy hour and entertainment options are a compelling draw for employees to spend their days and evenings here — in turn making downtown a premium location for tenants wanting to attract and retain top talent.

AGE



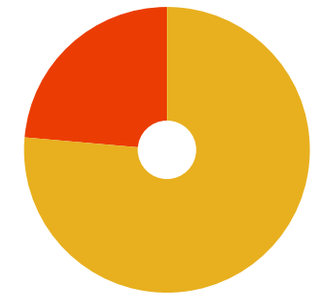
29 or younger (21.3%)
30 to 54 (59.4%)
55 or older (19.3%)

GENDER



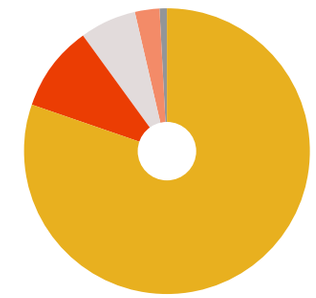
Male (49.7%)
Female (50.3%)

ETHNICITY



Non-Hispanic or Latino (76.5%)
Hispanic or Latino (23.5%)

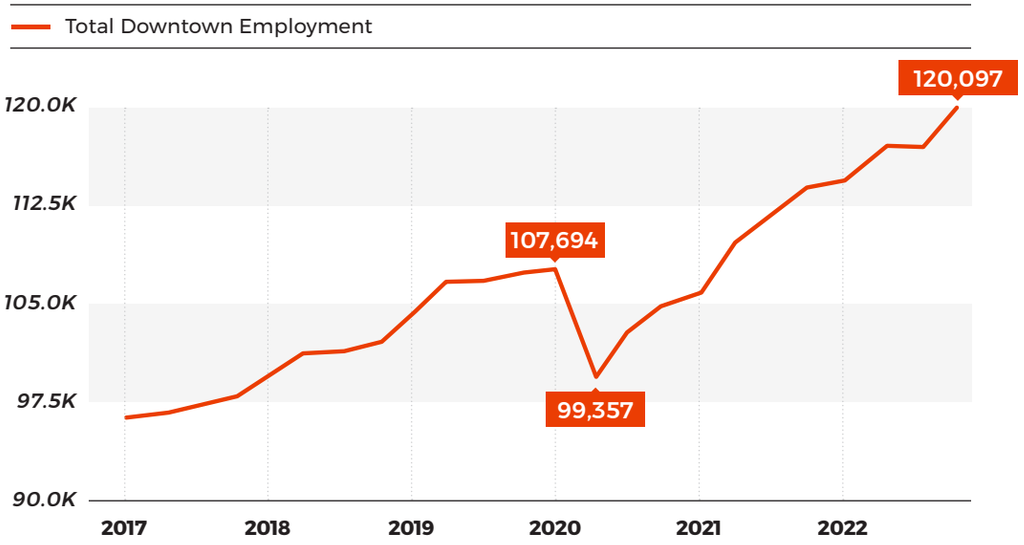
RACE



White (80.4%)
Black (9.8%)
Asian (6.4%)
2 or more races (2.6%)
Other (0.8%)

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

TOTAL DOWNTOWN EMPLOYMENT

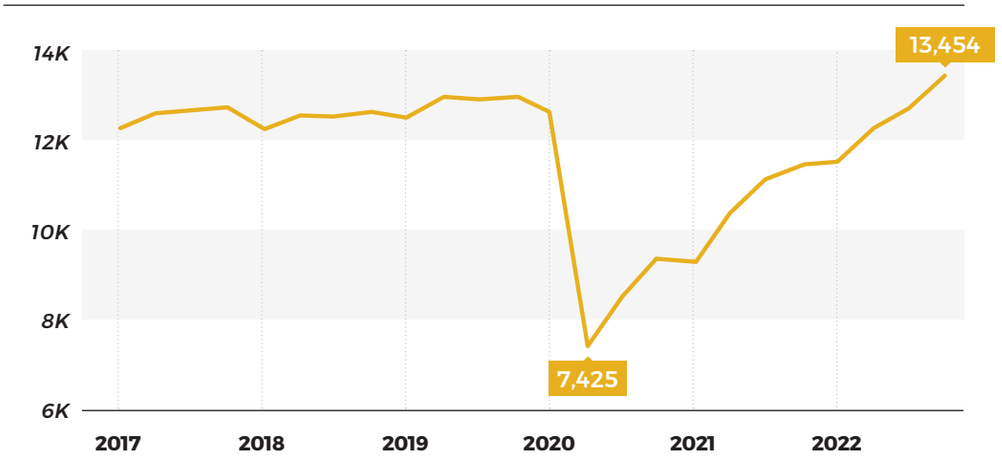


Total downtown employment has grown more than 11% since its pre-pandemic high.

Source: JobsEQ

TOTAL DOWNTOWN ACCOMMODATION & FOOD SERVICE EMPLOYMENT

The Accommodation & Food Service industry has increased employment more than 80% since 2020.



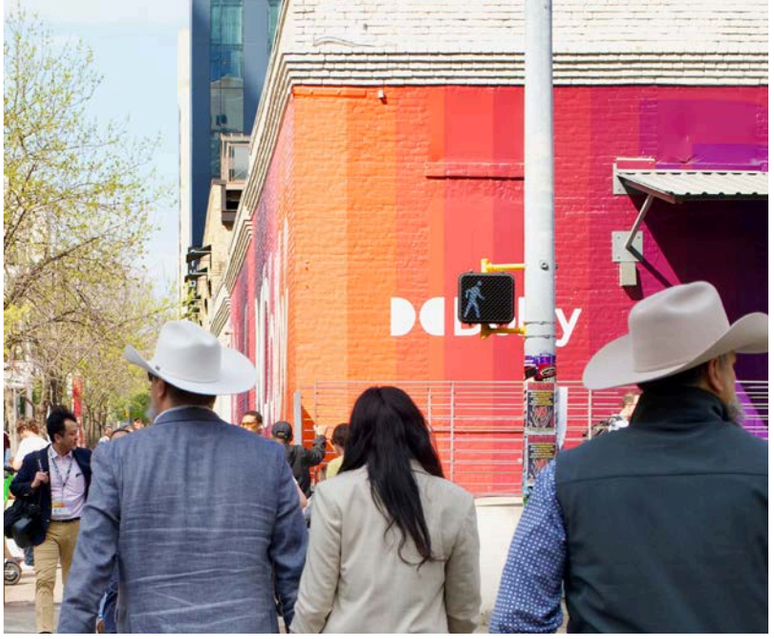
Source: JobsEQ

TOP 5 DOWNTOWN INDUSTRIES BY TOTAL EMPLOYMENT

INDUSTRY	EMPLOYMENT (2022 Q4)	EMPLOYMENT CHANGE (2019 Q4 TO 2022 Q4)	% CHANGE
Public Administration	30,543	697	2%
Professional, Scientific & Technical Service	25,364	4,971	24%
Accommodation & Food Services	13,454	623	5%
Information	8,531	1,530	22%
Health Care & Social Assistance	6,468	487	8%

Source: JobsEQ

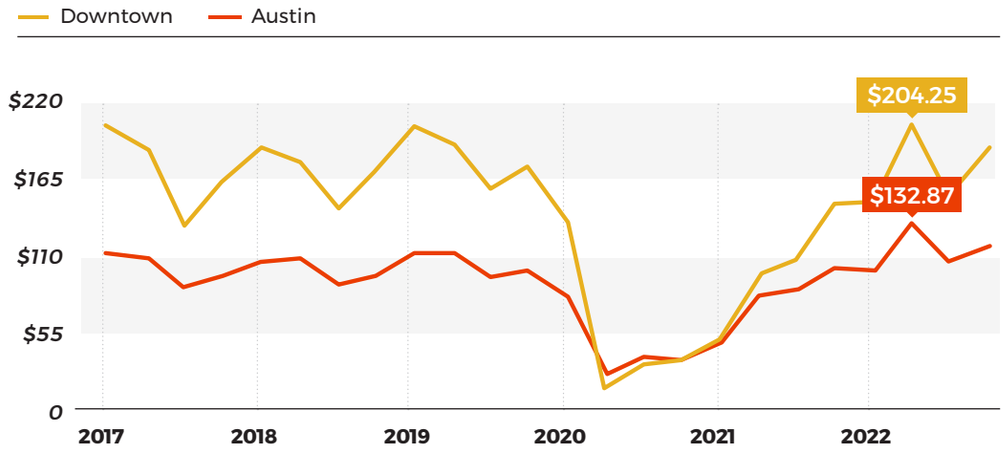
HOTEL MARKET & TOURISM



Downtown is bustling as visitors return in full force.

Downtown has long been the welcoming front porch for Austin visitors. It has the city's largest concentration of hotel rooms and of entertainment districts, live music venues, restaurants and cultural attractions. It is the most appealing and convenient destination for Longhorn Football fans and attendees of South by Southwest, Austin City Limits Music Festival and other large events. And it is home to the Austin Convention Center and the epicenter of Central Texas commerce. Plus, its central location and convenience to transit makes downtown an ideal launching pad for exploring the city.

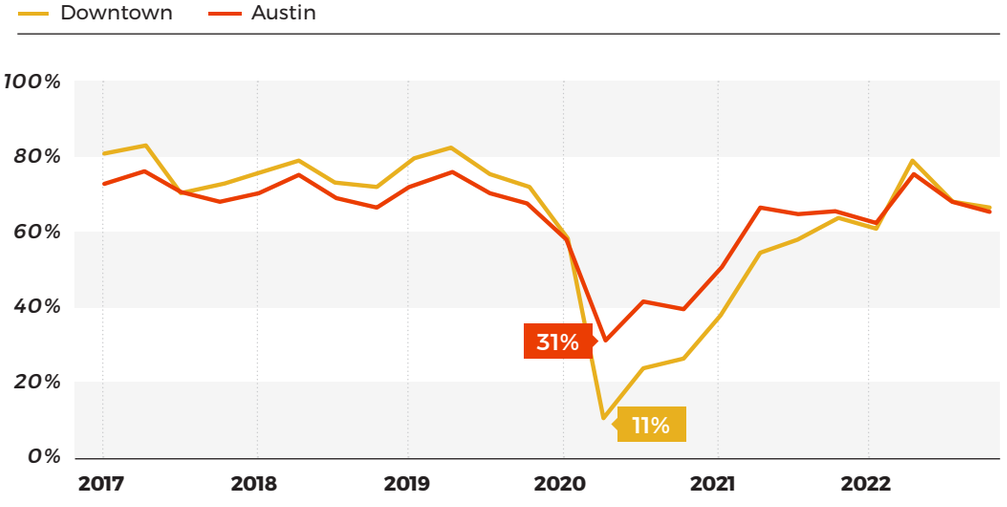
DOWNTOWN HOTEL REVENUE PER AVAILABLE ROOM



Source: CoStar

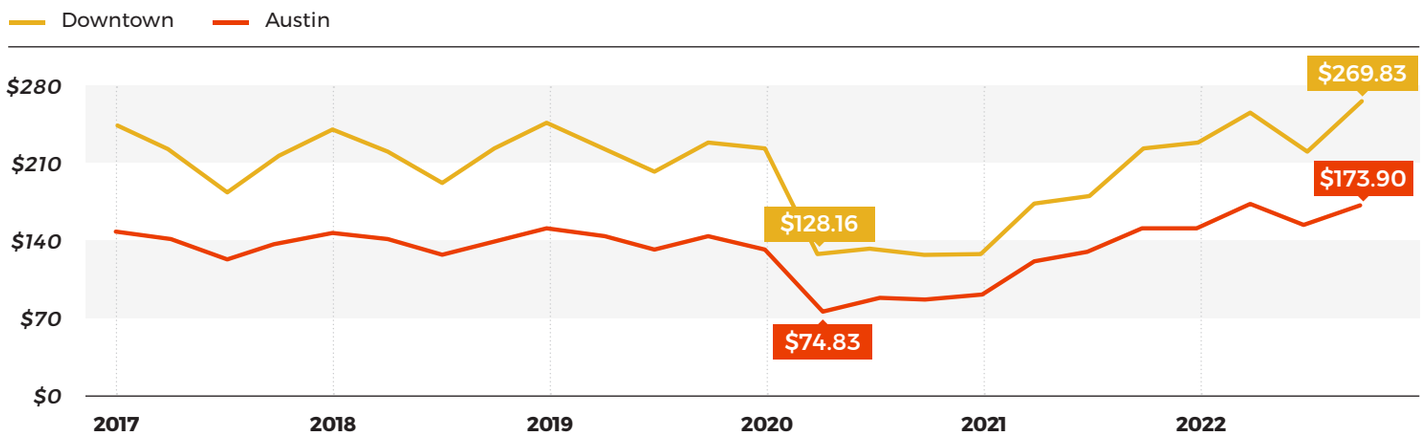
In 2022, downtown hotel occupancy rates reflected a full resurgence of travel, events, conventions and the nightlife economy. Occupancy rates at downtown hotels averaged 67% in Q4 of 2022, compared to 72% in Q4 of 2019, and remained higher than that of all Austin hotels for nine months of the year. Passenger traffic at Austin-Bergstrom International Airport surpassed pre-pandemic levels in every month of 2022 except January and February.

