Board of Directors Meeting
October 12, 2023
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MINUTES OF REGULAR MEETING OF
HOUSTON DOWNTOWN MANAGEMENT DISTRICT

August 16, 2023

THE STATE OF TEXAS

COUNTY OF HARRIS

The Board of Directors of the Houston Downtown Management District (the “District”) met in regular session, open to the public, on August 16, 2023 at 12:00 p.m. inside the Large Conference Room of the District’s office, located at 1221 McKinney Street, Houston, TX 77010, and the roll was called of the duly appointed members of the Board, to-wit:

BOARD MEMBERS

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

and all of the above were present, with the exception of Directors Allen, Davis, D’Rovencourt, Harper, Kennedy, Meyer, Nguyen, Pryor, and Ramos.

Also in attendance were Kris Larson, President/CEO; Allen Douglas, COO & General Counsel; Jana Gunter, Director of Finance; and staff members Jenna Beasley, Brett DeBord, Jacque Gonzalez, Luis Nuñez, Jamie Perkins, Albert Sanchez, Catherine Taraviras, Ann Taylor, and Candace Williams; all with the District; Algenita Davis and Ryan LeVasseur, consultants to the District; Danielle Paige with COH Public Works, and outside counsel Clark Lord of Bracewell.

In addition, members of the public in attendance included downtown residents Deboarth Keiser, Jeff Stafford, Elyse Lord and Sandra Lord.

WELCOME

Chair Ashby welcomed all and presided over the meeting. Jamie Perkins served as Assistant Secretary. The meeting was called to order at approximately 12:06 PM.
PUBLIC COMMENT

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

APPROVAL OF MINUTES

The Board considered approving the minutes of the June 15, 2023 regular Board of Directors meeting. Hearing no comments or corrections, Chair Ashby called for a motion, which was moved and seconded, and the June 15, 2023 minutes were approved as presented.

ITEMS PERTAINING TO FINANCE AND ADMINISTRATIVE MATTERS

Approval of Financial Statements and Ratification of Expenditures

Chair Ashby asked Richard Torres, the District’s Treasurer, to present the interim financial statements and check registers for the periods ending June 30, 2023 and July 31, 2023. Mr. Torres shared highlights from the June and July statements and check registers. Questions were asked and answered, and discussion took place. Budget work sessions will be held over the next few months (dates to be determined) creating an opportunity for the Board to engage in the budgeting process on a deeper level.

A motion was called to accept the June and July financial statements and check registers; moved by Director Hughes, seconded by Director Herrera, and the Board accepted the June and July financial statements and check registers as presented.

Second Quarter Investment Report

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

Second Quarter DBE Report

Next, Treasurer Torres shared highlights of the Second Quarter DBE Report. Questions were asked and answered, and discussion took place. A motion was called by Chair Ashby; moved by Director Demchak, seconded by Director Herrera, and the Board accepted the Second Quarter DBE Report as presented.

Report from Nominating Committee

Chair Ashby shared recommendations on behalf of the Nominating Committee. The first recommendation involved filling the Vice Chair position. The Nominating Committee presented its recommendation for the Board to consider appointing Robbi Jones as Vice Chair to the Board.

The second recommendation focused on the Executive Committee (ExCom) composition. The ExCom’s current structure of eleven positions was reviewed. Chair Ashby noted in current its form, ExCom includes Committee Chairs from committees no longer in operation due to the adoption and establishment of the cross-organizational Collaborative Committees.

Next, Chair Ashby brought forth the Nominating Committee’s recommendation to adopt a similar structure, which would appoint Collaborative Committee liaisons (who also serve as District Board members) to the ExCom. If adopted, this would bring the total number of ExCom positions from eleven to
ten, comprised of the following: Chair, Vice Chair, Immediate Past Chair, Secretary, Treasurer, Audit Committee Chair, liaisons from the Enhance, Connect, Thrive and Engage Collaborative Committees. A lengthy discussion ensued, and questions were asked and answered. With the need for further clarity, the Board tabled the Nominating Committee’s second recommendation for the ExCom. Further information will be provided at the September meeting.

Chair Ashby called a motion; moved by Director Hughes and seconded by Director Massad, and the Board accepted the Nominating Committee’s first recommendation to appoint Robbi Jones as the District’s Vice Chair.

**2023 BUDGET REALLOCATION & AMENDMENT**

President Larson was invited to present the 2023 Budget reallocation and amendment. He shared slides outlining the proposal based off of the draft reviewed at the June 15th Board meeting. Questions were asked and answered, and discussion ensued. Chair Ashby called for a motion; moved by Director Crawford, seconded by Director Hughes, and the 2023 Budget Reallocation and Amendment was approved as presented.

**PROGRAM AUTHORIZATIONS**

**Operations**

Chair Ashby called on Brett DeBord to present six authorizations on behalf of the Operations Team. The first request was an authorization for additional 2023 expenditures for maintenance and repairs of amenities along Allen Parkway, in an amount not to exceed $100,000. There were no questions and discussion did not take place. A motion was called; moved by Director Crawford, seconded by Director Hughes, and the authorization was approved as presented.

The second request was for additional 2023 expenditures for maintenance and repairs to the Main Street and Cotswold fountains, in an amount not to exceed $430,000 (a $75,000 increase from the amount approved in the prior authorization 2301.05). Discussion did not take place and there were no questions asked. A motion was called; moved by Director Foreman, seconded by Director Massad, and the request for additional funding for the Main Street and Cotswold fountains was approved as presented.

The third item presented to the Board would authorize an expenditure to the City of Houston for enhanced street lighting electricity expenses, in an amount not to exceed $28,000. Discussion did not take place and no questions were asked. A motion was called; moved by Director Crawford, seconded by Director Massad, and the enhanced lighting request was approved as presented.

The fourth item discussed was a request to authorize expenditures to Gulf Coast Pavers for the removal of fence and materials from the Chartres storage yard, in an amount not to exceed $25,000. Questions were not asked, and discussion did not take place. A motion was called; moved by Director Jones, seconded by Director Hughes, and the request was approved as presented.

The fifth request was for an expenditure to modify the off duty police officer program, in an amount not to exceed $93,500. Discussion took place and questions were asked and answered. A motion was called; moved by Director Crawford, seconded by Director Massad, and the request for the off duty police officer program was approved as presented.

The final item presented on behalf of the Operations team was a request authorizing the President/CEO to enter into an agreement and related expenditures to convert the dog park to turf and replace decomposed granite in the dining area at Market Square Park, in an amount not to exceed $200,000. Discussion did not take place and no questions were asked. A motion was called; moved by Director
Hughes, and seconded by Director Rodriguz, and the request for Market Square Park improvements was approved as presented.

**Economic Development**

President Larson presented a request that would authorize the production of quarterly downtown market reports, in an amount not to exceed $35,000. Discussion did not take place and no questions were asked. A motion was called; moved by Director Foreman, seconded by Director Massad, and the request for producing quarterly downtown market reports was approved as presented.

**Engagement Team**

Ann Taylor presented a request authorizing staff to execute agreements and related expenditures for the creation of an interactive public art program, namely the installation of music boxes for the holiday season at Market Square and Trebly Parks, in an amount not to exceed $30,000. Hearing no questions or need for discussion, a motion was called; moved by Director Rodriguez, seconded by Director Hererra, and the request for the interactive public art program and music box installation was approved as presented.

Ms. Taylor continued, presenting a request that would authorize the President/CEO to execute agreements and related expenditures for marketing and advertising, in an amount not to exceed $60,000. Questions were asked and answered; then a motion was called, moved by Director Ramos, and seconded by Director Massad, and the marketing and advertising request was approved as presented.

**STRATEGIC ALIGNMENT UPDATES**

President Larson shared highlights of the prior month’s efforts and progress made on initiatives outlined in the Strategic Alignment Plan. No further action was required.

**DIRECTORS’ QUESTIONS ON OTHER INITIATIVES**

No further questions were raised.

**OTHER BUSINESS**

Chair Ashby noted that the next Board meeting is scheduled for September 14, 2023. There being no further business to come before the Board, the meeting was adjourned at 1:47 PM.

______________________________
Jamie Perkins, Assistant Secretary
Houston Downtown Management District
MINUTES OF REGULAR MEETING OF
HOUSTON DOWNTOWN MANAGEMENT DISTRICT

September 14, 2023

THE STATE OF TEXAS

COUNTY OF HARRIS

The Board of Directors of the Houston Downtown Management District (the “District”) met in regular session, open to the public, on September 14, 2023 at 11:00 a.m. inside the Large Conference Room of the District’s office, located at 1221 McKinney Street, Houston, TX 77010, and the roll was called of the duly appointed members of the Board, to-wit:

BOARD MEMBERS

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

and all of the above were present, with the exception of Chair Ashby, Directors Allen, Davis, D’Rovencourt, Foreman, Galvan, Harper, Huang, Jacobs, Jackson, Jones, Liu, Massad, McKenzie, Nguyen, Pryor, Reggie, Schafer.

Also in attendance were Kris Larson, President/CEO; Allen Douglas, COO and General Counsel; Jana Gunter, Director of Finance; and staff members Brett DeBord, Scott Finke, Jacque Gonzalez, Luis Nuñez, Jamie Perkins, Albert Sanchez, Ann Taylor; all with the District; and Algenita Davis, consultant to the District.

2024 BUDGET PLANNING WORK SESSION

President Larson welcomed everyone in attendance at 11:06 a.m. Based on the number of Directors present at that point, quorum was not established, and no meeting business was conducted.

President Larson then opened discussion to begin the 2024 Budget Planning Work Session. He referred to the 2021-2025 Service & Improvement Plan, along with the stakeholder survey conducted in 2020, and provided a brief overview of the current budget year priorities.
Next, President Larson asked Directors to consider what the priorities should be for 2024 and invited them to participate in a live, interactive survey. All Directors who were present participated in the survey, discussion ensued, and questions were asked and answered.

President Larson concluded the budget planning session by thanking the Directors for their valuable input and noted an additional 2024 budget planning session will take place immediately prior to the October 12th Board meeting.

MEETING BUSINESS & QUORUM

In addition to the eleven Directors already present, four additional Directors arrived during the budget planning session. Chair Ashby arrived at 11:33 a.m. and was present for a majority of the budget planning session. Directors Galvan, Liu and Schafer all arrived shortly before noon.