DOWNTOWN HOTEL OCCUPANCY RATE *(percentage of rooms occupied)*



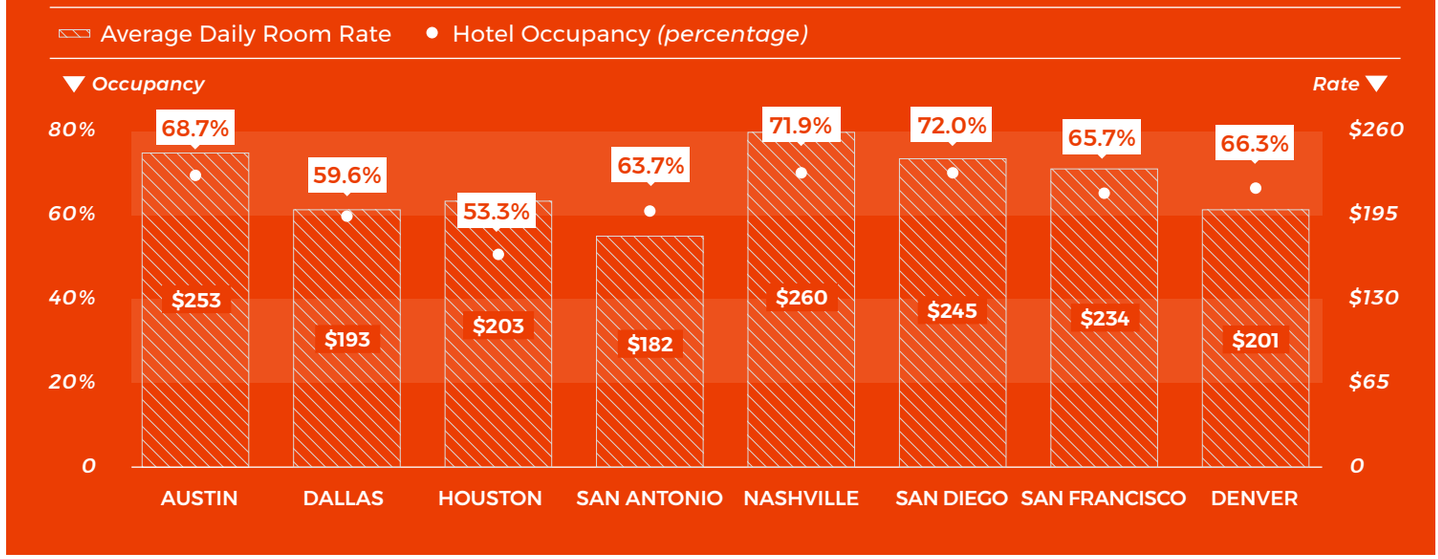
Source: CoStar

DOWNTOWN HOTEL AVERAGE DAILY ROOM RATE



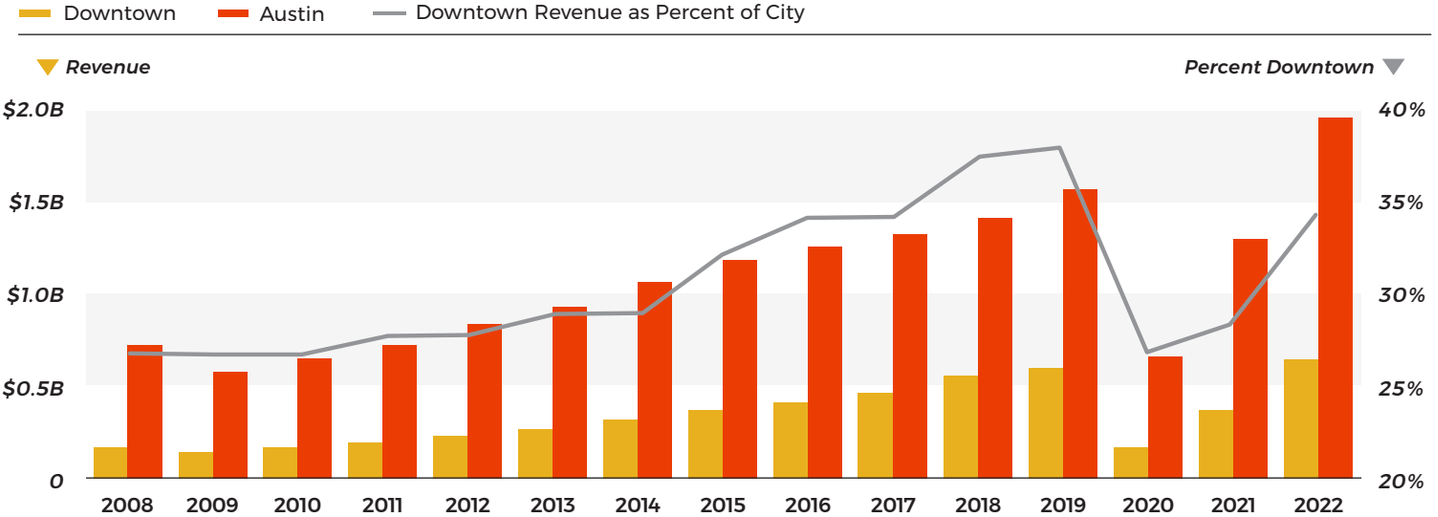
Source: CoStar

DOWNTOWN HOTEL COMPARISON



Source: CoStar

DOWNTOWN AUSTIN HOTEL REVENUE *(in billions)*



Source: CoStar

VISITORS

Local residents keep downtown dynamic year-round.

Tourism isn't limited to visitors from afar. While ACL Festival had record economic impact in 2022 and SXSW rebounded impressively, smaller local events such as Pecan Street Festival, Waterloo Greenway's Creek Show and the Downtown Holiday Stroll led downtown's recovery by providing steady, year-round traffic from local residents.

Visitors have historically represented the largest audience of pedestrian activity downtown, and in 2022 had returned at 95% of pre-pandemic levels.

Source: Placer.ai

NEW HOTEL OPENINGS

- **Hyatt Centric Congress Avenue Austin**
  721 Congress Ave.
- **Thompson Austin**
  506 San Jacinto Blvd.
- **Tommie Austin**
  506 San Jacinto Blvd.
- **Austin Condo Hotel**
  48 East Ave.

Source: Downtown Austin Alliance

2022 Downtown Events

A sampling of the thousands of diverse downtown events:



Texas Longhorn Football
Darrell K Royal Memorial Stadium

Viva la Vida Festival & Parade
Fourth Street & Congress Avenue





AFROTECH
Austin Convention Center

Austin Pride Parade & Festival
Congress Avenue





Hot Summer Nights
Red River Cultural District

Downtown Holiday Stroll
Texas State Capitol





South by Southwest attendees



Tiarras at Hot Summer Nights 2022

AUSTIN TOURISM IMPACT

$2.6B
TOTAL DIRECT EARNINGS

$748M
TRAVEL SPENDING TAX REVENUE

63,840
TOTAL DIRECT EMPLOYMENT GENERATED

$8.9B
TOTAL TRAVEL SPENDING

Source: State of Texas, Office of the Governor, Economic Development and Tourism. 2022.

MOVING FORWARD: AUSTIN CONVENTION CENTER



The Austin Convention Center hosted 75 events in 2022. The Convention Center also recently revealed its new plan for expanding the available rental space of the existing facility, allowing the center to remain competitive in the convention-goer marketplace. This expansion is the result of five years of study to further citywide equity priorities and produce the highest quality architectural, urban design and facility performance for the Convention Center.

Photo Courtesy of the Austin Convention Center

A SAMPLING OF 2022 CONVENTIONS

South by Southwest
(49,867 attendees)

Consensus' Blockchain, Crypto and Metaverse Festival
(20,000 attendees)

AfroTech
(12,300 attendees)

National Electrical Contractors Association
(8,000 attendees)

RETAIL & CONSUMERS



Downtown's retail mix is responding to demand.

Downtown's more than 680 storefront businesses offer a vibrant mix of restaurants, drinks and entertainment, retail goods and retail services. The collective retail and nightlife economy has recovered steadily from the pandemic, with 85% of downtown's storefront businesses now operating. With 95% of pre-pandemic visitor activity regained and employees continuing to return to the office, downtown has a healthy level of pedestrian activity to support its businesses.

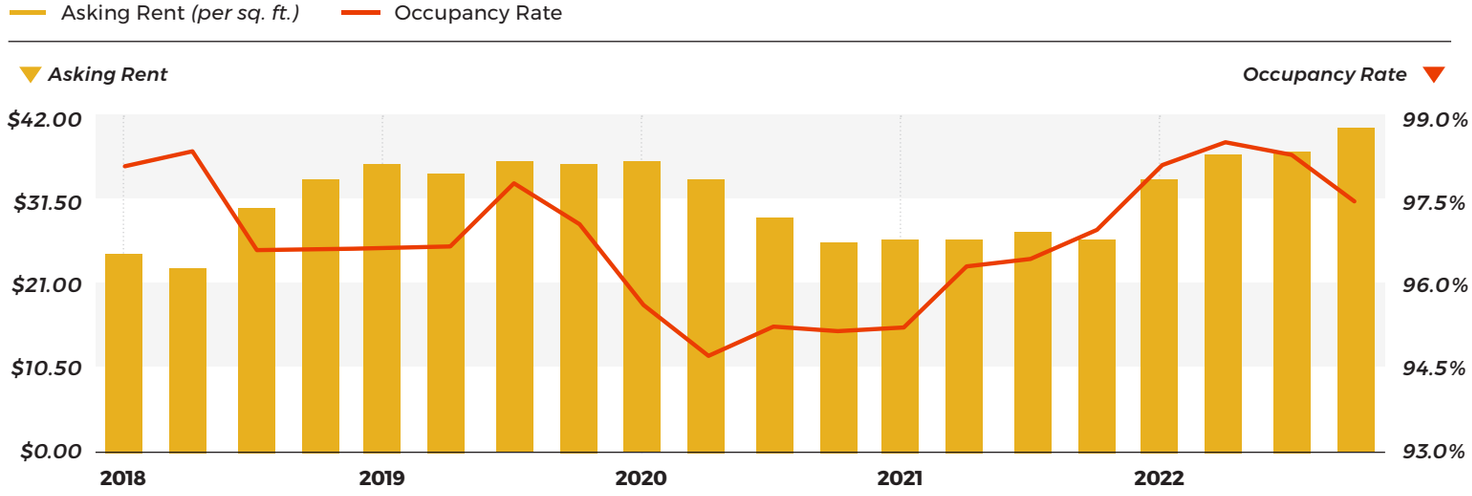
DOWNTOWN RETAIL DEVELOPMENT PIPELINE

PIPELINE STATUS	NUMBER OF PROJECTS	RETAIL SQ. FT.
Recently Completed	4	43,060
Under Construction	14	127,134
Proposed & In Planning	21	457,270
TOTAL	**39**	**627,464**

2022 MULTI-USE DELIVERIES
Block 185
44 East
Sienna at the Thompson
RiverSouth

Source: Downtown Austin Alliance Emerging Projects, April 2023

DOWNTOWN ASKING RENT AND OCCUPANCY RATE



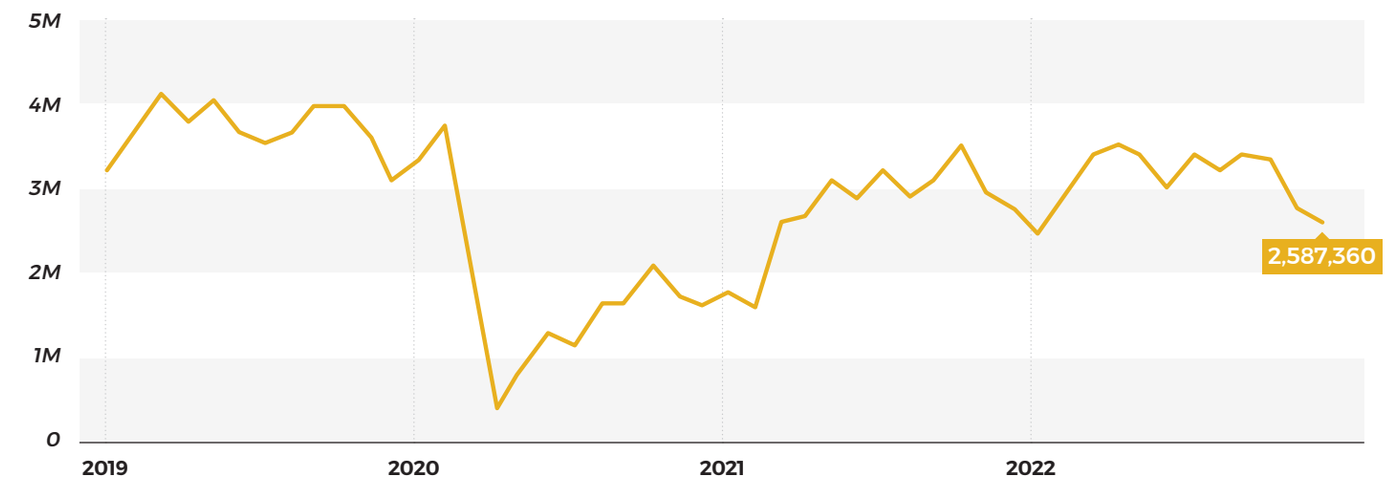
Source: CoStar

Although retail has shown remarkable resiliency overall, decreased sales during the pandemic were too much for some businesses to bear. Downtown has had a net loss of storefront businesses since February 2020, with 71 new businesses opening, 125 closing and 34 showing minimal signs of operation. Storefront retail businesses continue to evolve as downtown responds to changes in consumer behavior.

Weeknights and weekends appear to be the most popular time for people to visit downtown, and food, drink and entertainment businesses are leading the way in new business openings.

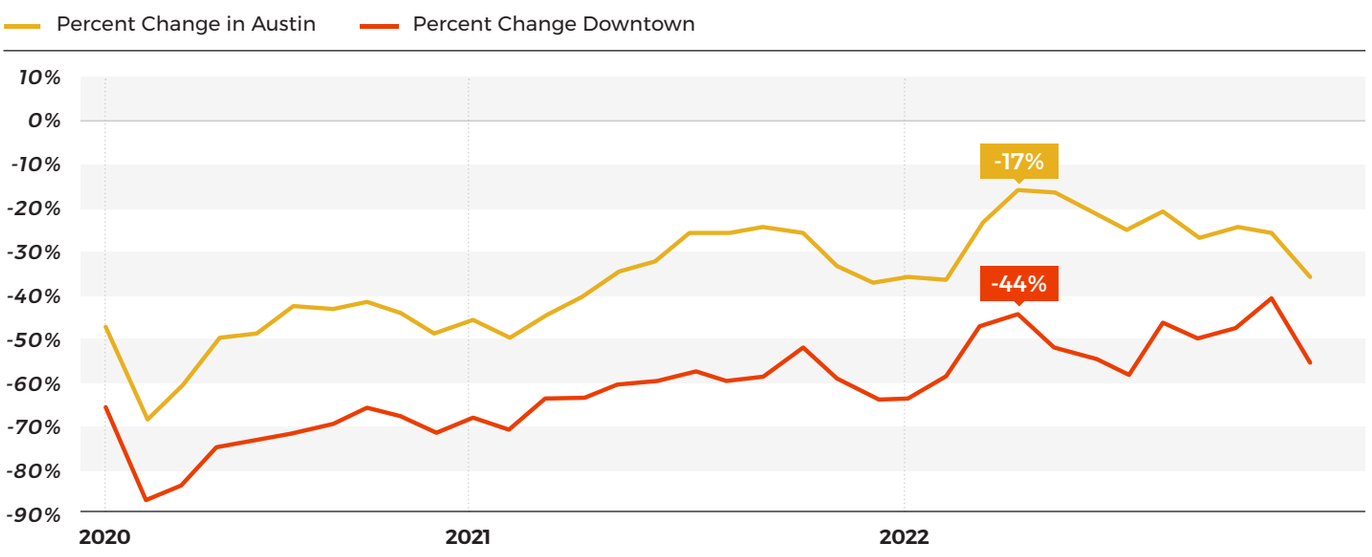
The number of retail goods and services businesses downtown has dropped by 18% since February 2020. However, new openings are showing positive signs and new mixed-use developments will continue to bolster this space. The continued demand for downtown living will also drive demand for a mix of retail that enhances the urban living experience.

TOTAL DOWNTOWN MONTHLY VISITS *(in millions)*



Source: Placer.ai

PERCENT CHANGE IN DAILY ACTIVE USERS OF OFFICE SPACE *(compared to 2019 daily active use)*



Source: Brivo Systems LLC

NIGHTLIFE ECONOMY



Music and entertainment keep downtown humming.

Downtown live music venues are one of the area's biggest draws for both local residents and visitors. On any given night, the sounds of rock, pop, jazz and hip-hop waft from more than 40 venues downtown, making it the epicenter of the Live Music Capital of the World. The live music industry is not only the heart and soul of Austin's culture; it's also a major economic engine. Live music had an approximately $2 billion[1] economic impact to Austin before the pandemic.

Although downtown has lost 14 nightlife venues since February 2020, live music industry employment, while not up to pre-pandemic levels, has increased by 20% since 2021.[1] And in 2022, downtown welcomed the addition of the Moody Center, a multi-purpose arena that is on The University of Texas at Austin campus but promotes downtown activity. The Moody Amphitheater at Waterloo Park also celebrated its first full year of operation. Together these venues have a capacity of more than 20,000 fans.

The live music industry is not only the heart and soul of Austin's culture; it's also a major economic engine.



[1] https://redriverculturaldistrict.org/musicpolicy/

/// By the Numbers ///

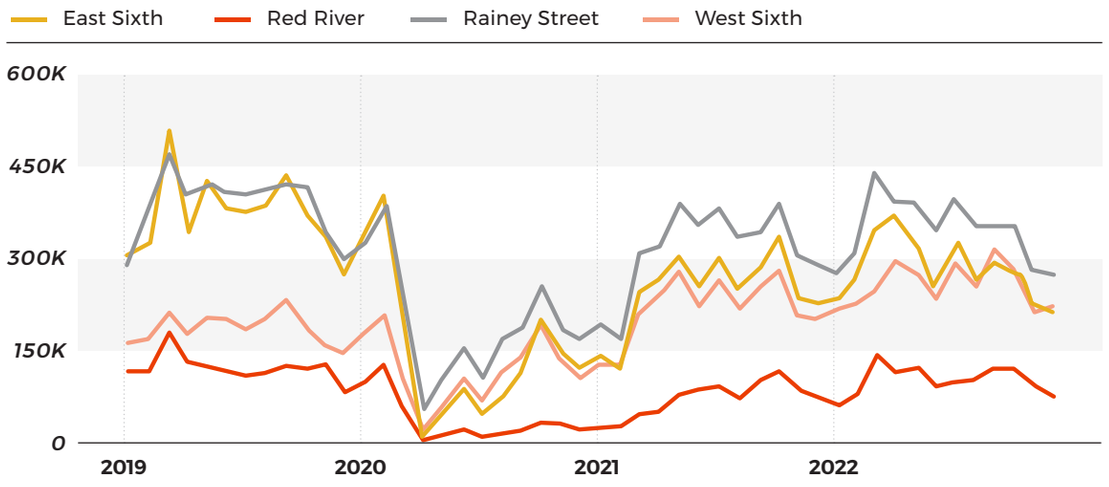
PRE-PANDEMIC DRINKS & ENTERTAINMENT VENUES	CURRENT DRINKS & ENTERTAINMENT VENUES	PRE-PANDEMIC EMPLOYMENT	CURRENT EMPLOYMENT
182 *(Storefront)*	**189** *(Storefront)*	**12,478** *(Accommodation & Food Services)*	**12,540** *(Accommodation & Food Services)*

Source: Downtown Austin Storefront Retail Business Report, October 2022



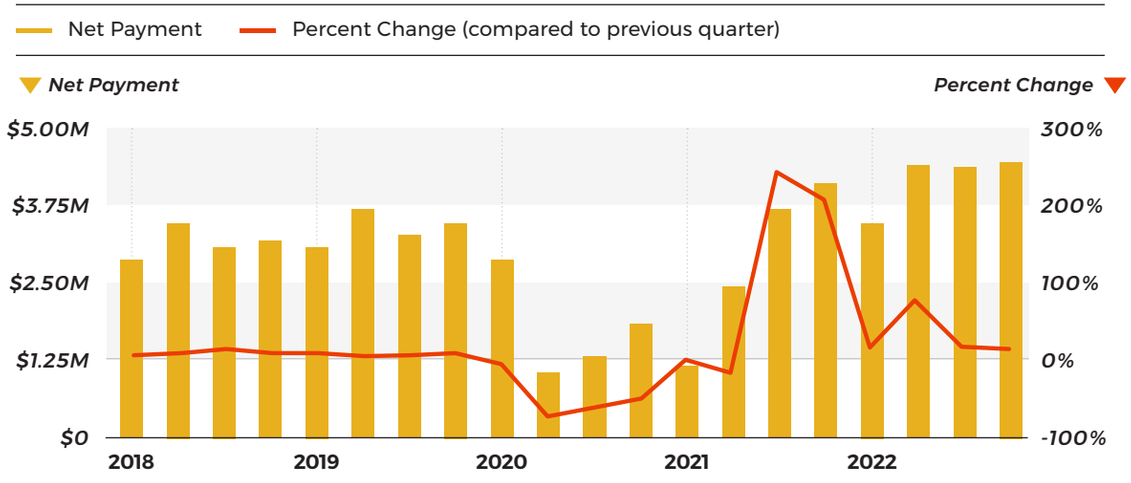


TOTAL VISITS BY ENTERTAINMENT DISTRICT



Source: Placer.ai

AUSTIN TOTAL TAXABLE ALCOHOL RECEIPTS



Source: State of Texas Comptroller



LINCOLN VENTURES / PAPPAGEORGE HAYMES

SPOTLIGHT: RED RIVER CULTURAL DISTRICT

The Red River Cultural District (RRCD) is the home of Austin's single largest concentration of live music venues, which in turn provides a source of consistent creative and financial support and employment for local workers and touring musicians alike. This worldwide cultural tourism destination boasts 40 local small businesses, including not only live music venues, food, hospitality, lodgings, lifestyle and entertainment businesses, but also the Austin Symphony Orchestra, First Baptist Church, German-Texan Heritage Society and Waterloo Greenway. The Downtown Austin Alliance provides the RRCD with a $40,000 annual sponsorship to help activate and support the small, locally owned businesses and live music ecosystem that make the district distinct and vital to downtown Austin.

HOUSING MARKET & RESIDENTS



MARKET STATS
(2022 Q4)

94.2%
Occupancy

$3.25
Asking Rent per SF

3,247
Total Condo Units

7,006
Total Multi-Family Units

Source: CoStar

City living is in high demand.

Demand for downtown living remains high and provides residents with walkable access to the area's jobs, restaurants, culture, parks and events. Downtown residential projects continue to be fully leased by groundbreaking. We expect to continue seeing strong leasing activity for young, single, high-income individuals.

Downtown residential projects continue to be fully leased by groundbreaking.

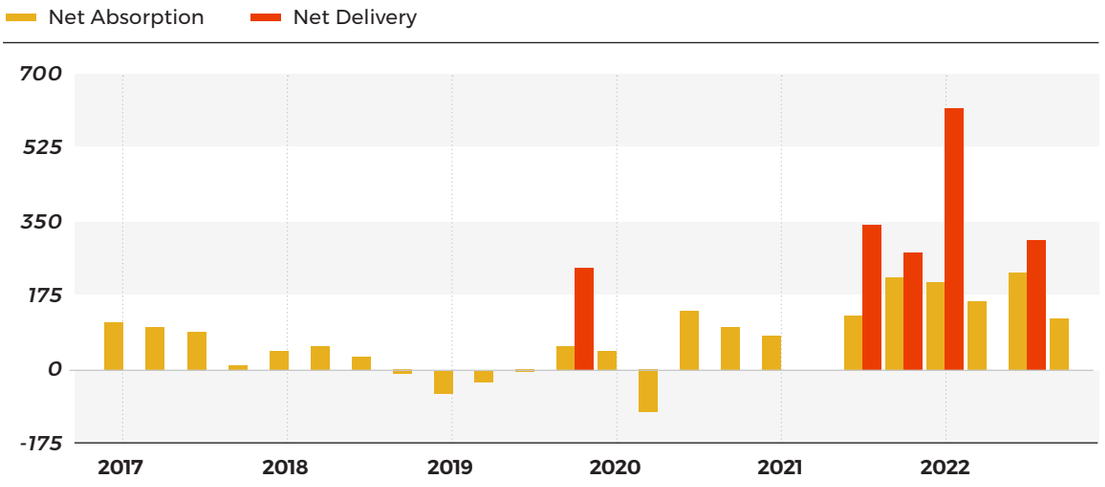
At the same time, affordability is an important concern, especially as the overall cost of living increases. More affordable options such as the HealthSouth redevelopment are vital to diversifying downtown's residential mix and its population.

Downtown daily asking rents and condo closing prices mirrored local and national real estate trends, peaking in the summer and then trending downward in the last quarter of 2022. Downtown had eight months of inventory at the end of the year, providing a more balanced market than during the pandemic. Overall vacancies were much higher in 2022 than in 2021, but stabilized vacancies only experienced a slight uptick.





APARTMENT NET ABSORPTION AND NET DELIVERIES

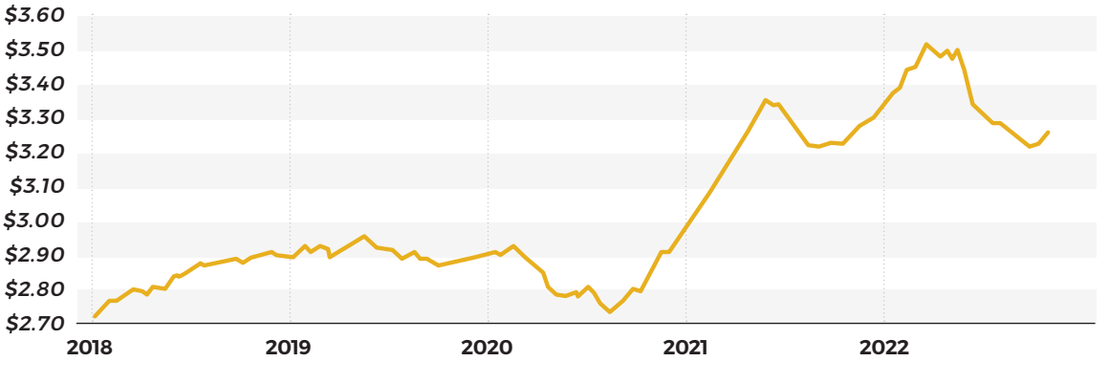


Source: CoStar

2,469 apartment and 1,188 condo units are under construction. Another 6,546 and 1,000 are proposed or in planning.