Additionally, District staff members Jenna Beasley, Kathleen Chisley, Keith Gould, David Gwin, Brenden Harrison, James Kennedy, Dusty McCartney and Catherine Taraviras, all with the District; Commander Paula Read and Lieutenant Jennifer Kennedy with HPD; and Linda Trevino with METRO, joined those already present in the room at 12:05 p.m.

Chair Ashby presided over the meeting and called the meeting to order. Jamie Perkins served as Assistant Secretary.

At approximately 12:20 p.m., Chair Ashby determined a quorum of the majority of Directors would not be established for the September meeting; therefore, all business items requiring a Board action were pulled from the agenda and will be addressed at the October Board meeting, specifically:

- Approval of the August 16, 2023 Board meeting minutes
- Acceptance of the August financial statements and ratification of the August check register
- Authorization to enter into agreement and expenditures for law enforcement officer partnering with outreach teams
- Authorize agreement and expenditures related to retail strategy development
- Authorize agreement and expenditures related to marketing

Next, Chair Ashby announced discussion and presentation of the remaining items included on the agenda would resume as planned.

FINANCE AND ADMINISTRATIVE MATTERS

August Financial Statements and Check Registers

Jana Gunter summarized highlights from the August Financial Statements and Check Registers. Questions were asked and answered. No action was taken.
Open Board Discussion: Governance

Chair Ashby opened this discussion. She referred to an email she previously provided to the Board regarding District Governance. The email outlined the details of how we as a municipal management district are governed and structured. Chair Ashby then opened floor for questions and discussion. Discussion ensued, and questions were asked and answered.

Next, Chair Ashby announced the formation of a committee task force. She stated the task force will meet over the fall to define the purpose of the Executive Committee and its roles, then bring their findings to the full Board in December. Chair Ashby encouraged all Board members interested in joining to reach out to either her or Kris. No action was required.

Employee Anniversary

Chair Ashby called on President Larson to acknowledge a milestone anniversary for a long-tenure District employee. President Larson congratulated Kathleen Chisley for 25 years of dedicated service to the District and its affiliates, then presented her with an award. No action was required.

PROJECT SPOTLIGHT: PUBLIC SAFETY INITIATIVES & EVENTS

Beacon Diversion Collaboration

Chair Ashby invited Albert Sanchez to share a presentation and discuss efforts made with regard to the Beacon Diversion Collaboration. Mr. Sanchez provided an overview of the initial challenges and shared detail of how the District collaborated with interested stakeholders to implement a new safety outpost to divert criminal activity in the area. Discussion ensued and questions were asked and answered. No action was required.

HPD Update

Chair Ashby asked President Larson to open this topic. He spoke briefly about the District’s partnership with HPD and invited Cmdr. Read and Lt. Kennedy to share a presentation highlighting HPD’s recent efforts to keep downtown safe. Questions were asked and answered, and discussion ensued. No action was required.

Operations Overview

Next, Chair Ashby invited Brett DeBord to share a presentation about the District’s Operations Team. Mr. DeBord gave an overview of who serves on the Operations Team, the types of projects they work on and highlights of their day to day operations. Discussion ensued and questions were asked and answered. No action was required.

Farmers Market

Ann Taylor was invited to share a brief slide deck featuring the recently launched and highly successful Farmers Market at Market Square Park. She gave a high level summary of its formation and operation and invited all to visit the event, which runs every Saturday from 9:00 a.m. – 1:00 p.m. through November 18th. No action was necessary.
DIRECTORS’ QUESTIONS ON OTHER INITIATIVES

There were no questions or other matters brought forth by the Board.

OTHER BUSINESS

Chair Ashby noted the next Board meeting is scheduled for October 12, 2023 and will be held in person. There being no further business to come before the Board, the meeting ended at 1:38 PM.

Jamie Perkins, Assistant Secretary
Houston Downtown Management District
YTD August 2023 Balance Sheet

**Assets**
Operating Cash Balance is $10.5M
2022 Assessments Due: 98% have been collected
2022 Assessments Receivable $368K

**Liabilities**
Reserves for Property Value Protests are $935K. $6K in excess reserves at a projected loss rate for 2022 tax assessments of 11.3%.

**Fund Balance**
Unrestricted Fund Balance is $8.5M, $3.7M in excess of
2023 Minimum Fund Balance Target of $4.8M at October 31, 2023
2023 Amended Budget

Total: $22,844,210
Operating: $19,255,294  Capital: $3,588,916
2023 Operating Spending

Total: $10,690,205
Variance from amended budget ($389,550) or (3.5%) under budget
2023 Capital Spending

1. Safe & Comfortable 20%
2. Inviting Public Realm 14%
3. Accessible & Connected 54%
4. Sustainable Mixed Use Place 5%
5. 6. Governance Excellence 7%

Total: $830,017
Variance from amended budget ($231,310) or (21.8%) under budget
August 2023 Variances from Amended Budget

Operating – ($389K) under budget or (3.5%)
• Safe & Comfortable is ($214K) under budget
• Vision & Offerings Understood is ($115K) under budget

Capital Improvement – ($231K) under budget or (21.8%)
• Inviting Public Realm is ($115K) under budget for Storefront activation and streetscape grants
• Sustainable Mixed Used Place is ($50K) under budget for Retail Challenge Grants
Check register for August 2023

- Total checks issued in August 2023 were $2 million.
  - Camden Property Trust - $454,357 (DLI)
  - Block by Block - $310,542
  - Central Houston, Inc. - $309,536
  - Color Specialists Landscaping - $102,674
  - Seal Security Solutions, LLC - $77,603
  - FC Tower Property Partners - $60,363 (Tax Refund)
  - Associated Landscape Services - $54,488
YTD September 2023 Balance Sheet

Assets
Operating Cash Balance is $944K
TexPool Investments $12.9M
2022 Assessments Due: 98% have been collected
2022 Assessments Receivable $366K

Liabilities
Reserves for Property Value Protests are $793K. $5K lower than projected using an average 8-year loss rate of 11.3% for 2022 tax assessments.

Fund Balance
Unrestricted Fund Balance is $7.8M, $3.0M in excess of 2023 Minimum Fund Balance Target of $4.8M at October 31, 2023
2023 Amended Budget

1. Safe & Comfortable: 52%
2. Inviting Public Realm: 21%
3. Accessible & Connected: 2%
4. Sustainable Mixed Use Place: 9%
5. Vision & Offerings Understood: 10%
6. Governance Excellence: 6%

Total: $22,844,210
Operating: $19,255,294  Capital: $3,588,916
September 2023 Operating Spending

1. Safe & Comfortable: 53%
2. Inviting Public Realm: 24%
3. Accessible & Connected: 1%
4. Sustainable Mixed Use Place: 7%
5. Vision & Offerings Understood: 9%
6. Governance Excellence: 6%

Total: $11,596,260

Variance from amended budget ($1,359,604) or (10.5%) under budget
September 2023 Capital Spending

Total: $866,117

Variance from amended budget ($598,811) or (40.9%) under budget
September 2023 Variances greater than 5% from Amended Budget

Operating – ($1.4MK) under budget or (10.5%)
• Safe & Comfortable ($708K) or 10.4% under budget
  – September Block by Block invoice has not been received (estimated $400K)
• Accessible to Region ($174K) or 52.1% under budget
  – Ft Bend transit support has not been funded of $150K
• Sustainable Mixed-Used Place ($148K) or 15.1% under budget
  – Economic Development Initiatives have not been funded.
• Vision & Offering Understood by All ($197K) or 16.3% under budget
  – Rebranding, new website development costs and holiday activations will be expensed in the 4Q.
September 2023 Variances greater than 5% from Amended Budget

Capital Improvement – ($599K) under budget or (40.9%)
- Safe & Comfortable ($40K) under budget in Irrigation refurbishment
- Inviting Public Realm ($277K) under budget for Storefront activation and streetscape grants
- Accessible to Region ($146K) under budget for Southeast Sidewalks TxDot, Sidewalk Infill Projects and Wayfinding
- Sustainable Mixed Used Place ($100K) under budget for Retail Challenge Grants
- Capital Replacement ($35K) under budget due to repairs being less than forecasted.
Check register for September 2023

- Total checks issued in September 2023 were $1.2 million.

  - Central Houston, Inc. - $466,883
  - Downtown Redevelopment Authority - $117,827 (DLI)
  - Seal Security Solutions, LLC - $76,398
  - Gulf Coast Pavers, Inc. - $52,800
  - ARUP US, Inc. - $46,480
  - CH Realty MF Houston - $32,396 (Tax Refund)
  - Pfeiffer & Son, LTD - $29,451
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## AP Check Register (Current by Bank)

**Check Dates:** 8/1/2023 to 8/31/2023

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**BANK A REGISTER TOTAL:** $1,917,807.56

**BANK ID: B - CAPITAL ACCT-JP Morgan**

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**BANK B REGISTER TOTAL:** $91,515.44

**GRAND TOTAL:** $2,009,323.00

* Check Status Types: "P" - Printed ; "M" - Manual ; "V" - Void ( Void Date ); "A" - Application; "E" - EFT

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<td>HARDY &amp; HARDY</td>
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**BANK A REGISTER TOTAL:** $1,216,018.87
### AP Check Register (Current by Bank)

**Check Dates:** 9/1/2023 to 9/30/2023

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<td>HUITT-ZOLLARS, INC</td>
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**BANK B REGISTER TOTAL:** $26,858.92

**GRAND TOTAL:** $1,242,877.79
To Management
Houston Downtown Management District

Management is responsible for the accompanying financial statements of the Houston Downtown Management District (the District), which comprise the governmental fund balance sheets and statements of net position as of August 31, 2023 and 2022, and the related statements of activities for the months then ended, in accordance with accounting principles generally accepted in the United States of America. We have performed a compilation engagement in accordance with Statements on Standards for Accounting and Review Services promulgated by the Accounting and Review Services Committee of the AICPA. We did not audit or review the financial statements, nor were we required to perform any procedures to verify the accuracy or completeness of the information provided by management. Accordingly, we do not express an opinion, a conclusion, nor provide any form of assurance on these financial statements.