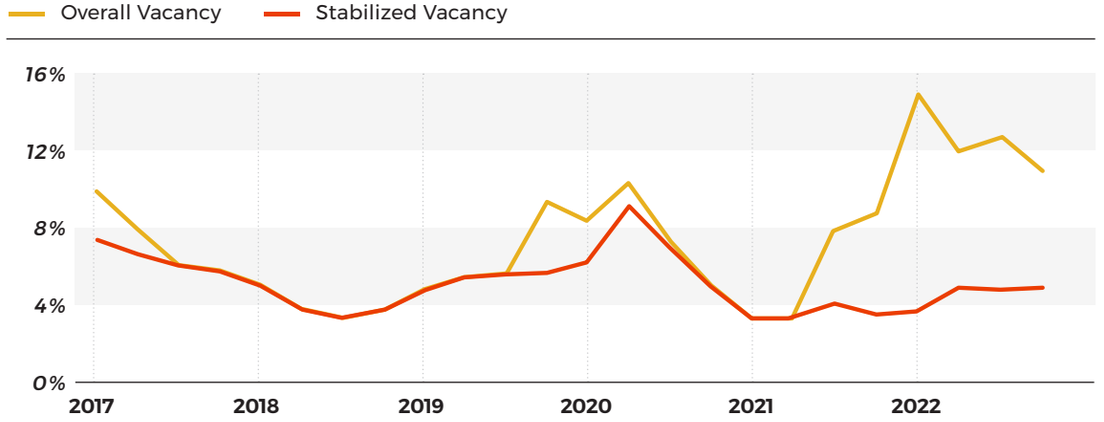


DOWNTOWN DAILY ASKING RENT *(per sq. ft.)*



Source: CoStar

DOWNTOWN OVERALL AND STABILIZED VACANCY



Stabilized Vacancy: Measurement of vacancy based upon completed and leased properties (does not include new and under construction properties).

Source: CoStar

Downtown Austin's residential population doubled from 2010-2020, according to the U.S. Census Bureau, and has seen approximately a 0.25% increase year-over-year since then. Residents aged 25 to 34 continue to represent the largest share of the downtown population as they continue to crave a vibrant living experience where they can walk to the city's best dining, entertainment and recreation destinations. Downtown's population is 69% non-Hispanic white, compared to 49% citywide, and 28% of downtown residents have a household income of $200,000 or more with a median income of approximately $145,000.



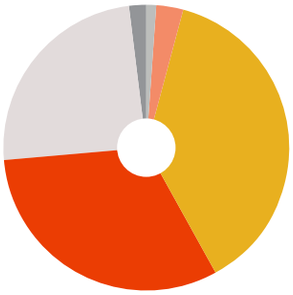
WHO LIVES DOWNTOWN?

GENDER



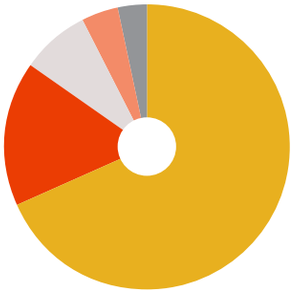
- Male (60.0%)
- Female (40.0%)

AGE



- 0 to 9 (1.2%)
- 10 to 19 (3.0%)
- 20 to 34 (38.0%)
- 35 to 54 (31.5%)
- 55 to 74 (24.4%)
- 75+ (1.9%)

RACE

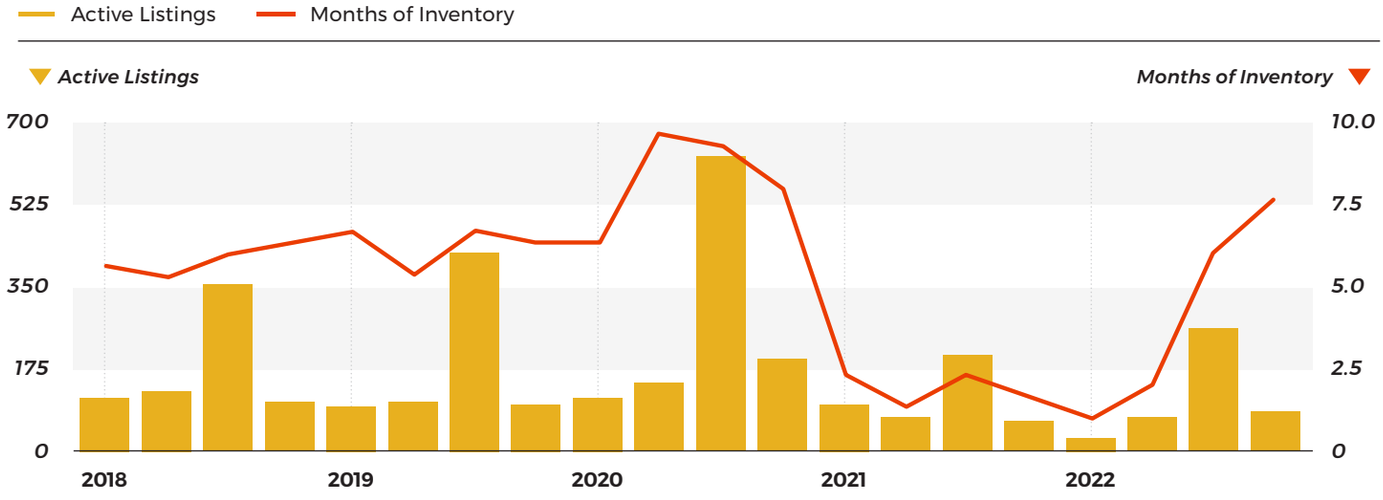


- White (68.4%)
- Hispanic or Latino (16.5%)
- Asian (7.8%)
- Black (4.1%)
- Other (3.2%)

POPULATION CHARACTERISTICS	DOWNTOWN	AUSTIN MSA
Total Population	14,300	2,234,300
Population Under Age 18 (Children)	2.9%	22.9%
Population Age 65 and Over	9.5%	11.0%
Median Age	35	35
Median Home Value	$631,608	$397,100
Median Household Income	$145,126	$85,398
Male/Female Ratio	60.0% / 40.0%	50.4% / 49.6%
College Educated	78.4%	42.0%
Average Household Size	1.4	2.5
Non-White Population	18.7%	49.3%

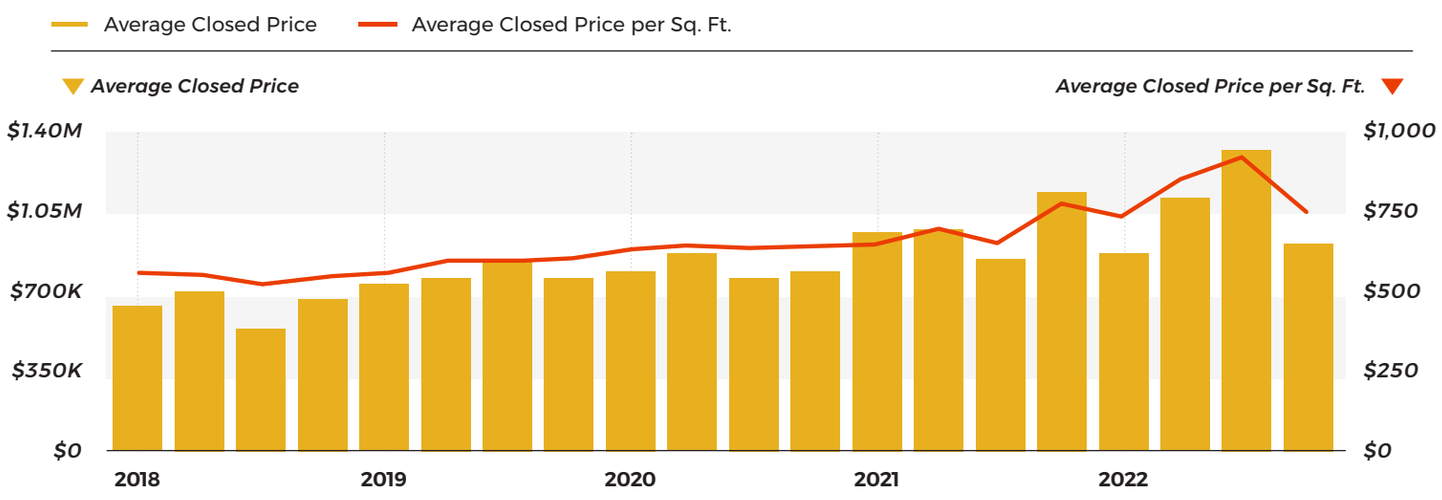
Source: US Census ACS 5-year 2021 Estimates

DOWNTOWN HOUSING FOR SALE: ACTIVE LISTINGS & MONTHS OF INVENTORY



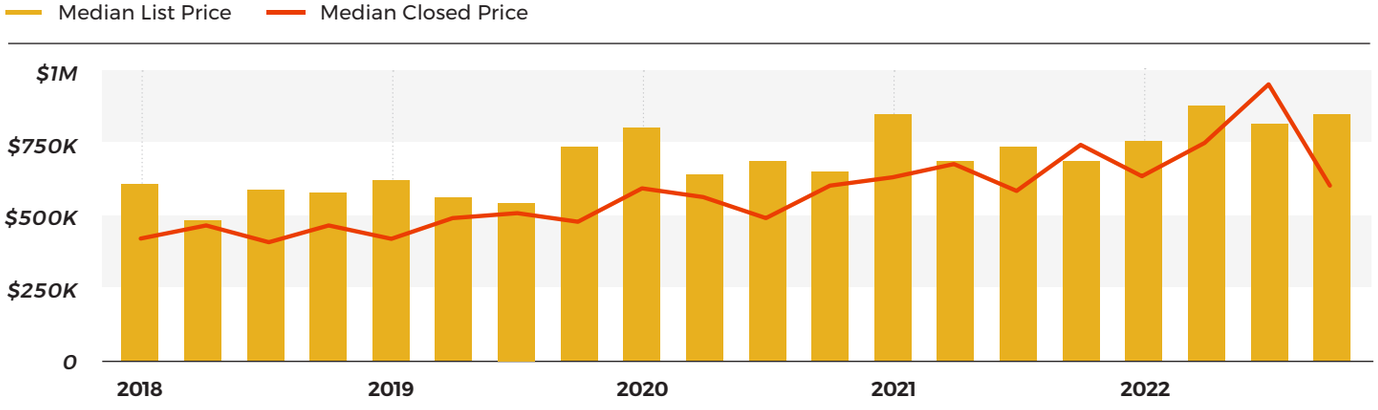
Source: ABOR

DOWNTOWN HOUSING FOR SALE: AVERAGE CLOSING PRICE *(by sq. ft.)*



Source: ABOR

DOWNTOWN HOUSING FOR SALE: MEDIAN LIST AND CLOSED PRICE *(per unit)*



Source: ABOR

AFFORDABILITY & ACCESSIBILITY



36
DISTRICT PLANNING
Exciting long-term projects are shaping downtown neighborhoods.

40
HOMELESSNESS
The community is taking innovative, caring approaches to solving downtown homelessness.

42
MOBILITY
Downtown is planning infrastructure for transformative mobility projects.

44
TRANSFORMING DOWNTOWN
Transformative projects will connect downtown neighborhoods to each other and to the entire region.

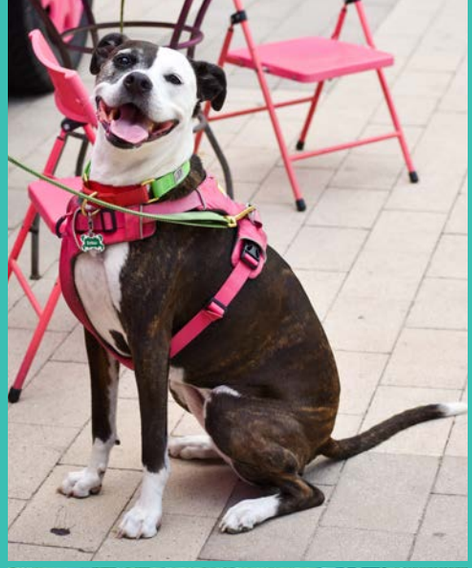
Downtown is for everyone.

Downtown is the cultural, historic and economic heart of our city. It shines when all kinds of people can easily enjoy a wide variety of jobs, places, experiences and events. If we are to successfully create, preserve and enhance the vibe, vitality and value of downtown Austin for everyone, downtown must be more affordable and accessible for everyone.

Austin is now the 11th largest city in the U.S. and faces the same affordability challenges — particularly in housing and real estate — as other major metropolitan areas, including a crisis of people experiencing unsheltered homelessness. Additionally, our rapid growth has brought increased traffic congestion and other mobility challenges, which transformational transportation projects will ease in the long term but may compound in the short term.