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

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

Sincerely,

nctp cpas, pllc

Houston, Texas
September 11, 2023
Houston Downtown Management District
Governmental Fund Balance Sheets and
Statement of Net Position
August 31, 2023 and August 31, 2022

<table>
<thead>
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<th>Assets</th>
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<th>2022</th>
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<td>Year to Date (Memo Only)</td>
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<td>(1,140,763)</td>
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<td><strong>$ 5,536,635</strong></td>
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<table>
<thead>
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<td></td>
<td>Year to Date</td>
<td>Year to Date</td>
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<table>
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<td><strong>5,536,635</strong></td>
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See accountant's report.
Houston Downtown Management District  
Statement of Activities  
For the Eight Months Ended August 31, 2023

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<th>Revenues</th>
<th>Operating YTD Actual</th>
<th>Capital YTD Actual</th>
<th>Total YTD Actual</th>
<th>Amended YTD Budget</th>
<th>Fav (Unfav) Variance</th>
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</tr>
<tr>
<td><strong>Total Revenues</strong></td>
<td><strong>$ 1,041,008</strong></td>
<td><strong>$ 153,901</strong></td>
<td><strong>$ 1,194,909</strong></td>
<td><strong>$ 1,199,378</strong></td>
<td><strong>(4,469)</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Expenses</th>
<th>Operating YTD Actual</th>
<th>Capital YTD Actual</th>
<th>Total YTD Actual</th>
<th>Amended YTD Budget</th>
<th>Fav (Unfav) Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Downtown Feels Safe &amp; Comfortable at All Times</td>
<td>$ 1,738,512</td>
<td>-</td>
<td>1,738,512</td>
<td>1,826,736</td>
<td>$ 88,224</td>
</tr>
<tr>
<td>Reduced Presence of Homeless &amp; Street Persons</td>
<td>554,869</td>
<td>-</td>
<td>554,869</td>
<td>604,495</td>
<td>49,626</td>
</tr>
<tr>
<td>Downtown Sidewalks are Comfortably Lighted</td>
<td>92,382</td>
<td>-</td>
<td>92,382</td>
<td>83,465</td>
<td>(8,917)</td>
</tr>
<tr>
<td>Downtown Clean &amp; Well-Kept Appearance</td>
<td>3,181,349</td>
<td>-</td>
<td>3,181,349</td>
<td>3,265,355</td>
<td>84,006</td>
</tr>
<tr>
<td>Remove Signs of Disorder in Downtown</td>
<td>57,087</td>
<td>-</td>
<td>57,087</td>
<td>57,256</td>
<td>169</td>
</tr>
<tr>
<td>Prepare for Emergencies</td>
<td>82,015</td>
<td>-</td>
<td>82,015</td>
<td>82,532</td>
<td>517</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$ 10,690,205</strong></td>
<td><strong>$ 830,017</strong></td>
<td><strong>$ 11,520,223</strong></td>
<td><strong>$ 12,141,083</strong></td>
<td><strong>$ 620,860</strong></td>
</tr>
</tbody>
</table>

| Depreciation Expense                          | 59,862               | 747                | 60,609           | 69,318             | 8,709               |

| Excess of Revenue Over Expenses GAAP Basis    | $(9,709,059)         | $(676,863)         | $(10,385,922)    | $(11,011,023)      | $ 625,101           |
Houston Downtown Management District
Statement of Activities
For the Eight Months Ended August 31, 2023 and August 31, 2022

<table>
<thead>
<tr>
<th>Revenues</th>
<th>Operating YTD Actual</th>
<th>Capital YTD Actual</th>
<th>2023 Total YTD Actual</th>
<th>2022 Total Actual</th>
<th>Fav (Unfav) Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assessment Revenue</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
</tr>
<tr>
<td>Operations Revenue</td>
<td>408,257</td>
<td>-</td>
<td>408,257</td>
<td>351,052</td>
<td>57,205</td>
</tr>
<tr>
<td>Project Revenue</td>
<td>183,455</td>
<td>-</td>
<td>183,455</td>
<td>99,671</td>
<td>83,784</td>
</tr>
<tr>
<td>Other Income</td>
<td>11,104</td>
<td>-</td>
<td>11,104</td>
<td>66,571</td>
<td>(55,467)</td>
</tr>
<tr>
<td>Interest Income</td>
<td>438,192</td>
<td>153,901</td>
<td>592,093</td>
<td>97,115</td>
<td>494,978</td>
</tr>
<tr>
<td><strong>Total Revenues</strong></td>
<td>$ 1,041,008</td>
<td>$ 153,901</td>
<td>$ 1,194,909</td>
<td>$ 614,409</td>
<td>$ 580,500</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Expenses</th>
<th>Downtown Feels Safe &amp; Comfortable at All Times</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Collaboration to Maintain Low Crime Rate</td>
<td>$ 1,738,512</td>
<td>$ -</td>
<td>$ 1,738,512</td>
<td>$ 1,627,609</td>
<td>(110,904)</td>
</tr>
<tr>
<td>Reduced Presence of Homeless &amp; Street Persons</td>
<td>554,869</td>
<td>-</td>
<td>554,869</td>
<td>456,474</td>
<td>(98,395)</td>
</tr>
<tr>
<td>Downtown Sidewalks are Comfortably Lighted</td>
<td>92,362</td>
<td>-</td>
<td>92,362</td>
<td>82,579</td>
<td>(9,783)</td>
</tr>
<tr>
<td>Downtown Clean &amp; Well-Kept Appearance</td>
<td>3,181,349</td>
<td>-</td>
<td>3,181,349</td>
<td>2,344,585</td>
<td>836,764</td>
</tr>
<tr>
<td>Remove Signs of Disorder in Downtown</td>
<td>57,087</td>
<td>-</td>
<td>57,087</td>
<td>30,038</td>
<td>(27,050)</td>
</tr>
<tr>
<td>Prepare for Emergencies</td>
<td>82,015</td>
<td>-</td>
<td>82,015</td>
<td>70,471</td>
<td>(11,544)</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td>5,706,214</td>
<td>-</td>
<td>5,706,214</td>
<td>5,111,755</td>
<td>(594,458)</td>
</tr>
</tbody>
</table>

| Public Realm is Charming, Inviting, Beautiful & Celebrates the Life of the City | | | | | |
| Key Pedestrian Streets are Inviting | 428,923 | - | 428,923 | 337,552 | (91,371) |
| Public Spaces Managed, Programmed, & Delightful | 1,126,317 | - | 1,126,317 | 636,266 | (490,051) |
| Place of Civic Celebration | 1,124,732 | - | 1,124,732 | 802,519 | (322,212) |
| **Total Public Realm** | 2,679,772 | - | 2,679,772 | 1,776,838 | (903,634) |

| Accessible to Region & Easy to Get Around | | | | | |
| Convenient Circulation Without Personal Vehicle | - | - | - | - | - |
| Easy To Find Way Around | 31,710 | - | 31,710 | 49,412 | 17,702 |
| Connect Neighbors & Districts Inside/Outside Downtown | 92,185 | - | 92,185 | 6,888 | (85,297) |
| Convenient, Understandable & Managed Parking | 5,308 | - | 5,308 | 16,402 | 11,094 |
| **Total Accessible** | 150,457 | - | 150,457 | 80,073 | (70,384) |

| Vibrant, Sustainable Mixed-Use Place | | | | | |
| Best Place to Work in Region | 199,304 | - | 199,304 | 269,811 | 70,507 |
| Exciting Neighborhoods to Live In | 472,793 | - | 472,793 | 561,047 | 88,254 |
| Competitive Shopping Place | 17,784 | - | 17,784 | 11,633 | (6,152) |
| Remarkable Destination for Visitors | 10,844 | - | 10,844 | 22,427 | 11,582 |
| **Total Vibrant** | 700,726 | - | 700,726 | 864,917 | 164,192 |

| Downtown’s Vision & Offering Understood By All | | | | | |
| Market to Region | 294,449 | - | 294,449 | 735,018 | 440,569 |
| Promote Downtown’s Ease of Use | 67,449 | - | 67,449 | 19,176 | (48,273) |
| Vision/Development Framework Understood By All | 484,613 | - | 484,613 | 397,065 | (87,548) |
| Tools to Assist Continued Redevelopment | 17,727 | - | 17,727 | 50,420 | 32,692 |
| Develop & Maintain Information to Support Downtown | 15,293 | - | 15,293 | 24,465 | 9,172 |
| **Total Downtown’s Vision** | 879,531 | - | 879,531 | 1,226,143 | 346,612 |

| District Governance & Service Known for Excellence | | | | | |
| Engage Stakeholders in Decision Making | 492,190 | - | 492,190 | 696,793 | 204,602 |
| Communications to Owners, Tenants & Others | 36,554 | - | 36,554 | 36,987 | 432 |
| Preservation of District’s Capital Assets | 44,561 | - | 44,561 | 48,958 | (4,397) |
| **Total District Governance** | 573,305 | - | 573,305 | 777,755 | 204,449 |

| Capital Improvement & Expenditures | Downtown Feels Safe & Comfortable | | | | |
| Public Realm is Charming, Inviting, & Beautiful | - | 169,183 | 169,183 | - | (169,183) |
| Accessible to Region & Easy to Get Around | - | 446,197 | 446,197 | 130,996 | (315,201) |
| Vibrant, Sustainable Mixed-Use Place | - | 41,251 | 41,251 | 83,642 | 42,391 |
| Downtown’s Vision & Offering Understood By All | - | - | - | - | - |
| Capital Replacement Expenditure | - | 53,783 | 53,783 | 183,699 | 129,916 |
| **Total Capital Improvement** | 830,017 | - | 830,017 | 398,337 | (431,680) |
| **Total Expenses** | $ 10,690,205 | $ 830,017 | $ 11,520,223 | $ 10,635,318 | $ (884,905) |

| Depreciation Expense | 59,862 | 747 | 60,609 | 66,705 | 6,097 |
| **Excess of Revenue Over Expenses GAAP Basis** | (9,709,059) | (676,863) | (10,385,922) | (10,087,615) | (298,305) |
**Houston Downtown Management District**  
**Variance Analysis to Amended 2023 Budget**  
**For the Eight Months Ended August 31, 2023**

**Revenue**

1) Operations revenue is under budget ($22K) in Main Street Fountain Reimbursements, ($18K) in Cotswold Fountain Reimbursements and ($4K) in Trebly Park Tout Suite Utility Reimbursements. The budget shortfalls are due to timing of invoicing or services have not yet been rendered. Over budget $6K in the Trash Program and $11K in Irrigation Reimbursements from Buffalo Bayou Park. Project revenue is over budget $3K in Market Square Park reimbursements. Other income includes Market Square Park event revenue which is $7K over budget. Interest income is over budget $12K due to more favorable rates than projected.