These challenges are intensified downtown due to its centrality and demand for its prime location, but our urban core is also an incubator for innovative solutions. Leaders from all sectors are coming together for thoughtful district planning, which is critical to maintaining downtown's affordability and accessibility. District planning helps shape neighborhoods that are fully utilized with a mix of office, residential, retail and public spaces; offer a mix of free amenities and attractions; and are linked to multi-modal transportation options. This mobility and economic accessibility will enable residents from all areas of Austin and all income levels to celebrate our city's cultural heritage and add new chapters to its future. And it gives downtown the incredible opportunity to become a national model for thoughtful, inclusive growth that maintains Austin's unique character.

OUR IMPACT: DOWNTOWN AFFORDABILITY









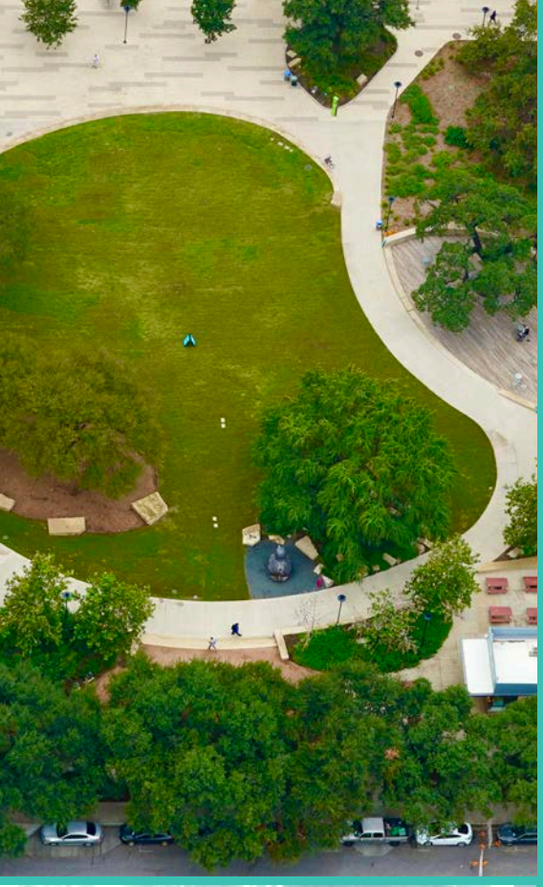


The Downtown Austin Alliance is committed to playing an active role in addressing affordability challenges over the next five years. Our 2023-2028 strategic plan outlines several objectives in these areas: cultivating a more diverse, attainable residential mix; decreasing the number of people living unsheltered downtown by 75%; supporting a variety of affordable venues and creative spaces; and ensuring parks and public spaces are well-managed with inclusive programming.

One of our ongoing initiatives in this area includes advocacy for downtown's HealthSouth redevelopment, which will provide one of the area's largest concentrations of affordable housing. We also worked in 2022 to add a parking garage to the city's affordable parking program, which was developed in response to the Downtown Alliance-led Downtown Parking Strategy, and to promote this opportunity to local businesses.

We advocate for the preservation of live music venues and in 2022 continued our $40,000 annual sponsorship of the Red River Cultural District and pledged $50,000 in in-kind maintenance work from our ambassador team to the district. We support small businesses through events such as the Sustainable Food Center's Farmers' Market Downtown in Republic Square, Black Makers Market and The People's Market. We plan downtown-wide free programming such as our annual Holiday Stroll. We also create placemaking opportunities via public art through our Writing on the Walls program and pay artists a fair wage for their work.

The Downtown Austin Alliance is committed to playing an active role in addressing affordability challenges.















SPOTLIGHT: HEALTHSOUTH SITE REDEVELOPMENT

The former HealthSouth Rehabilitation site at 1215 Red River Street and its accompanying parking garage at 606 East 12th Street is owned by the City of Austin. With direction from City Council through a competitive process, City staff are currently negotiating with Aspen Heights Partners for terms of a primary development agreement governing the redevelopment of the site to mixed-use development, including affordable apartments, a childcare facility, an elevated public plaza and other community benefits. Aspen Heights has secured control of the adjacent property at 614 East 12th Street to be incorporated into the project.

DISTRICT PLANNING: PALM DISTRICT

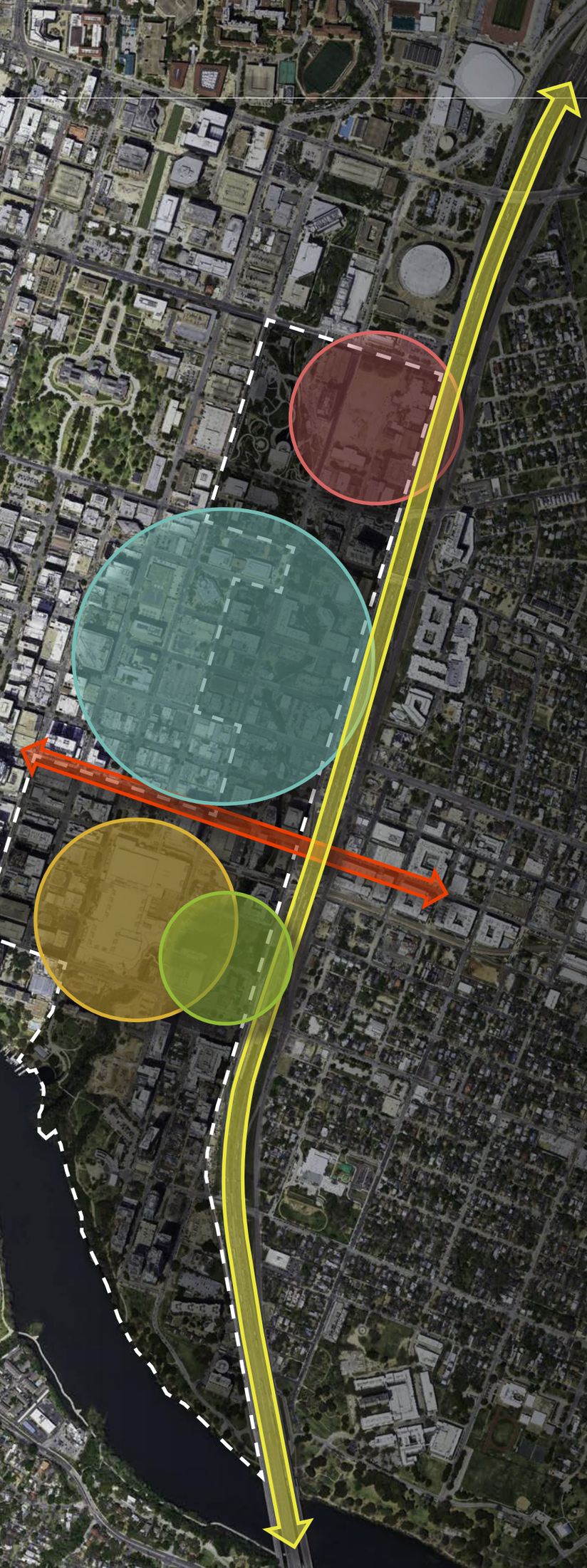
ABOUT THE PALM DISTRICT

In 2022, the Austin Housing and Planning Department (AHPD) finalized its Palm District Plan, a holistic framework for the future of downtown's eastern edge. This area is experiencing transformative change, with the city's most concentrated investments in infrastructure, parks, cultural facilities, and public and private development.

The Palm District is a primary gateway for visitors and a cultural touchstone for Austin's Mexican American community. The Palm District Plan honors the past, celebrates culture and shapes the future of an area that weaves together Austin's Capitol Complex District, Fifth Street Mexican American Heritage Corridor, Sixth Street Entertainment District, Red River Cultural District, Austin Convention Center and Rainey Street destinations. Waterloo Greenway knits these areas together with parks, trails and spaces for respite along Waller Creek. The I-35 transformation will join Palm area amenities with East Austin, and Project Connect will further enhance connectivity to the rest of the city.

OUR IMPACT

The Downtown Austin Alliance has diligently advocated for this plan over the last decade. As a partner with AHPD, we led an extensive public engagement process to co-create the Palm District Plan. We engaged local consultants who, working with focus groups, created draft scenarios for the Palm District and then conducted a public survey to arrive at a final vision. The final plan, which the Austin City Council will vote on in 2023, has four themes: culture, inclusive growth, connections and nature.



PLANNING FOR THE PALM DISTRICT

HEALTHSOUTH

The former site of the HealthSouth Rehabilitation Hospital, located next to the Central Health redevelopment, is being redeveloped. Initial plans include one of downtown's largest concentrations of affordable housing.

RED RIVER CULTURAL DISTRICT

The City of Austin completed its multiyear Red River Improvements project, enhancing live music fans' safety and enjoyment through sidewalk and alleyway improvements, lighting, trash receptacles, plantings and other special projects.

OUR FUTURE 35 CAP & STITCH PROGRAM

The lowering of I-35 below ground will spur a fundamental transformation of the downtown we know today. The land above the interstate will be reclaimed as 15+ acres of buildable space for community needs.

CONVENTION CENTER EXPANSION

The Austin Convention Center's expansion will expand the available rental space and increase the competitiveness of the existing facility. This will have a positive economic ripple effect for downtown tourism and neighboring businesses and cultural venues.

PALM PARK & SCHOOL

Palm Park is an important part of Waterloo Greenway's efforts to create a 1.5-mile parks system along downtown's eastern edge. The adjacent Palm School is a civic landmark with significant heritage for the Mexican American community, and Waterloo Greenway Conservancy and other downtown stakeholders are advocating to preserve the school and maintain it as part of the public realm.

MEXICAN AMERICAN HERITAGE CORRIDOR

This corridor ties together many important landmarks for the Mexican American community that once flourished downtown. It stretches from Republic Square, which was the cultural heart of the community, to Plaza Saltillo and is anchored by the Mexic-Arte Museum.

DISTRICT PLANNING: THE WATERFRONT

ABOUT THE WATERFRONT

Downtown's waterfront is one of our most treasured assets, and it's coming to life with new mixed-use development, housing, waterfront parks and trails, cultural spaces and everyday amenities. Proposed projects, which include bridges and green spaces to connect the north and south shores of the lake, are the Seaholm Intake Facility, Congress Avenue Bridge, Waterloo Greenway Confluence, development of 305 S. Congress Ave. and expansion of the Mexican American Cultural Center.



OUR IMPACT

The Downtown Alliance has been involved with the planning of the South Central Waterfront area for years. And through our partnerships with organizations such as the City of Austin, Shoal Creek Conservancy and Waterloo Greenway Conservancy, we are also shaping the revitalization and interconnection of all the other underutilized areas that border Lady Bird Lake.



PLANNING ALONG THE WATERFRONT

SEAHOLM WATERFRONT

Redeveloping the former Seaholm Intake Facility and grounds will create new public space along Lady Bird Lake. The primary plan calls for an indoor-outdoor park and public space with a cafe, lakefront dock, landscaping and programming.

CYPRESS & SHOAL PUBLIC SPACE STRATEGY

The plan to enhance the area around Third Street and Shoal Creek aims to make the area safer, more connected and more inviting through better bikeways, new trail connections and pedestrian plazas woven together with urban greenery.

305 SOUTH CONGRESS DEDICATED PARKLAND

Redevelopment plans for 305 South Congress include more than eight acres of dedicated parkland and public space, as well as public realm streets including protected bike lanes. This will create a lively, connected environment along the waterfront.

WATERLOO GREENWAY – THE CONFLUENCE

The Confluence, the second phase of Waterloo Greenway, will break ground in 2023 and revitalize a 13-acre area along Waller Creek between Lady Bird Lake and Fourth Street. A lush new landscape and suspension bridges will create an immersive experience in the deepest, most ecologically diverse section of Waller Creek.

MEXICAN AMERICAN CULTURAL CENTER EXPANSION

The expansion of the Emma S. Barrientos Mexican American Cultural Center, which broke ground in December 2022, will double the facility's footprint, add new outdoor event space and give local artists the opportunity to showcase their work through public art.

BRIDGES – CONGRESS AVENUE, PROJECT CONNECT & I-35

The I-35 reconstruction and Congress Avenue Urban Design Initiative will enhance existing bridge crossings with bike and pedestrian amenities so that they are safer, more accessible and welcoming. These bridges are critical to connect downtown to other neighborhoods and allow people to travel around our urban core without using a car.

HOMELESSNESS

Our unhoused neighbors need solutions and support.

One unintended consequence of Austin's rapid and dynamic growth is an increase in the number of people experiencing homelessness. Based on current information from City of Austin Homeless Strategy Office and ECHO (Ending Community Homelessness Coalition), there are more than 4,600[1] people experiencing unsheltered homelessness in Austin on an average night. Due to access to social services, shelter and other support services, more than 10% of people experiencing homelessness are downtown.

Austin's culture of innovation and collaboration has led to the creation of new public, private and nonprofit collaborations and unprecedented funding allocations to address this issue. These solutions build upon best practices from other cities and have led to the implementation of new approaches that are proving to be effective.