**Operating Budget**

**Expenses**

2) Goal 1a-Collaboration to Maintain Low Crime Rate-Under budget ($80K) in Safety Guides due to the inability to hire and retain qualified personnel, the severe heat and dealing with the homeless. Under budget ($3K) in the Off Duty Officer program and ($5K) in staffing.

3) Goal 1b-Reduced Presence of Homeless & Street Persons-Under budget ($50K) in homeless outreach programs. SEARCH is having a difficult time keeping the three budgeted employees on staff. They are working with two staff to fulfill objectives.

4) Goal 1c-Downtown Sidewalks are Comfortably Lighted-Over budget $9K in Street Lighting Expense, amenities and maintenance.


6) Goal 2a-Key Pedestrian Streets are Inviting-Under budget ($82K) in accent plants. Summer accent planting is completed but not billed completely. Over budget $25K in staffing.

7) Goal 2b-Key Public Spaces Programmed and Delightful-Under budget ($9K) in Trebly Park maintenance, ($13K) in Market Square Park Maintenance, ($3K) in Cotswold maintenance and repairs and ($5K) in Main Street Square maintenance. Over budget in Main Street Square programming $21K and Market Square programming $7K. Under budget ($13K) in Collaborative programming and ($7K) in Trebly Park programming.

8) Goal 2c-Place of Civic Celebration-Over budget $10K in Pole & Pot Maintenance, $24K in Allen Parkway Maintenance and $4K in staffing. Under budget ($25K) in Holiday Promotions and ($8K) in Art programming.


10) Goal 3c-Easy to Find Way Around - Under budget $5K in staffing.


12) Goal 4a-Best Place to Work in the Region-Under budget ($34K) in Economic Development and over budget $27K in staffing.

13) Goal 4b-Exciting Neighborhoods To Live In-Under budget ($6K) for Residential Market Research.

14) Goal 4c-Competitive Shopping Place - Over budget $4K in staffing.

15) Goal 5a-Market to Region-Under budget ($83K) in marketing expenditures and ($114K) in staffing.

16) Goal 5b-Promote Downtown's Ease of Use - Over budget $4K in staffing.

14) Goal 5c-Planning Consultants & Expenses are under budget ($37K) and over budget $115K in staffing.

15) Goal 6a-Complete engagement by all stakeholders in District - Over budget $2K in Operations, under budget ($2K) in Planning Design & Construction, ($5K) in Administration and ($6K) in staffing.

**Capital Budget**

17) Under budget ($20K) in Landscape Amenities-Irrigation.

18) Under budget ($15K) in Storefront/Streetscape Grants and ($100K) for Storefront Activation and Improved Pedestrian Connection.

19) Under budget ($10K) for Vehicular and Pedestrian Wayfinding and ($36K) for Southeast Sidewalks TxDOT.

20) Under budget ($50K) for Retail Challenge Grants.
To Management
Houston Downtown Management District

Management is responsible for the accompanying financial statements of the Houston Downtown Management District (the District), which comprise the governmental fund balance sheets and statements of net position as of September 30, 2023 and 2022, and the related statements of activities for the months then ended, in accordance with accounting principles generally accepted in the United States of America. We have performed a compilation engagement in accordance with Statements on Standards for Accounting and Review Services promulgated by the Accounting and Review Services Committee of the AICPA. We did not audit or review the financial statements, nor were we required to perform any procedures to verify the accuracy or completeness of the information provided by management. Accordingly, we do not express an opinion, a conclusion, nor provide any form of assurance on these financial statements.

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

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

Sincerely,

netp cpas, pllc

Houston, Texas
October 9, 2023
Houston Downtown Management District
Governmental Fund Balance Sheets and
Statement of Net Position
September 30, 2023 and September 30, 2022

<table>
<thead>
<tr>
<th>Assets</th>
<th>2023 Operating Year to Date</th>
<th>2022 Operating Year to Date</th>
<th>Total (Memo Only)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash</td>
<td>$9,462,094</td>
<td>$10,166,306</td>
<td>$13,820,571</td>
</tr>
<tr>
<td>Assessments Due</td>
<td>$337,244</td>
<td>$207,190</td>
<td>$544,434</td>
</tr>
<tr>
<td>Accounts Receivable</td>
<td>$1,884,422</td>
<td>$618,228</td>
<td>$2,502,640</td>
</tr>
<tr>
<td>Prepaid Expense</td>
<td>$26,235</td>
<td>$26,235</td>
<td>$52,470</td>
</tr>
<tr>
<td>Property &amp; Equipment, Net</td>
<td>$548,947</td>
<td>$582,492</td>
<td>$1,131,439</td>
</tr>
<tr>
<td>Right of Use Lease Assets, Net</td>
<td>$2,590,393</td>
<td>$2,703,348</td>
<td>$5,293,741</td>
</tr>
<tr>
<td>Intercompany Rec/Pay</td>
<td>$(1,120,012)</td>
<td>$88,498</td>
<td>$(1,101,514)</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td>$13,729,323</td>
<td>$14,392,298</td>
<td>$19,236,793</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Liabilities</th>
<th>2023 Operating Year to Date</th>
<th>2022 Operating Year to Date</th>
<th>Total (Memo Only)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts Payable &amp; Accrued Expenses</td>
<td>$1,718,502</td>
<td>$1,034,849</td>
<td>$2,753,351</td>
</tr>
<tr>
<td>Lease Liabilities</td>
<td>$2,748,686</td>
<td>$2,808,508</td>
<td>$5,557,194</td>
</tr>
<tr>
<td>Deferred Revenue</td>
<td></td>
<td>$460,407</td>
<td>$42,588</td>
</tr>
<tr>
<td>Reserve for Refunds due to Property Protests</td>
<td>744,874</td>
<td>460,407</td>
<td>1,205,281</td>
</tr>
<tr>
<td><strong>Total Liabilities &amp; Deferred Revenue</strong></td>
<td>$5,212,062</td>
<td>$4,303,763</td>
<td>$9,515,825</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Fund Balances</th>
<th>2023 Operating Year to Date</th>
<th>2022 Operating Year to Date</th>
<th>Total (Memo Only)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unreserved, Undesignated</td>
<td>$7,717,260</td>
<td>$10,088,534</td>
<td>$17,805,804</td>
</tr>
<tr>
<td>Unreserved, Designated for Catastrophy</td>
<td>$800,000</td>
<td>$-</td>
<td>$800,000</td>
</tr>
<tr>
<td>Reserved for Capital Projects</td>
<td>$8,517,260</td>
<td>$10,088,534</td>
<td>$18,605,804</td>
</tr>
<tr>
<td><strong>Total Liabilities, Deferred Revenue &amp; Fund Balances</strong></td>
<td>$13,729,323</td>
<td>$14,392,298</td>
<td>$28,121,611</td>
</tr>
</tbody>
</table>

See accountant's report.
Houston Downtown Management District
Statement of Activities
For the Nine Months Ended September 30, 2023

Operating Capital Total Amended Fav (Unfav) % Revenues
YTD Actual YTD Actual YTD Actual YTD Budget Variance Var
Assessment Revenue $ - $ - $ - $ - $ - $ -
Operations Revenue 508,562 - 508,562 470,485 38,077 8%
Project Revenue 186,216 - 186,216 183,564 2,652 1%
Other Income 13,474 - 13,474 3,686 9,788 266%
Interest Income 484,050 173,050 657,100 630,356 26,764 4%
Total Revenues $ 1,192,302 $ 173,050 $ 1,365,352 $ 1,288,071 $ 77,281 6%

Expenses
Downtown Feels Safe & Comfortable at All Times
Collaboration to Maintain Low Crime Rate $ 1,870,337 $ - $ 1,870,337 $ 2,159,102 $ 288,764 13%
Reduced Presence of Homeless & Street Persons 613,458 - 613,458 707,155 93,697 13%
Downtown Sidewalks are Comfortably Lighted 122,127 - 122,127 101,328 (20,799) -21%
Downtown Clean & Well-Kept Appearance 3,360,607 - 3,360,607 3,705,202 344,596 9%
Remove Signs of Disorder in Downtown 62,913 - 62,913 64,240 1,326 2%
Prepare for Emergencies 91,856 - 91,856 92,104 248 0%
Total Expenses 6,121,298 - 6,121,298 6,829,130 707,832 10%
Public Realm is Charming, Inviting, Beautiful & Celebrates the Life of the City
Key Pedestrian Streets are Inviting 435,725 - 435,725 495,497 59,772 12%
Public Spaces Managed, Programmed, & Delightful 1,248,920 - 1,248,920 1,278,694 29,775 2%
Place of Civic Celebration 1,141,783 - 1,141,783 1,169,740 27,957 2%
Total Expenses 2,826,428 - 2,826,428 2,943,931 117,504 4%
Accessible to Region & Easy to Get Around
Effective Transit Access More Places, More Hours 22,684 - 22,684 166,670 143,986 86%
Convenient Circulation Without Personal Vehicle - - - - N/A
Easy To Find Way Around 34,403 - 34,403 90,154 55,752 62%
Connect Neighbors & Districts Inside/Outside Downtown 96,746 - 96,746 71,333 (25,413) -36%
Convenient, Understandable & Managed Parking 6,090 - 6,090 5,540 (550) -10%
Total Expenses 159,922 - 159,922 333,697 173,775 52%
Vibrant, Sustainable Mixed-Use Place
Best Place to Work in Region 210,822 - 210,822 336,537 125,714 37%
Exciting Neighborhoods to Live In 589,515 - 589,515 615,352 25,837 4%
Competitive Shopping Place 19,193 - 19,193 15,233 (3,959) -26%
Remarkable Destination for Visitors 12,210 - 12,210 12,360 150 1%
Total Expenses 831,739 - 831,739 979,481 147,742 15%
Downtown's Vision & Offering Understood By All
Market to Region 357,264 - 357,264 641,048 283,784 44%
Promote Downtown's Ease of Use 77,545 - 77,545 71,004 (6,541) -9%
Vision/Development Framework Understood By All 538,614 - 538,614 461,461 (77,153) -17%
Tools to Assist Continued Redevelopment 20,167 - 20,167 20,015 (152) -1%
Develop & Maintain Information to Support Downtown 18,763 - 18,763 16,197 (2,566) -16%
Total Expenses 1,012,354 - 1,012,354 1,209,725 197,372 16%
District Governance & Service Known for Excellence
Engage Stakeholders in Decision Making 557,808 - 557,808 576,442 18,634 3%
Communications to Owners, Tenants & Others 42,150 - 42,150 38,896 (3,254) -8%
Preservation of Districts’ Capital Assets 44,561 - 44,561 44,560 (1) 0%
Total Expenses 644,519 - 644,519 659,989 15,470 2%
Capital Improvement & Expenditures
Downtown Feels Safe & Comfortable - 169,348 169,348 209,845 40,497 19%
Public Realm is Charming, Inviting, & Beautiful - 137,899 137,899 414,890 276,992 67%
Accessible to Region & Easy to Get Around - 448,197 448,197 593,918 145,721 25%
Vibrant, Sustainable Mixed-Use Place - 50,492 50,492 150,813 100,321 67%
Downtown’s Vision & Offering Understood By All - - - - N/A
Capital Replacement Expenditure - 60,183 60,183 95,462 35,279 57%
Total Expenses 1,159,260 - 1,159,260 1,426,377 267,117 23%
Depreciation Expense 67,484 840 68,324 77,983 9,659
Excess of Revenue Over Expenses GAAP Basis $ (10,471,442) $ (693,907) $ (11,165,349) $ (13,210,704) $ 2,045,355

See accountant’s report.
Houston Downtown Management District  
Statement of Activities  
For the Nine Months Ended September 30, 2023 and September 30, 2022

<table>
<thead>
<tr>
<th>YTD Actual</th>
<th>YTD Actual</th>
<th>YTD Actual</th>
<th>YTD Actual</th>
<th>Variance</th>
<th>Var</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenues</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Assessment Revenue</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Operations Revenue</td>
<td>508,562</td>
<td>508,562</td>
<td>432,801</td>
<td>75,761</td>
<td>18%</td>
</tr>
<tr>
<td>Project Revenue</td>
<td>186,216</td>
<td>186,216</td>
<td>102,721</td>
<td>83,495</td>
<td>81%</td>
</tr>
<tr>
<td>Other Income</td>
<td>13,474</td>
<td>13,474</td>
<td>68,093</td>
<td>(54,619)</td>
<td>-80%</td>
</tr>
<tr>
<td>Interest Income</td>
<td>484,050</td>
<td>173,050</td>
<td>657,100</td>
<td>129,066</td>
<td>409%</td>
</tr>
<tr>
<td><strong>Total Revenues</strong></td>
<td>1,192,302</td>
<td>173,050</td>
<td>1,365,352</td>
<td>732,681</td>
<td>632,671</td>
</tr>
</tbody>
</table>

| **Expenses** |            |            |            |          |     |
| Downtown Feels Safe & Comfortable at All Times | 1,870,337 | 1,870,337 | 1,725,938 | (144,399) | -8% |
| Reduced Presence of Homeless & Street Persons | 613,458 | 613,458 | 476,075 | (137,383) | -29% |
| Downtown Sidewalks are Comfortably Lighted | 122,127 | 122,127 | 86,774 | (35,353) | -41% |
| Downtown Clean & Well-Kept Appearance | 3,360,607 | 3,360,607 | 3,419,887 | 59,280 | 2% |
| Remove Signs of Disorder in Downtown | 62,913 | 62,913 | 31,854 | (31,059) | -98% |
| Prepare for Emergencies | 91,856 | 91,856 | 79,261 | (12,595) | -16% |
| **Total Expenses** | 6,121,298 | 6,121,298 | 5,819,790 | (301,509) | -5% |

| **Public Realm is Charming, Inviting, Beautiful & Celebrates the Life of the City** |            |            |            |          |     |
| Key Pedestrian Streets are Inviting | 435,725 | 435,725 | 344,692 | (91,033) | -26% |
| Public Spaces Managed, Programmed, & Delightful | 1,248,920 | 1,248,920 | 680,239 | (568,681) | -84% |
| Place of Civic Celebration | 1,141,783 | 1,141,783 | 927,027 | (214,756) | -23% |
| **Total Expenses** | 2,826,428 | 2,826,428 | 1,951,958 | (874,470) | -45% |

| **Accessible to Region & Easy to Get Around** |            |            |            |          |     |
| Effective Transit Access More Places, More Hours | 22,684 | 22,684 | 8,322 | (14,362) | -173% |
| Convenient Circulation Without Personal Vehicle | - | - | - | - | N/A |
| Easy To Find Way Around | 34,403 | 34,403 | 58,013 | 23,610 | 41% |
| Connect Neighbors & Districts Inside/Outside Downtown | 96,746 | 96,746 | 7,749 | (88,998) | -114% |
| Convenient, Understandable & Managed Parking | 6,090 | 6,090 | 16,402 | 10,313 | 63% |
| **Total Expenses** | 159,922 | 159,922 | 90,486 | (69,437) | -77% |

| **Vibrant, Sustainable Mixed-Use Place** |            |            |            |          |     |
| Best Place to Work in Region | 210,822 | 210,822 | 303,538 | 92,715 | 31% |
| Exciting Neighborhoods to Live In | 589,515 | 589,515 | 567,956 | (21,559) | -4% |
| Competitive Shopping Place | 19,193 | 19,193 | 13,087 | (6,106) | -47% |
| Remarkable Destination for Visitors | 12,210 | 12,210 | 23,402 | 11,193 | 48% |
| **Total Expenses** | 831,739 | 831,739 | 907,983 | 76,244 | 8% |

| **Downtown’s Vision & Offering Understood By All** |            |            |            |          |     |
| Market to Region | 357,264 | 357,264 | 796,465 | 439,200 | 55% |
| Promote Downtown's Ease of Use | 77,545 | 77,545 | 22,643 | (54,902) | -242% |
| Vision/Development Framework Understood By All | 538,614 | 538,614 | 410,853 | (127,761) | -31% |
| Tools to Assist Continued Redevelopment | 20,167 | 20,167 | 55,038 | 34,871 | 63% |
| Develop & Maintain Information to Support Downtown | 18,763 | 18,763 | 28,003 | 9,241 | 33% |
| **Total Expenses** | 1,012,354 | 1,012,354 | 1,313,003 | 308,649 | 23% |

| **District Governance & Service Known for Excellence** |            |            |            |          |     |
| Engage Stakeholders in Decision Making | 557,808 | 557,808 | 750,812 | 193,004 | 26% |
| Communications to Owners, Tenants & Others | 42,150 | 42,150 | 38,901 | (3,249) | -8% |
| Preservation of Districts' Capital Assets | 44,561 | 44,561 | 43,976 | (585) | -1% |
| **Total Expenses** | 644,519 | 644,519 | 833,688 | 189,170 | 23% |

| **Capital Improvement & Expenditures** |            |            |            |          |     |
| Downtown Feels Safe & Comfortable | - | - | - | - | N/A |
| Public Realm is Charming, Inviting, & Beautiful | - | - | - | - | N/A |
| Accessible to Region & Easy to Get Around | - | - | - | - | N/A |
| Vibrant, Sustainable Mixed-Use Place | - | - | - | - | N/A |
| Downtown's Vision & Offering Understood By All | - | - | - | - | N/A |
| **Total Expenses** | - | - | - | - | N/A |

| **Total Expenses** | 11,596,260 | 866,117 | 12,462,377 | 11,323,675 | (1,138,702) | -10% |
| Depreciation Expense | 67,484 | 840 | 68,324 | 75,066 | 6,743 |
| Excess of Revenue Over Expenses GAAP Basis | (10,471,442) | (693,907) | (11,165,349) | (10,666,060) | (499,289) | -10% |
Houston Downtown Management District
Variance Analysis to Amended 2023 Budget
For the Nine Months Ended September 30, 2023

Revenue
1) Operations revenue is under budget ($7K) in Main Street Fountain Reimbursements, ($28K) in Cotswold Fountain Reimbursements and ($14K) in Trebly Park Tout Suite Utility Reimbursements. The budget shortfalls are due to timing of invoicing or services have not yet been rendered for the fountains. The shortfall for Trebly Park Tout Suite is due to a necessary contract revision no longer requiring reimbursements for utility expenses. Over budget $3K in the Trash Program, $11K in Irrigation Reimbursements from Buffalo Bayou Park and $73K in METRO Bus Stop Cleaning due to timing of receipts. Project revenue is over budget $3K in Market Square Park reimbursements. Other income includes Market Square Park event revenue which is $9K over budget. Interest income is over budget $27K due to more favorable rates than projected.

Operating Budget

Expenses
2) Goal 1a-Collaboration to Maintain Low Crime Rate-Under budget ($267K) in Safety Guides due to the inability to hire and retain qualified personnel, the severe heat and dealing with the homeless. Under budget ($14K) in the Off Duty Officer program, ($3K) in Seal Security and ($3K) in staffing.
3) Goal 1b-Reduced Presence of Homeless & Street Persons-Under budget ($93K) in homeless outreach programs. SEARCH is having a difficult time keeping the three budgeted employees on staff. They are working with two staff to fulfill objectives.
4) Goal 1c-Downtown Sidewalks are Comfortably Lighted-Over budget $20K in Street Lighting Expense, amenities and maintenance.
5) Goal 1d-Downtown Noted for Cleanliness & Well-Kept Appearance- Under budget ($82K) in accent plants. Summer accent planting is completed but not billed completely. Over budget $22K in staffing.
6) Goal 2a-Key Pedestrian Streets are Inviting-Under budget ($82K) in accent plants. Summer accent planting is completed but not billed completely. Over budget $22K in staffing.
7) Goal 2b-Key Public Spaces Programmed and Delightful-Under budget ($22K) in Main Street Square maintenance, ($15K) in Landscaping, ($13K) in Operations overhead, ($11K) in Irrigation and ($10K) in staffing. Over budget $5K in Paver repair and maintenance.
8) Goal 2c-Place of Civic Celebration-Over budget $11K in Pole & Pot Maintenance, $23K in Allen Parkway Maintenance and $6K in staffing. Under budget ($50K) in Holiday Promotions and ($15K) in Art programming.
10) Goal 3c-Easy to Find Way Around - Under budget $49K in Wayfinding and $7K in staffing.
12) Goal 4a-Best Place to Work in the Region-Under budget ($143K) in Economic Development and over budget $17K in staffing.
13) Goal 4b-Exciting Neighborhoods To Live In-Under budget ($21K) in DLI payments ($5K) for Residential Market Research.
14) Goal 4c-Competitive Shopping Place - Over budget $4K in staffing.
15) Goal 5a-Market to Region-Under budget ($158K) in marketing expenditures and ($126K) in staffing.
16) Goal 5b-Promote Downtown's Ease of Use - Over budget $7K in staffing.
17) Goal 5c-Planning Consultants & Expenses are under budget ($34K) and over budget $111K in staffing.
18) Goal 5d-Complete engagement by all stakeholders in District - Over budget $2K in Operations, under budget ($1K) in Engagement, ($6K) in Economic Development, ($4K) in Planning Design & Construction, ($3K) in Administration and ($7K) in staffing.