2022 DOWNTOWN AUSTIN ALLIANCE CONTRIBUTIONS

$10,000

to Esperanza Community to fund a micro-shelter unit at its sanctioned encampment

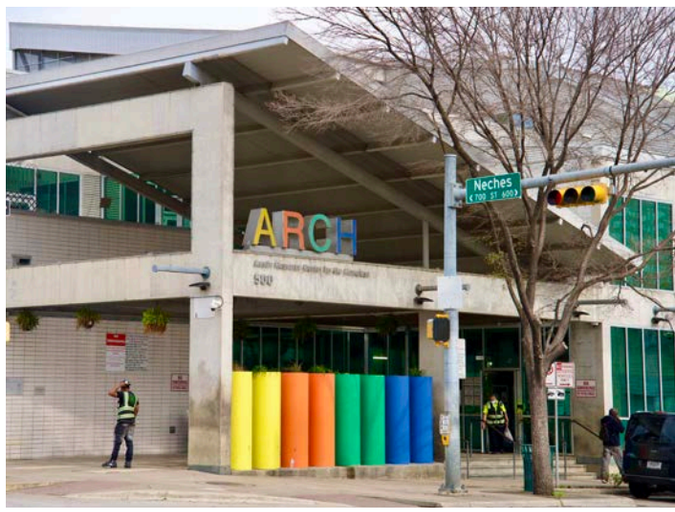
$2 MILLION

over 10 years (pledged in 2016) toward the development of Community First! Village

(Will house 1,700 formerly chronically homeless individuals at full build out.)

AUSTIN RESOURCE CENTER FOR THE HOMELESS (ARCH)

In October 2022, Urban Alchemy took over management of the Austin Resource Center for the Homeless (ARCH) and implemented transformational changes at this longstanding shelter on East Seventh Street. Urban Alchemy employs, at all levels of its organization, people with lived experience including long-term incarceration, substance use, addictions and experiencing homelessness. Its team members make deep personal connections with people experiencing homelessness. The ARCH now offers a safe, clean, peaceful living environment inside and an absence of loitering, litter and criminal activity outside. The ARCH, which had previously been operating under capacity, now has all 135 beds full nightly with a large waiting list.



"The ARCH practitioners are people with lived experience. They are loving on people, making ARCH a welcoming facility where people want to be."

– Bill Brice, Senior Vice President of Investor Relations, Downtown Austin Alliance

[1] https://www.austinmonitor.com/stories/2023/03/new-forecast-modeling-puts-austin-homeless-population-near-4600/

UNPRECEDENTED COLLABORATION AND FUNDING

Over the past two years, we have seen unprecedented collaboration to address homelessness in Austin. The 2021 Summit to Address Unsheltered Homelessness set goals to house an additional 3,000 people in three years and bolster the homeless service system. Over $450 million has been committed against an estimated $515 million needed to achieve the established goals. The City of Austin and Travis County each committed more than $100 million in American Recovery Plan Act funds. The city and county commitments and financial support from private sector, corporate and philanthropic contributions provide more funding than ever before to rapidly increase necessary services, shelter and housing resources to address homelessness.

The Downtown Austin Alliance was the initial convener and helped organize efforts that led to the 2021 Summit. More than 250 leaders from government agencies, community organizations and nonprofits came together to create an action plan to address the city's acute crisis of unsheltered homelessness, which has led to the city, county and private sectors committing essential funding to underwrite.



COMMUNITY FIRST! VILLAGE

OUR IMPACT: CONNECTING PEOPLE WITH HOUSING AND SERVICES

The Downtown Austin Alliance has been a tireless advocate for a stronger, more effective homeless service system, as well as a lead collaborator in creative, compassionate approaches to provide needed housing and services.

Family Reunification

In the fall of 2021, the Downtown Alliance launched a pilot partnership with Trinity Center to fund and enhance its existing homelessness family reunification program. To date, 135 people experiencing homelessness downtown have been reunited with family members or others who committed to providing housing and care for the client.

Health Care for the Homeless

In its first year of operation, the new Health Care for the Homeless Health and Wellness Center housed 58 people experiencing homelessness downtown and enrolled 100 people in housing-focused behavioral health care services at Terrace Oak Springs. The Downtown Alliance created and funded this program in partnership with Integral Care and Downtown Austin Community Court after Downtown Alliance-funded research identified a critical need for increased behavioral health services to help people transition out of homelessness and prevent them from returning to the streets.

MOBILITY



Transformational projects are moving forward.

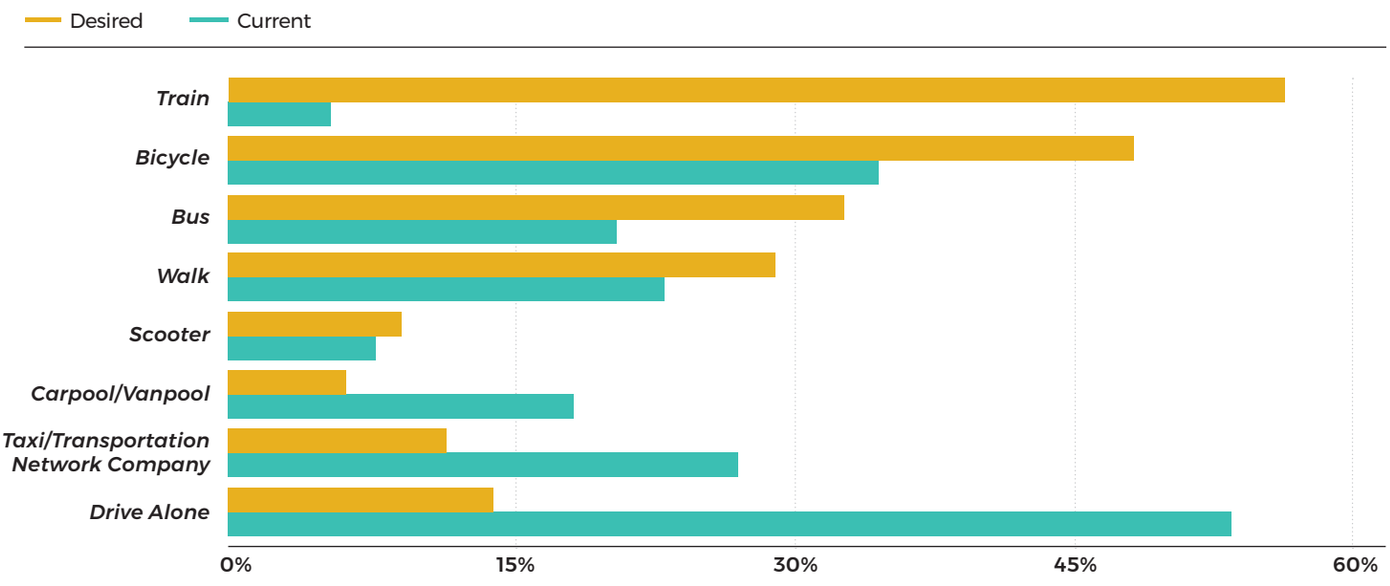
In 2022, downtown employees continued returning to work downtown. Hotels, restaurants, bars, music venues, cultural institutions and retail establishments have opened up fully, and downtown has returned to its regular cadence of in-person events.

Car traffic, foot traffic and Capital Metro ridership have all increased year-over-year but are still below pre-pandemic levels. Overall, mobility patterns are changing but we do not have concrete data on them because work environments are still changing as companies establish their "new normal."

AUSTIN CORE TRANSPORTATION PLAN

This year, downtown mobility leaders and stakeholders focused on planning for the future. Transformational projects — the I-35 Capital Express Central Project, Project Connect and Congress Avenue Urban Design Initiative — had big milestones in moving toward groundbreaking. To prepare for downtown's transformation, in 2022 the Austin Transportation Department (ATD) led development of the Austin Core Transportation (ACT) Plan. This is a holistic plan for optimizing mobility across downtown's entire street grid, both today and when projects are under construction and completed. The Downtown Alliance partnered with the ATD on the ACT by forming a working group of mobility and downtown experts and gathering public feedback. The ACT will be finalized in mid-2023 and adopted as part of the citywide Austin Strategic Mobility Plan.

ACT SURVEY RESULTS: CURRENT & DESIRED TRANSPORTATION DOWNTOWN



Source: Austin Core Transportation Plan, Phase 1 Survey Results

OUR IMPACT: TRANSFORMING DOWNTOWN

Planning large-scale initiatives to transform downtown's infrastructure and neighborhoods takes enormous amounts of time and dedication. As downtown's full-time advocate and champion, the Downtown Austin Alliance has been a lead collaborator in transformational projects such as the I-35 reimagining. Project Connect and the Congress Avenue Urban Design Initiative since day one. Over the last decade, we have worked diligently with community leaders, design experts and residents to shape our collective vision for the area's future.



In Spring 2022, the Congress Avenue Urban Design Initiative Vision Plan was finalized and updated to reflect funding for the project that voters approved in November 2020. Photo credit: SASAKI / CITY OF AUSTIN

I-35 TRANSFORMATION

The Texas Department of Transportation published a draft Environmental Impact Statement (DEIS) for the I-35 Capital Express Central project, which means that the project is getting closer to the construction phase. The DEIS identifies a preferred build scenario that includes all of the caps — buildable spaces over the central portion of I-35 once it is buried — that were recommended by the Urban Land Institute (ULI) Advisory Services Panel. This ULI panel was convened by the Downtown Alliance, and we have been long-time advocates for the "cap and stitch" vision for I-35's future (see spotlight on page 44).

PROJECT CONNECT

Planning is ongoing for the light rail portion of Project Connect, a multibillion-dollar plan to expand Austin's transportation infrastructure. Two MetroRapid bus lines, including the Expo Center line connecting downtown and northeast Austin, are underway. And a new McKalla Station near Q2 Stadium will provide better connection between downtown and north Austin via the MetroRail Red Line.

CONGRESS AVENUE URBAN DESIGN INITIATIVE

In 2022, the Congress Avenue Urban Design Initiative (UDI) released its Congress Avenue Vision, which reimagines both the infrastructure and everyday experience of Congress Avenue between Riverside Drive and 11th Street. The Congress Avenue UDI is a joint effort from the City of Austin and the Downtown Austin Alliance and reflects a years-long effort to transform the "Main Street of Texas" into a human-centric place and preeminent destination. The Vision's recommendations and design concepts reflect extensive collaboration with area planning organizations and experts, and the Congress Avenue UDI will begin a public engagement process on the designs in Summer 2023.

MOVABILITY STUDY

The Downtown Alliance partnered with Movability Austin to conduct a study of mobility challenges faced by downtown storefront businesses, including those in the live music industry. The report identified a variety of challenges and recommendations, such as expanding parking options, transit subsidies and educational programming, that we will implement over the coming years.

TRANSFORMING DOWNTOWN:

OUR FUTURE 35

AUSTIN'S CAP AND STITCH PROGRAM

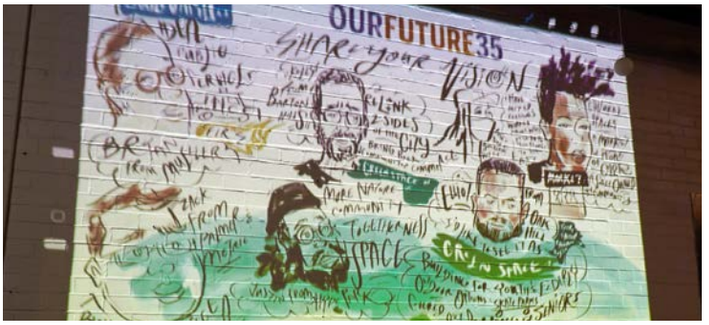
Our Future 35 is more than a transportation project; it is a comprehensive program to reconnect Austin physically, socially, and economically after decades of divide. Before 1962, the section of I-35 which now cuts through downtown was called East Avenue. This street was a dividing line of segregation, with Austin's white population living to the west and people of color displaced to the east.

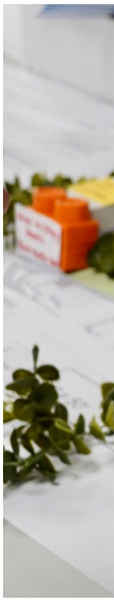
When I-35 is lowered below the ground in the redesign, the land — or "caps" — above

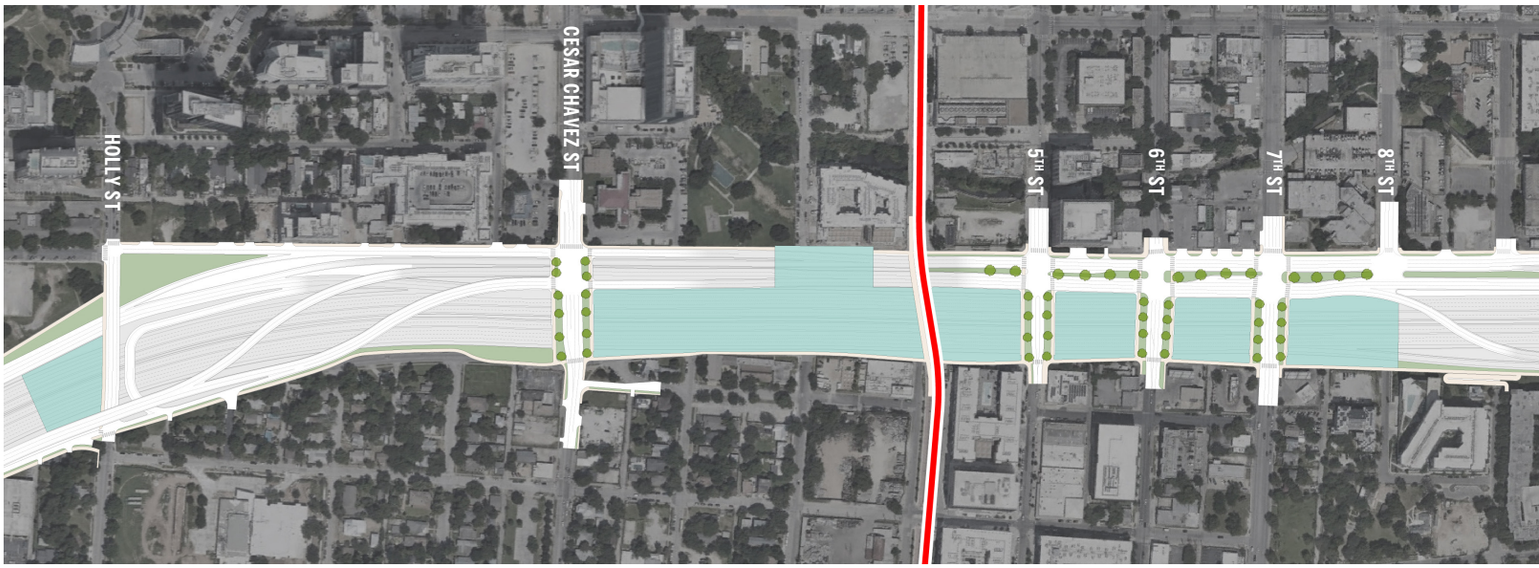












Designs featured are for illustrative purposes and are subject to change.