Capital Budget

19) Under budget ($40K) in Landscape Amenities-Irrigation.
20) Under budget ($27K) in Storefront/Streetscape Grants, ($200K) for Storefront Activation and Improved Pedestrian Connection and ($50K) in Market Square Park improvements.
21) Under budget ($73K) for Southeast Sidewalks TxDOT, ($50K) for Sidewalk Infill Projects and ($23K) for Vehicular and Pedestrian Wayfinding.
22) Under budget ($100K) for Retail Challenge Grants.
23) Under budget ($35K) for Capital Replace expenditures
ACTION ITEM
Authorize execution of agreements and related expenditures for professional Tax Collector/Assessor services and related legal fees for assessment collections.

SERVICE PLAN
2021-2025
Account Code 915.600  590.802  912.600
Budget & Year $68000  $ 7,000  $20,000

REQUEST
Not to exceed $95,000

DESCRIPTION
For the past several years, Utility Tax Services (UTS) has acted as assessor/collector of the District’s annual assessments. In this capacity, the services include: 1) preparing and maintaining a base year assessment roll; 2) noticing property owners of public hearings concerning the initial and supplemental assessment rolls and representing the District at public hearings; 3) preparing and mailing annual assessment bills; and 4) collecting assessments.

The District has engaged with Linebarger Goggan Blain & Sampson, LLP in the past for their services to collect delinquent tax assessments. The delinquent assessments are reported by Utility Tax Services (UTS), the District’s tax assessor and collector.

DISCUSSION
The District would like to enter into a contract with Utility Tax Services. HCAD began certifying 2023 property valuations in September with assessment invoices set to be mailed in November. The District requires the assessor-collector services to participate in setting the roll and any public hearings (if any and as needed) and prepare invoices for the 2023 tax year for the Jurisdiction 265 Assessment roll.

In years past, the cost of engaging Linebarger Blain & Sampson, LLP has been increasing due to the number of accounts under protest and delinquent assessment accounts they are having to collect. UTS reports delinquent accounts to Linebarger Blain & Sampson.

DBE Participation
Individuals wishing to provide assessor/collector services to special districts must be licensed by and registered with the Texas Board of Tax Professional Examiners. Utility Tax Services and Linebarger Blaine & Sampson are not certified as a DBE.
2024 HDMD Budget Work Session
Who will win?

Astros wins!
1. In your opinion, has cleanliness in Downtown Houston improved or worsened since one year ago? (Select one)

- Much Better: 9%
- Slightly Better: 18%
- No Change: 64%
- Slightly Worse: 0%
- Much Worse: 0%
- Don't Know: 9%
2. On a scale of 1 to 5, how would you rate cleanliness in Downtown Houston today?
3. Do you believe that the HDMD should invest more in programs to affect cleanliness in Downtown? (select one)

- Yes, a lot more: 9%
- Yes, but only slightly more: 64%
- No Change: 27%
- No, invest slightly less: 0%
- No, invest a lot less: 0%
- Don't Know: 0%
4. In your opinion, what should HDMD invest in to improve cleanliness? (select up to 3)
5. What, in your opinion, is the #1 factor influencing negative perceptions of cleanliness in Downtown Houston? (Select one)

- Damaged / vacant building facades
- Homeless individuals and / or encampments

2 voters chose Damaged / vacant building facades.
10 voters chose Homeless individuals and / or encampments.
6. In your opinion, has safety in Downtown Houston improved or worsened since one year ago?
7. On a scale of 1 to 5, how would you rate safety in Downtown Houston today?
8. Which of the following safety most directly contribute to negative perceptions of safety in Downtown Houston? (Select up to three)
9. What, in your opinion, is the #1 factor negatively influencing perceptions of safety in Downtown Houston? (Select one)
10. In your opinion, how much emphasis should be placed on the HDMD's efforts to address homelessness?
11. Which of the following would make people feel safer in Downtown? (select up to 3)

- More people / vibrancy: 8
- More lighting: 2
- More security / police: 4
- More active storefront businesses: 6
- Reduced homelessness: 9
- Other: 0
12. Which public safety programs do we need more of? (select all that apply)

- More public safety guides: 5
- More off-duty police: 7
- More SEAL security: 8
- More homeless outreach: 9
- More regular people on sidewalks: 11
- Other: 0
- We don't need to make more investments in public safety: 1
13. Which do we need less of? (select all that apply)

- Less public safety guides
- Less off-duty police
- Less SEAL security
- Less homeless outreach
- Fewer regular people on sidewalks
- Other
- We shouldn't reduce any public safety programs
14. What, in your opinion, should be the HDMD's primary focus for economic development?

- Retail/storefront improvement: 38%
- Office recruitment & retention: 23%
- Research-backed marketing and communications: 8%
- Advocating Downtown as a place for entertainment & recreation: 31%
- Other: 0%
15. Which HDMR marketing projects would you like to see more of in 2024? (select up to 3)

- Social media content: 23%
- Earned media/public relations: 8%
- Printed collateral: 0%
- Advertising & campaigns: 4%
- Place branding: 23%
- Website presence & resources: 15%
- Stakeholder communications (newsletters etc.): 12%
- Other: 4%
- Maintain marketing at current level: 12%
16. Which HDMC marketing projects would you like to see less of in 2024? (select up to 3)
17. What, in your opinion, are the most important placemaking efforts HDMD should advance? (check all that apply)

- Public art: 21%
- Tree planting: 18%
- Walkability improvements: 35%
- Activations and interventions: 26%
- Other: 0%
- We shouldn't do placemaking: 0%
18. What, in your opinion, are the most important programmatic and event-related investments of HDMD? (Select up to 2)

- Events in parks (MSP / Trebly): 31%
- Activations in buildings (Lobbies / Rooftops): 15%
- Street fairs: 54%
- Reduce programming and events: 0%
- Other: 0%
19. What, in your opinion, are the most important capital projects for 2024? (select up to 3)
20. If you could suggest one specific additional priority for the 2024 budget, not listed previously, what would it be? (Open ended response)

9 responses

- Focus on how do we measure success
- Bring back international street festival
- Law enforcement collaborations
- Create Street vibrancy
- Recruiting Fortune 500 companies to relocate to houston downtown
- Public/private partnerships of incentivizing relocation of business to downtown.
- Plan for 1-45 re-construction disruption (that rhymes!)
- Encouraging residential
- Residential from office bldgs
ACTION ITEM
Authorize President to execute the agreement and expenditure with Harris County for support services for outreach teams.

SERVICE PLAN
<table>
<thead>
<tr>
<th>Account Code</th>
<th>Budget &amp; Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>851.200</td>
<td>$900,000 2023</td>
</tr>
</tbody>
</table>

REQUEST
Not to exceed $29,100

DESCRIPTION
The Harris County Sheriff's Office will continue to provide support services in partnership with the Harris Center’s Care Coordinator. Partnering together they will provide support services and long-term housing to homeless individuals suffering with mental illness or intellectual disability within our district. The contract term is from October 1, 2023 to September 30, 2024.

DISCUSSION
The Harris County Sheriff’s Office will continue to work in partnership with the District’s program with the Harris Center for Mental Health & IDD to further the Chronic Consumer Assistance Program (CCAP) that engages individuals identified by the District as being chronically homeless and suffering from serious mental illness.

The Sheriff's Office will provide a full-time Deputy to partner with the Harris Center Care Coordinator to act as a liaison between the homeless population and area housing, medical, and mental health providers. The Deputy will provide a law enforcement presence and offer more options in dealing with a very tough population, such as being able to issue emergency detention orders (EDO) for individuals that pose a danger to themselves and others.

The amount requested is for the remaining months of 2023 and another action will be presented for the 2024 expenditures. The total annual contracted amount is $116,400. The District can terminate the agreement prior to expiration of the 1 year term with a 30 day prior written notice.

DBE Participation
Harris Center for Mental Health and IDD is the state designated local Mental Health Authority for Harris County. The Sheriff is an employee of Harris County.
ACTION ITEM
Authorize Procurement and Contract Authorization for Retail Strategy

SERVICE PLAN
2021-2025
Account Code 621.502
Budget $75,000 (as amended)

REQUEST
Not to exceed $50,000

DESCRIPTION
Expenditure will help fund expert consulting services in support of developing a storefront business recruitment & retention strategy for key corridors in Downtown Houston consistent with the policy direction on Goal 4 of the Strategic Alignment Plan (SAP).

DISCUSSION
Throughout the 2022 board engagement process for the SAP, one of the most resonant themes discussed was the desire and necessity for more retail, restaurants, attractions, office tenants, residents, and reasons to be Downtown.

Following the approval of the SAP by the HDMD Board in September 2022, as a part of the organization’s budget process, the Board approved an expanded economic development toolbox and increased staff capacity to advance business recruitment and retention. The board also approved the creation of a funding tool to specifically support storefront business recruitment.

Over the past 90 days, HDMD advanced a preliminary evaluation of its strategic direction which concluded in a presentation to the Board and Goal 4: Thrive Committee in August. The engagement included interviews with many prominent property owners and brokers that specialize in retail leasing. HDMD staff would now like to begin procurement for consulting services to build upon the initial evaluation with advisement on specific tenant recruitment and how to best utilize any incentive tools toward an improved level of storefront amenity. This initiative is intended to provide HDMD with the most targeted, efficient, and successful plan to drive implementation.

DBE Participation TBD
**ACTION ITEM**
Authorize expenditure of remaining 2023 Media and Advertising Budget

**SERVICE PLAN**
2021-2025  
Account Code  643.366  
Budget Amount $200,000 2023

**REQUEST**
$100,000

**DESCRIPTION**
Goal 5.6: Improve and expand external communications to increase awareness of Downtown happenings.  
Goal 5.8: Spotlight initiatives, moments, and entities advancing Downtown as an inclusive community.

**DISCUSSION**
Paid media and impactful creative empowers us to  
• control messages and frequency of exposure,  
• capture greater mindshare of desired audiences, and  
• build preference for Downtown as a place for everyone and Houston’s heart of excitement, opportunity, and joy.