The Texas Department of Transportation (TxDOT) is evaluating two build alternatives (Alternative 2 and Modified Alternative 3) and a no-build alternative in an environmental impact statement. These materials focus on one of the two build alternatives, Modified Alternative 3. Location and size of potential highway caps and stitches are subject to change based on transportation infrastructure improvements and other considerations.

the interstate will be able to be reclaimed as 15+ acres of buildable space for community needs. This development, along with "stitches," such as bridges, will spur a fundamental transformation of the downtown we know today and will connect people to jobs, services and each other.

The Downtown Austin Alliance is partnering with the City of Austin Corridor Program Office and a Community Steering Committee on Our Future 35, a community-centered initiative to build new city infrastructure and co-create public spaces over the I-35 highway.

In Fall 2022, we kicked off the program with a vision studio, community-wide surveys and community tabling events. Using the input received, the Community Steering Committee co-created a vision and set of goals that will guide the project forward. The committee is shaping the engagement effort to ensure that program outputs accurately reflect community feedback. Also, an Equitable Development Strategy, led by the Austin Economic Development Corporation, is being created in tandem with design ideas for each cap.

Early concepts for each cap along the corridor will be shared for public input in Summer 2023.





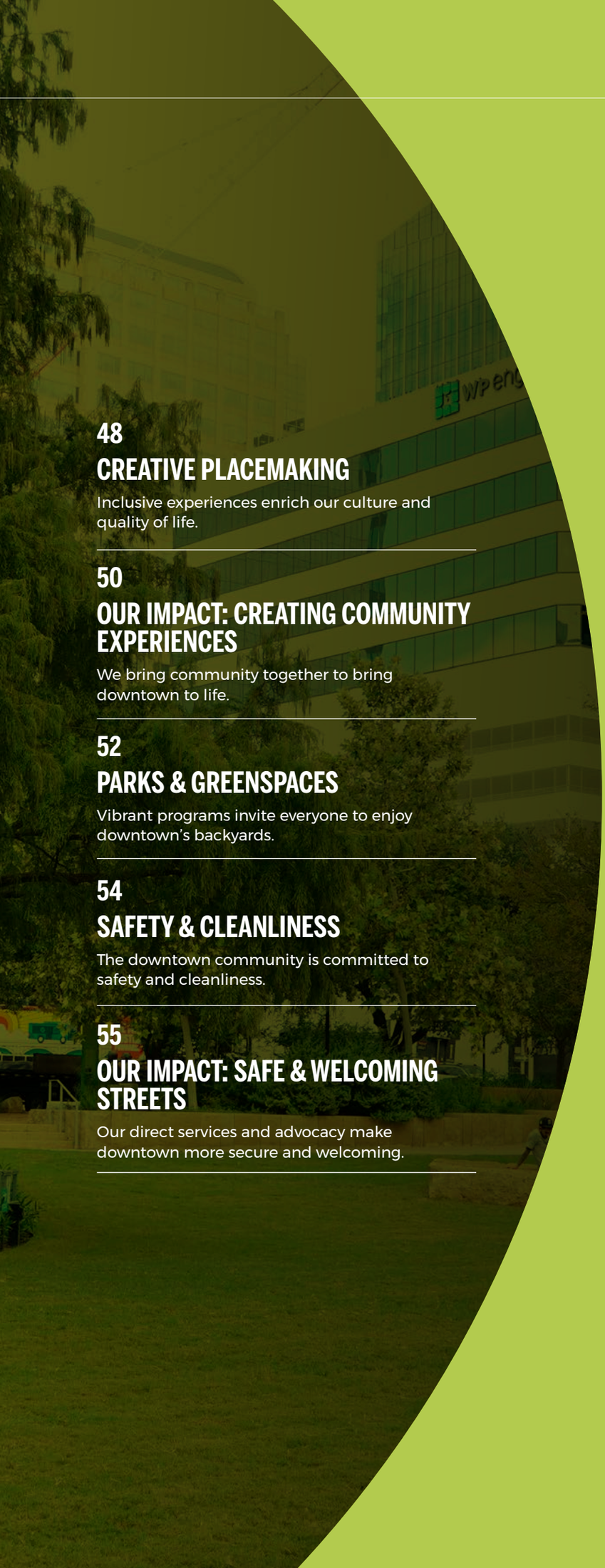
TXDOT I-35 CAPITAL EXPRESS CENTRAL MODIFIED BUILD ALTERNATIVE 3

(Preferred Alternative) provides many positives for downtown:

- Removes the upper decks of I-35
- Lowers the main lanes of I-35
- Enhances transit connectivity to Downtown Station, Plaza Saltillo and Austin-Bergstrom International Airport
- Supports 15+ acres of caps as envisioned by Urban Land Institute and Our Future 35
- Creates a land bridge at East Third Street to join Palm Park and communities east of I-35
- Includes an urban-style boulevard from Cesar Chavez Street to Dean Keeton Street
- Adds 16 east-west connections for those who walk/bike/roll
- Builds eight pedestrian/bicycle-only bridges
- Adds four HOV lanes (two in each direction) to I-35 for buses, ride-share, van/carpools and emergency services

City of Austin Caps **University of Texas Caps** **Enhanced Aesthetic Opportunities**

PUBLIC SPACE EXPERIENCE



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CREATIVE PLACEMAKING
Inclusive experiences enrich our culture and quality of life.

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OUR IMPACT: CREATING COMMUNITY EXPERIENCES
We bring community together to bring downtown to life.

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PARKS & GREENSPACES
Vibrant programs invite everyone to enjoy downtown's backyards.

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SAFETY & CLEANLINESS
The downtown community is committed to safety and cleanliness.

55
OUR IMPACT: SAFE & WELCOMING STREETS
Our direct services and advocacy make downtown more secure and welcoming.

Public spaces promote well-being for everyone.

More than 50% of downtown land is public space: plazas, parks, streets, green spaces and trails. Being outdoors is vital to our well-being and provide an especially important respite in an urban environment. Beautiful, appealing and well-programmed public spaces make downtown come alive and enhance our quality of life.

Welcoming public spaces are also an important part of the downtown ecosystem and economy. They make downtown an appealing destination for investors, workers, residents and visitors from Central Texas and beyond. They also encourage foot traffic to surrounding businesses and cultural institutions, which is a win for both owners and visitors.

CREATIVE PLACEMAKING

Immersive experiences build an inclusive community.

As the pandemic eased in 2022, downtown saw people returning to gather and enjoy downtown's public spaces. Many of downtown's longtime events had record attendance. And there was a resurgence of partners working together on creative placemaking — activating downtown's parks, public places and underutilized spaces through vibrant experiences that bring them to life and bring people together. These inclusive new amenities, art, cultural experiences and events draw people downtown and create a sense of wonder and community. And they enhance downtown's overall vibe, vitality and value.

CMT Music Awards

Fittingly, the Live Music Capital of the World hosted one of the biggest nights in country music this year. The CMT Music Awards aired from the Moody Center on April 2, 2023. The celebration went well beyond awards night, treating fans to a week of CMT Music Awards Week events throughout downtown Austin. Events included two outdoor concerts with headliners such as Carrie Underwood and Keith Urban and rising country stars like Chapel Hart, a live CMT Crossroads taping with The Black Crowes and Darius Rucker and a two-day block party with live music, artist meet-and-greets, games and prizes.

Austin Marathon

On Feb. 19, 2023, more than 17,000 runners took off from Second Street and Congress Avenue to run the annual Ascension Seton Austin Marathon and Half Marathon. The race concluded at Ninth Street and Congress Avenue with an Austin-style Finish Line Festival, where runners and more than 100,000 spectators enjoyed live music and a beer garden. The event has grown along with Austin, becoming the 25th largest marathon in the U.S.







(center image) Cyclists at the 2023 Art & Parks Tour

(bottom) Downtown ARTBOX transformed by artist Hailey Gearo through the Downtown Austin Alliance's Writing on the Walls program





(top) "Dream Pants" by Jodi Bade & Maura Schaffer from Waterloo Greenway's Creek Show in 2022

(right) Small business owners show off their booth as part of the People's Market at Republic Square

Texas Book Festival

The annual Texas Book Festival is one of the largest and most prestigious literary festivals in the country. The festival brings the Texas State Capitol grounds, surrounding streets and downtown venues to life in a celebration of stories and ideas. On November 5-6, 2022, more than 40,000 festivalgoers of all ages enjoyed talks from critically recognized authors, book sales, food trucks and family activities.

Viva La Vida 2022

Mexic-Arte Museum's 39th Annual Viva La Vida Festival and Parade is Austin's largest and longest-running Día de los Muertos (Day of the Dead) event. Festivities include the Grand Procession, hands-on art activities and artist demos, traditional foods, local artists and retail booths, a low-rider exhibition and live performances.

Creek Show

Waterloo Greenway's Creek Show commissions local artists to create site-specific, light-based art installations along Waller Creek downtown. This immersive annual event attracts more than 70,000 people, evoking wonder and pride in the ongoing transformation of Waller Creek and the new 35-acre park system coming to downtown.

OUR IMPACT

ARTBOX

The Downtown Alliance's ARTBOX project, which is part of our Writing on the Walls program, provides a platform for local artists to showcase their talents and grow by painting murals on utility boxes. In 2022, the program expanded with a mural sponsored by DEN Property Group and created by local artist Hailey Gearo. The City of Austin provides permits, a selection committee chooses the artists and oversees design and production, and artists are paid a stipend for labor and materials. With over 800 boxes downtown, the ARTBOX program will continue to inspire and beautify for years to come.

Art & Parks Tour

Our first annual Downtown Austin Mural Tour invited people to explore the Downtown Austin Mural Map on their bikes on March 9, 2022, or online through the camera lens of Jay Ybarra, one of Austin's most talented portrait and street photographers. For our second annual tour in 2023, we designed an integrative Art & Parks experience to celebrate the best downtown Austin's art and parks have to offer. This year's kick-off event, in collaboration with Pease Park and Ride Bikes Austin, drew more than 250 cyclists. Residents and visitors can also visit downtownaustin.com to take the mobile self-guided Art & Parks Tour or Downtown Austin Mural Tour at any time.

OUR IMPACT: CREATING COMMUNITY EXPERIENCES

We bring the community together to bring downtown to life.

The Downtown Alliance is committed to creative placemaking. That means bringing together people from all sectors — government, community organizations, business, arts and culture — to create experiences that build community for everyone. We go deep to explore our city's history and identify the stories that need to be amplified and celebrated, while engaging in community-wide conversations to understand what Austin's diverse population wants from downtown today. The result is a mix of urban activations that transform underutilized places into enjoyable destinations and ensure downtown is a place where everyone can thrive.

301 Congress Porch

Through our Writing on the Walls program, in 2022 the Downtown Alliance produced and curated "Where the Wildflowers Grow," a five-story mural by Austin-based artist DAAS on the side of 301 Congress. The mural is a prime example of stakeholder-driven design that culminated in a call for artists. DAAS was selected out of the 60 potential artist proposals. The input process and nature-themed mural sets the tone for a larger transformation of 301 Congress' underutilized outdoor area into a more active destination. The Downtown Alliance, with support from funding partner HPI Real Estate Services & Investments, led an interactive engagement effort to understand the building tenants' vision for this space, which we will continue bringing to life through furniture, inclusive programming and events.



Five-story mural "Where the Wildflowers Grow" by the artist DAAS on the side of 301 S. Congress Ave.

"As an artist, I recognize the importance of artwork in the public sphere that inspires, encourages and uplifts the entire community, inclusive of all ages, backgrounds, genders and sexual orientation."

-DAAS, 301 Congress Porch Selected Artist

Downtown Holiday Stroll

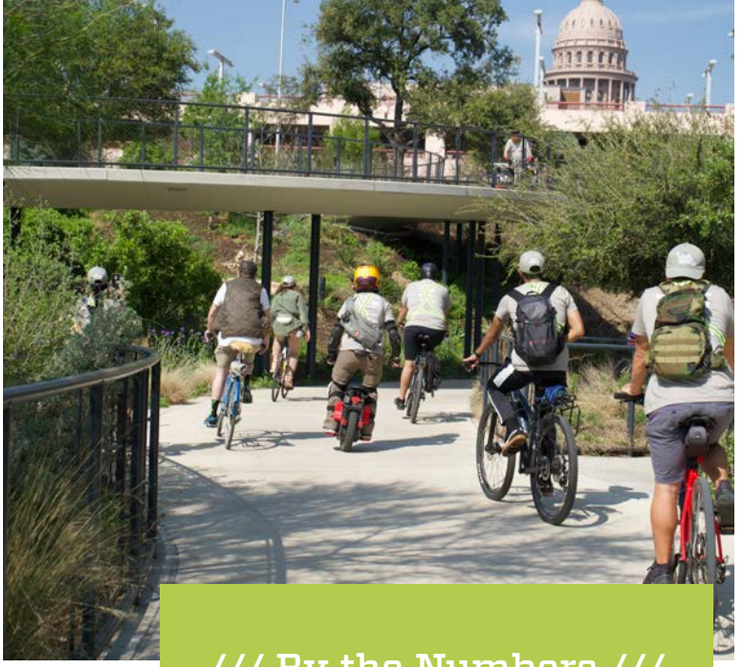
The Downtown Austin Alliance's annual Downtown Holiday Stroll kicked off the holiday season for more than 10,000 attendees on Dec. 3, 2022. This free, family-friendly event began with a KUT/KUTX sing-along at the Capitol, followed by the Capitol Tree Lighting and closed with performances from Classic Hip-Hop Live and Superfónicos.

We turned Congress Avenue between Ninth Street and 11th Street into a winter wonderland and holiday market, complete with local food trucks and hot chocolate. A projection mural and stilt walkers delighted attendees as they enjoyed activities such as photos with Santa, cookie decorating, ornament making and a screening of Elf.

The holiday market's 28 retail vendors were all BIPOC, LGBTQIA+ or women-owned businesses, including dozens of vendors from Black Makers Market and Frida Friday. And attendees also had an opportunity to shape Austin's future placemaking: local artist RichesArt used projection murals to draw what residents would like to see on the Old Bakery's future mural wall.



PARKS & GREENSPACES



/// By the Numbers ///

ACRES OF GREENSPACE
150+

Green space keeps downtown alive and appealing.

Downtown's parks and greenspaces provide a shared backyard for those who live and work here, as well as for Austinites and visitors. In 2022, people used downtown parks as places for large gatherings and as places for solitary healing in nature. Like creative placemaking, parks and greenspaces are a critical component of the downtown economy. The mental and physical health benefits of the natural world are vital to our humanity — and to keeping downtown a place where people want to spend their time. They are also inclusive spaces that people of all income levels can enjoy.

Downtown's parks were enhanced this year with new features and events honoring the people who've shaped this land over past decades and centuries. And they provided a welcoming front porch to new residents as well as longtime Austinites rediscovering downtown.

SPOTLIGHT: WATERLOO GREENWAY

The reimagined Waterloo Park marked its first full year of operation in 2022, beginning a new chapter for the eastern edge of downtown. The park's reopening, along with the addition of Moody Amphitheater, was the first phase of construction for Waterloo Greenway. The second phase, called The Confluence, will break ground in 2023 and revitalize the area along Waller Creek between Lady Bird Lake and Fourth Street.





OUR IMPACT: ENHANCING DOWNTOWN PARKS

REPUBLIC SQUARE

The Downtown Austin Alliance is responsible for activating Republic Square through diverse programming, operations, and maintenance of the park, which includes landscape and horticulture design. To make sure Republic Square remains a welcoming place for all, we invested in an extensive lawn beautification process led by local horticultural experts that resulted in a new green turf that will last us years to come.

Republic Square has long been "The People's Park." Its land was home to many Indigenous Peoples, and it has served as a central gathering place since it was established in Austin's city plan in 1839. In the late 1800s and early 1900s, the surrounding neighborhood was home to Mexican American residents. We honor this history through storytelling and diverse and inclusive programming.

In 2022, we welcomed Rosen's Bagels to the park, launched a new Fitness Series with Barre3 and SwiftFit and hosted dozens of events including:

- ***Black Makers Market:*** Hosted three markets for local Black-owned businesses to showcase their brands
- ***The People's Market:*** Austin's first intentionally intersectional BIPOC, Queer, Latinx and local creatives-centered market
- ***Niantic Community Day:*** Three days of Pokémon GO and other exploratory games
- ***Austin Gamblers:*** Launch event for the city's Professional Bull Riding team
- ***I've Got 5 On It:*** Hip-hop in the park with GRAMMY-nominated artist SaulPaul
- ***Austin's Birthday Bash:*** Community celebration with cake, music and dog-centered events
- ***Volunteer Planting Days:*** Beautification days sponsored by Page Southerland Page and aided by Nudge Design

OLD BAKERY & ARTISAN EMPORIUM

The Downtown Alliance began a partnership with the City of Austin Parks and Recreation Department, Old Bakery & Artisan Emporium and Austin Parks Foundation to transform Old Bakery Park in 2022. This Community Activated Parks Project includes an active and ongoing community engagement process to explore ideas for energizing this downtown greenspace through a new Writing on the Walls mural.

We launched this process in Fall 2022 with an online survey to gather feedback on the history of the building and prioritize important stories that could be retold in a mural design. We then held a public engagement event at Holiday Stroll, where we gathered feedback via a Downtown Mural Coloring Book and live community-created projection art. We will continue to gather feedback throughout 2023.



SAFETY & CLEANLINESS



We are committed to a clean and safe downtown.

Austin consistently ranks among the safest U.S. metro areas with a population greater than 500,000. Violent crime is increasing across the country, including in Austin. However, there was no increase in violent crime downtown from 2021 to 2022, and rates were lower than in 2019 despite nighttime activity being higher than pre-pandemic levels. Downtown property crime fell by 2% from 2021 to 2022 while increasing by 11% in Austin overall.

Perception of safety is what influences behavior, so it is important to educate the public about this data. At the same time, downtown does face very real safety challenges. Downtown stakeholders, including the Austin Police Department (APD), Downtown Alliance, government officials and business owners, are working together to tackle this important issue.

AMBASSADORS

77,910
hospitality contacts

15,742,318
square feet power washed

528
safety escorts

BEAUTIFICATAION

36,897
graffiti & posters removed

255,959
pounds of trash removed

7
beautification projects

POLICE OVERTIME

$391K
spent on APD overtime initiative
(May 2022 - February 2023)

1,454
interactions with pedestrians

99%
compliance rate for requests by our community police

OUR IMPACT: SAFE & WELCOMING STREETS

The Downtown Alliance devotes 48% of our budget to making downtown safer, cleaner and more welcoming. We provide direct services and work with law enforcement, government organizations and community organizations to address issues and develop proactive solutions.



DOWNTOWN AMBASSADORS

The Downtown Ambassadors are the cornerstone of our direct services program. Our team of 60 Ambassadors (up 46% since 2021) has a 24/7 presence in the Downtown Public Improvement District (PID), including in Republic Square and Waterloo Park. Day in and day out, they work to remove trash, pressure wash streets and beautify the area through painting and planting projects. They 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.

The Ambassadors provide safety escorts to help people get to or from their cars or transit upon request and they also offer hospitality to pedestrians including friendly greetings, directions and downtown information. The Ambassadors support our hospitality industry, surveying downtown's 27 hotels and the Austin Convention Center each morning to ensure the surrounding area is well kept for visitors moving about downtown. This diligent service has made the Ambassadors highly recognizable and beloved icons of downtown Austin.

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MENTAL HEALTH DIVERSION CENTER

The Downtown Alliance is partnering with Travis County elected officials, the Austin Police Department, city and county agencies and criminal justice partners to create a Mental Health Diversion Center, which would provide a more effective alternative to jail for people with behavioral health issues that are arrested for criminal offenses. In late 2022 and early 2023, the Downtown Alliance and local partners visited model diversion centers in Nashville, Houston, Tucson and Miami to inform a plan to open a pilot diversion center in Austin in 2023.

MONTHLY SAFETY FORUMS

In August 2022, we brought back our monthly safety forums, which keep members of the downtown community apprised of trends. The virtual forums provide updated information on crime and safety and the opportunity for participants to interact directly with Austin Police Department leadership and key safety partners.

AUSTIN POLICE DEPARTMENT SUPPORT

We continue to provide funds to enhance the Austin Police Department's safety camera system of 58 cameras throughout the area, which helps support police resources and deter and solve crimes. We also fund an overtime patrol that maintains two additional police officers in the downtown Public Improvement District, which allows for close monitoring of downtown for 10 hours daily.

CONGRESS AVENUE RESURFACING

In 2022, Public Works completed a complete mill and overlay of Congress Avenue from Cesar Chavez Street to 11th Street, resurfacing the street and applying new striping and markings to lanes and crosswalks. This was in response to the Downtown Austin Alliance's safety audits of Congress Avenue's crosswalks, as well as sidewalk and tree audits throughout downtown.

STORM CLEANUP

After the February 2023 ice storm, we removed downed trees and branches from downtown rights of way and supported the City of Austin's ongoing work to keep the area safe.

DOWNTOWN AUSTIN ALLIANCE FOUNDATION BOARD OF DIRECTORS FY 22-23

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Retired, United States District Court

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Holland & Knight LLP

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DPR Construction

Saul Paul
Saul Paul Productions, Foundation

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Capital Metro

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Administrative Coordinator

Melissa Barry
Chief Program Officer

Raven Birk
Social Media + Outreach Manager

Bill Brice
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Amalia Carmona
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Amy Chambless
Office Manager + Employee Events

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Capital Printing, LLC
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Writer, Plume

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Margaret Shaw
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Director of Multifamily Insights, Cushman & Wakefield

Lila Valencia
City Demographer, City of Austin

FRONT COVER PHOTO MAX BENDER

2021-2022 AUDITED FINANCIAL STATEMENT

CONSOLIDATED STATEMENT OF **FINANCIAL POSITION**

Assets

CURRENT ASSETS	
Cash & Cash Equivalents	5,365,891
Accounts Receivable	133,513
Prepaid Expenses	11,961
TOTAL CURRENT ASSETS	**5,511,365**

NONCURRENT ASSETS	
Security Deposits	43,953
Pledged Receivable	–
Split dollar life insurance loan receivable	175,137
Fixed Assets	319,592
TOTAL NONCURRENT ASSETS	**538,682**
TOTAL ASSETS	**6,050,047**

Liabilities and Net Assets

CURRENT LIABILITIES	
Accounts Payable	802,230
Accrued Expenses	210,085
Contributions Payable	220,000
TOTAL CURRENT LIABILITIES	**1,232,315**

LONG-TERM LIABILITIES	
Contributions Payable *(net of current portion)*	664,129
Deferred Rent Obligation	131,046
TOTAL LONG-TERM LIABILITIES	**795,175**
TOTAL LIABILITIES	**2,027,490**

NET ASSETS	
Net Assets without Donor Restrictions	4,022,557
TOTAL LIABILITIES & NET ASSETS	**6,050,047**

CONSOLIDATED STATEMENT OF **ACTIVITIES**

Changes in Unrestricted Net Assets

REVENUE	
Public Improvement District Revenue	9,581,671
Local government contributions	235,000
Contributions	163,823
Contract Services	384,276
Rent	143,475
Other	47,032
TOTAL REVENUE & OTHER SUPPORTS	**10,555,277**

EXPENSES	
Program	8,789,330
Administration	966,711
Fundraising	128,350
TOTALEXPENSES	**9,884,391**
CHANGE IN NET ASSETS	**670,886**
BEGINNING NET ASSETS	**3,351,671**
ENDING NET ASSETS	**4,022,557**

DOWNTOWN AUSTIN ALLIANCE

Consolidated Statements of Financial Position and Activities for FY Ending April 30, 2022



SPECIAL THANKS TO OUR SPONSORS

CapMetro

Lincoln Property Company

Block by Block — An SMS Holdings Company

D.P.R. Construction

HPI

Bird

Gables Residential

garza emc

savills

Balfour Beatty

CBRE

CleanScapes Landscaping

cruise

HLPS Hossley Lighting and Power Solutions

IBC Bank — We Do More

JE Dunn Construction

The Modern Austin Residences — urbanspace

RECA Real Estate Council of Austin

SLG Design

Texas Gas Service — A Division of ONE Gas

AECOM — Delivering a better world / AECOM Hunt

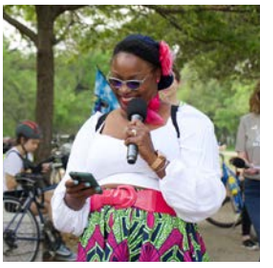
Asakura Robinson / Nelson Nygaard















THE DOWNTOWN

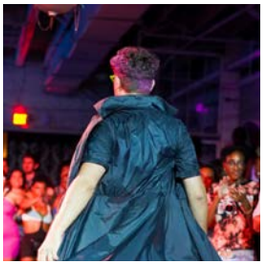


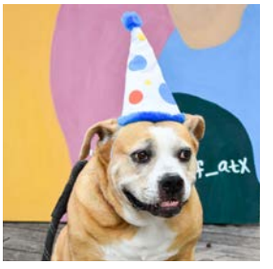




YOU WILL ALWAYS LOVE





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