**DBE PROGRAM**
Some vendors are DBE and others are certified/self-certified
**ACTION ITEM**
Authorize expenditures with various vendors for holiday activations.

**SERVICE PLAN**
2021-2025  
Account Code 633.360  
Budget Amount $120,000 2023

**REQUEST**
Not to exceed $120,000

**DESCRIPTION**
The authorization is for enhanced placemaking to accompany the *Downtown City Lights Holiday Magic* installations, including wayfinding, transportation between signature spaces, and marketing collateral.

**DISCUSSION**
This is the second year for our organization to partner with Houston First on a Downtown-wide holiday activation. Holiday City Lights runs from media fam tour Nov. 17 through Jan. 2.

**DBE PROGRAM**
Vendors TBD
GOAL 1

Champion major projects, initiatives and investments that improve Downtown.

1.1 Plan collaboratively for Downtown’s evolving edges, connections, and major attractions.

**Highlight:** Throughout September, CHI staff worked alongside transportation planning staff at the City of Houston’s Planning and Development Department on an Infrastructure Investment and Jobs Act (IIJA) grant application. The grant application effort resulted from a Notice of Funding Opportunity (NOFO) via the Federal Highway Administration (FHWA) Reconnecting Communities Neighborhood Access and Equity Grant Program. The grant funding amount sought by the City of Houston and partner agencies totals roughly $60 million. Awards are expected to be announced in Spring 2024. If selected, the funds will be leveraged by partner agencies to cover the structural delta for future amenity improvements envisioned at various caps and bridges in Segment 3 (the Downtown / Midtown segment) of TxDOT’s North Houston Highway Improvement Project (NHHIP). The grant application was completed and submitted successfully to the FHWA on September 28.

**Participating Agencies:**

1.3 Collaborate with partners such as the City of Houston, Harris County, Greater Houston Partnership, and Houston First to leverage opportunities for shared strategies to improve Downtown Houston.

**Highlight:** In late September, CHI partnered to co-produce an event honoring the global icon Beyoncé back to her hometown of Houston. The event was a request from Mayor Turner asking for a grand gesture to put Houston in the headlines. In a matter of weeks, CHI worked alongside Houston First, the City of Houston and Discovery Green to plan and implement the spectacle that included a live R&B show, fireworks, a giant video board and concluded with a 12-minute drone show over the park featuring 400 drones piloted by a central computer. Thousands of Houstonians attended the event, and it received widespread publicity from both local and national media.

**Participating Agencies:**
GOAL 2

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

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

**Highlight:** Houston is located along one of the largest bird migratory paths in North America which typically starts in October and extends through May. During this time, a bird abatement services contractor is deployed throughout Downtown. Each night at dusk, 5 trained employees walk the streets and point bird safe lasers into trees and onto buildings to encourage birds to relocate their roosting spots. By doing this, it greatly reduces the amount of bird droppings onto sidewalks and street amenities which helps ease daily cleaning requirements.

**Participating Agency:**

![downtown district]

2.7 Expand collaboration and explore novel approaches to maintain a low crime rate and make Downtown feel safe.

**Highlight:** On September 21st, the newly revamped Off Duty Police Officer program rolled out. As part of the overhauled program, the Off Duty Officers were given new law enforcement golf carts which allows for quicker response times to public safety issues. In addition, the utilization of golf carts provides more visibility and expands their coverage footprint. The new golf carts are labeled with “Police” and outfitted with emergency police lights. The Officers will work 2 shifts, 11a – 3p and 5p-9p daily.

**Participating Agency:**

![downtown district]
GOAL 3

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

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

**Highlight:** Arup continued their Survey of Existing Conditions throughout Downtown in September and identified 14 key locations for the Nighttime Vulnerability Assessment (NVA). Each location identified represents a unique example of lighting conditions that a pedestrian may experience when walking around Downtown at night. During the NVA, Arup will document how the lighting conditions benefit or hinder the nighttime pedestrian experience through an examination of each location’s technical lighting, context, and physical characteristics. Specific NVA measurements to be collected at each location include ambient luminance, color temperature, color rendering, vertical illuminance, horizontal illuminance, and facial illuminance. Findings from the NVA will reveal an atlas of models for what works—and what does not—for nighttime lighting in Downtown, which will serve as critical foregrounding for the Downtown Pedestrian Lighting Framework’s Strategic Master Plan. The Master Plan is expected to yield strategies to illuminate the 32 murals across Downtown and recommendations for phased lighting improvement projects.

**Participating Agencies:**

3.12 Leverage partnerships to produce smaller scale, high impact activations and events that appeal to a diverse set of Downtown stakeholders and visitors.

**Highlight:** For Nigerian Independence Day, Market Square Park Farmers Market feted Downtown chefs in partnership with the inaugural Chop’d & Stew’d Fest at POST Houston. As home to one of the nation’s largest West African communities and a bountifully diverse food scene, the table was set to honor West African foodways. Finn Hall’s Food Network celebrity and Chopped champion, Shannen Tune hosted a chef competition built on farmers market finds and West African ingredients. Chef Chris Zettlemoyer of Bravery Chef Hall’s Figo Sugo won the trophy, and more than 930 attendees who danced, shopped, and sampled also savored a prized experience.

**Participating Agency:**
GOAL 4

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

4.6 Facilitate the delivery of more residential development, building toward a residential population of 15,000 by 2027.

**Highlight:** CHI staff worked internally in September to initiate an affordable housing strategy that will ultimately be incorporated into a new and improved version of the Downtown Living Initiative (i.e., DLI 2.0). Staff will continue to work internally, but also collaborate externally with affordable housing advocates and stakeholders in October to refine an affordable housing funding resources matrix. The matrix will be a tool that developers interested in Downtown Living Initiative 2.0 can easily consider as part of their capital resources stack to improve project feasibility. CHI staff hopes to continue refining program goals and objectives in October and into the remainder of 2023, especially as we begin to consider a timeline for launching the new initiative. The DLI 2.0 initiative is envisioned to promote affordable housing, economic development, diversify Downtown’s portfolio of offerings and tax base, bring more retail uses to the ground floor that activate the street-level, and, ultimately, a new crop of residents to Downtown Houston.

**Participating Agencies:**

![CentralHouston](image)

![downtown district](image)

![Downtown Redevelopment Authority](image)

4.9 Research and develop return-to-office strategies to accelerate the return of employees to Downtown.

**Highlight:** An innovative Downtown employer with a 7,000-strong Houston workforce asked CHI to curate and facilitate an employers’ roundtable examining the leading edge of physical workspace, amenities, and what’s working in return-to-office company culture. As the candid conversation flowed, developers, building owners, brokers, HR leaders, and top consulting firms explored a rich trove of common interests and shared successes. The future of happy and productive in-office work hinges on employers’ ability to transform it from obligation to destination.

**Participating Agency:**

![CentralHouston](image)
Develop a hivemind of intelligence and goodwill by genuinely engaging and convening stakeholders.

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

**Highlight:** Tech-enabled marketing boosts turnout at Market Square Park Farmer’s Market each week, with 1,568 subscribers receiving timely updates on vendors and activities. In addition, text alerts keep more than 3,000 produce partisans apprised of the freshest market news. As a result, attendance has grown steadily, with a 55% increase in traffic from week 1 to week 4, and a sales uplift of 29%.

**Participating Agencies:**

5.7 Develop programs and collateral to orient new companies, employees, and residents to Downtown.

**Highlight:** Keeping the best of the long-favored “Above and Below” map and injecting a promotional spin from the former Downtown magazine, our most popular marketing piece received a makeover. Rebranded as the Downtown Houston Field Guide, this handy reference puts the center city’s notable locations at the fingertips of locals and visitors alike with helpful tips on parking, public art, parks, entertainment, food & drink, and the low-down on the underground tunnel system. This new collateral was delivered in September.

**Participating Agencies:**
September Marketing Report

Analysis

Medley has played an essential role in the success of the Market Square Park Farmers Market, serving as the marketing and communications partner for the activation. At the beginning of this initiative, Medley’s hypothesis stated there’s a prime opportunity for a centrally located fresh-food-centric experience that serves as a destination of scale and impact, offering a novel and engaging experience people want to return to to fulfill their recurring mealtime and general household needs. In the first month, this hypothesis has been validated by total market goers, total transactions, and total sales (market dashboard).

This report spotlights key successes and happenings, reflecting aspects of the comprehensive tactical plan. Highlights include reaching +32% more Instagram accounts (106K) from Sept. 1-30 vs. Aug. 1-31 as well as engaging +153% more accounts (10.9K) during the same period. Instagram follows for @downtownhouston grew by 2,214 accounts and follows for @marketsquarehou grew by 1,578 accounts.

Downtown Houston Top Posts by Impressions

<table>
<thead>
<tr>
<th>Post Description</th>
<th>Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hey Houstonians! We’ll see you every Saturday this fall, starting this weekend at the free Market Square Park Farmer...</td>
<td>203,042</td>
</tr>
<tr>
<td>Join us at the NEW and FREE Market Square Park Farmers Market every Saturday this fall in downtown...</td>
<td>118,723</td>
</tr>
<tr>
<td>Join us at the free Market Square Park Farmers Market on Saturday, Sept. 9, in Downtown Houston. Support local...</td>
<td>53,662</td>
</tr>
</tbody>
</table>

Downtown Houston Top Posts by Engagements

<table>
<thead>
<tr>
<th>Post Description</th>
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<tr>
<td>Hey Houstonians! We’ll see you every Saturday this fall, starting this weekend at the free Market Square Park Farmer...</td>
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<tr>
<td>Join us at the NEW and FREE Market Square Park Farmers Market every Saturday this fall in downtown...</td>
<td>7,545</td>
</tr>
<tr>
<td>Join us at the free Market Square Park Farmers Market on Saturday, Sept. 9, in Downtown Houston. Support local...</td>
<td>4,647</td>
</tr>
</tbody>
</table>
### Editorial Placements Overview

- **Total Number of Earned Placements & Mentions:** 19
- **Total Online Print + Media Value:** $31,500
- **Total National & Local TV Value:** $158,994

### Placements

- 9/4/23 Houston Press: [This Week in Houston Food Events: A Bourbon Dinner and Labor Day Brunch](#)
- 9/4/23 Houston the Cheap: [12 Things to do in Houston this weekend of September 8](#)
- 9/6/23 Houston Chronicle: [Houston's Market Square Park to host farmer's market on September](#)
- 9/7/23 Houston Press: [Upcoming Houston Food Events](#)
- 9/8/23 ABC 13: [Qué Pasa Houston? Here are the events happening in the area this weekend](#)
- 9/8/23 Axios: [New farmers market in downtown Houston](#)
- 9/9/23 ABC 13 and CultureMap: [Kick off your weekend in the heart of Houston](#)
- 9/11/23 Community Impact: [Central City Co-Op, Downtown District partner for new Market Square Park Farmers Market](#)
- 9/13/23 Texas Tasty: [Downtown Houston Introduces Market Square Park Farmers Market](#)
- 9/21/23 Eater Houston: [17 Farmers Markets to Explore in Houston](#)
- 9/22/23 FOX 26: [Visit Downtown Farmers Market at Market Square park](#)
- 9/24/23 FOX 26: [Morning News 5am](#)
- 9/24/23 FOX 26: [Morning News 6am](#)
- 9/29/23 365 Things To Do In Houston: [2023 Fall Markets in Greater Houston](#)
# DHMD Marketing Report

## Instagram Top In-house Reels

<table>
<thead>
<tr>
<th>Date</th>
<th>Username</th>
<th>Total Engagements</th>
<th>Likes</th>
<th>Comments</th>
<th>Shares</th>
<th>Saves</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mon 9/4/2023 9:40 am CDT</td>
<td>downtownhouston</td>
<td>2,403</td>
<td>1,369</td>
<td>24</td>
<td>602</td>
<td>408</td>
</tr>
<tr>
<td>Thu 9/8/2023 7:42 am CDT</td>
<td>downtownhouston</td>
<td>1,388</td>
<td>775</td>
<td>19</td>
<td>455</td>
<td>139</td>
</tr>
<tr>
<td>Thu 9/14/2023 8:11 am CDT</td>
<td>downtownhouston</td>
<td>667</td>
<td>436</td>
<td>23</td>
<td>123</td>
<td>65</td>
</tr>
</tbody>
</table>

## Reel Comment Highlights

- **temujintaft** 3w
  - Time to shop!!!
  - 1 like  Reply

- **shopsemicharm** 3w
  - I love a great farmer’s market!! 💖
  - 3 likes  Reply

- **uncommonbees** 3d
  - So excited to be there!!! See y’all this weekend!!
  - 1 like  Reply

- **lorinak** 2w
  - We enjoyed the farmer last weekend, we made it into the video with our puppy, too. 😊 The music last week was awesome!

- **joyridehoustontours** 2w
  - It was a great time!!
# DHMD Marketing Report

## Influencer Top Content

<table>
<thead>
<tr>
<th>Influencer</th>
<th>Description</th>
<th>Highlights</th>
</tr>
</thead>
<tbody>
<tr>
<td>@ValeriaCharabbe</td>
<td><img src="avatar1.png" alt="Avatar" /> <a href="https://www.instagram.com/valeriacharrabe">valeriacharrabe</a></td>
<td><img src="profile1.png" alt="Profile" /> 1w ¡Sal a dar una vuelta! ¡Evento gratuito en Houston! ¡Apoya a los pequeños emprendedores! 🌿🌿. <strong>View Top-Performing Reel en Español</strong> 14,483 Plays</td>
</tr>
<tr>
<td>@HouGottaTryThis</td>
<td><img src="avatar2.png" alt="Avatar" /> <a href="https://www.instagram.com/hougottatrythis">hougottatrythis</a></td>
<td><img src="profile2.png" alt="Profile" /> 1w Adelante Houston! Únete con nosotros apoyar las fincas y los ranchos hyper-locales, y los pequeños empresarios todos los Sábados downtown! <strong>View Top-Performing Reel</strong> 85,845 Plays 80,247 Reached (69,278 Non-followers) 298 Hours, 17 Minutes of Watch Time</td>
</tr>
<tr>
<td>@BeckysTravelList</td>
<td><img src="avatar3.png" alt="Avatar" /> <a href="https://www.instagram.com/beckystravellist">beckystravellist</a></td>
<td><img src="profile3.png" alt="Profile" /> 1w SHOP LOCALLY RIGHT IN DOWNTOWN HOUSTON <strong>View Top-Performing Bilingual Reel</strong> 10,755 Plays 9,659 Reached (5,197 Non-followers) 15 Hours, 40 Minutes of Watch Time</td>
</tr>
<tr>
<td>@PrettyGirlEatsHouston</td>
<td><img src="avatar4.png" alt="Avatar" /> <a href="https://www.instagram.com/PrettyGirlEatsHouston">PrettyGirlEatsHouston</a></td>
<td><img src="profile4.png" alt="Profile" /> 1w This event is free every Saturday till November 18th <strong>View Top-Performing TikTok</strong> 75,800 Plays 7,472 Likes 2,967 Bookmarks</td>
</tr>
</tbody>
</table>

---

**Delightfully Fresh Communications & Marketing**

PR, Social Media, Branding

---

**info@medleyinc.com**

281-446-5976
DHMD Marketing Report

Facebook & Instagram Ads

Per Link Click

- Downtown Houston: $0.19
- Downtown Houston: $0.14
- Downtown Houston: $0.19
- Downtown Houston: $0.13

Reach

- 122,950
- 36,216
- 27,508
- 78,006

Link clicks

- 4,291
- 1,432
- 1,035
- 2,320

EventBrite Ad

Market Square Park Farmers Market in Downtown Houston
Event series

Total Pageviews to Date 13,239
Tickets Sold to Date 1,893
Downtown District Introduces Market Square Park Farmers Market
Metrics Summary
62
Pieces of Coverage
Total number of online, offline and social clips in this book

912K
Estimated Views
Prediction of lifetime views of coverage, based on audience reach & engagement rate on social

534K
Est. Social Views
Prediction of lifetime views of social posts, based on audience reach and engagement rate

21.2K
Engagements
Combined total of likes, comments and shares on social media platforms

9.89K
Instagram Likes
Number of times the posts have been liked on Instagram

43
Social Posts
Number of posts on social media channels such as Instagram, Twitter and Facebook
Highlights
Visit Downtown Farmers Market at Market Square park

**FOX 26 Houston**
Visit Downtown Farmers Market at Market Square park

249K 949K 26

**Axios**
New farmers market in downtown Houston

34.1K 9.27M 0

**ABC 13**
Kick off your weekend in the heart of Houston

34K 0

**ABC13 Houston**
Qué Pasa Houston? Here are the events happening in the area this weekend

16.6K 10.2M 49

**Chron**
Downtown Houston to hold a weekend farmer's market series

15.6K 26.2M 93

**The Texas Tasty**
Downtown Houston Introduces Market Square Park Farmers Market

8.41K 44.3K 0
Downtown District Introduces Market Square Park Farmers Market

Eater Houston
17 Farmers Markets to Explore in Houston

hougottatrythis
Post by hougottatrythis

PrettyGirlEatsHouston
PrettyGirlEatsHouston on TikTok
Coverage

62 pieces
Downtown District Introduces Market Square Park Farmers Market

New farmers market in downtown Houston

A new farmers market is opening in downtown Houston.

**Driving the news:** Downtown District and Central City Co-Op are piloting a weekly Saturday farmers market starting Saturday and running through Nov. 18 at Market Square Park.

**Why it matters:** The Market Square Park Farmers Market brings fresh produce to the neighborhood, and it also aligns with the push to increase foot traffic in downtown, which has still not reached 2019 levels.

**What they're saying:** "We continue to make downtown an attractive place to live and a place where people want to be or even want to spend their weekends. This is definitely going to help to support that additional goal of"
Visit Downtown Farmers Market at Market Square park

Visit Downtown Farmers Market at Market Square park

Visit Downtown District Introduces Market Square Park Farmers Market
Kick off your weekend in the heart of Houston

app.criticalmention.com/app/

Views 34K
Total number of views

Engagements 0
Total number of social engagements
Downtown Houston to hold a weekend farmer's market series

chron.com/food/article/downtown-housto...

Estimated Views 15.6K
Estimated views calculated based on audience size and socia...

Engagements 93
Total number of social engagements
Qué Pasa Houston? Here are the events happening in the area this weekend

abc13.com/things-to-do-in-houston-weekend
Downtown Houston Introduces Market Square Park Farmers Market

Downtown Houston is a thriving and vibrant neighborhood where Houstonians experience life, community, and culture. As part of the continued expansion of developments in the heart of the city, the Downtown District is hosting the Market Square Park Farmers Market every Saturday this fall, starting September 9 and through November 18.

WHAT

In collaboration with Central City Co-Op, Houston’s oldest organic, sustainable food co-op, the new, open-air farmers market bridges the city’s past and present, spotlighting local growers and makers, and provides access to seasonally fresh and affordable fruits and vegetables plus meat proteins and prepared foods as well as other household goods. Multiple forms of payment will be accepted, including SNAP/EBT.

thetexastasty.com/around-town/downtown-houston-markets-2023
Fun things to do in Houston this weekend of September 8, 2023

houstononthecheap.com/things-to-do-in-...
Houston’s 5 Best Weekend Food Bets: Groove and Grub at Loch Bar’s Live Music Sunday Brunch

Brooke Vehikano | September 8, 2023 | 4:30AM

Here’s a look at this weekend’s tasty food and drink happenings:

Market Square Park Farmers Market
Saturday, 9 a.m. to 1 p.m.
351 Milam

The Downtown Houston Management District is launching its Market Square Park Farmers Market this fall, beginning this Saturday. In collaboration with Central City Co-Op, the open-air farmers market will take place every Saturday (September 9 – November 18, 2023) from 9 a.m. to 1 p.m.
Upcoming Houston Food Events: March Journeys Through Sicily and an Iron Bartender Is Crowned

Mark your calendars, because you don’t want to miss these deliciously fun culinary happenings:

High-end tasting menu restaurant March, 1824 Westheimer, has turned its razor-sharp focus to Sicily for its latest menu which launched mid-August 16 and will run through December 2023. Its first Italian exploration, the menu will feature dishes such as roasted pepper stuffed with king crab alongside Sicilian pistachio cream and roast eggplant, tomatoes, fennel, and ricotta; a salad of fennel, green olive, and red onion; and slow-braised and grilled guanciale with millet, a type of grain, and puffed rice. Guests can reserve seats and choose the six- or nine-course tasting menu.

The Downtown Houston Management District will launch the Market Square Park Farmers Market...
This Week in Houston Food Events: A Bourbon Dinner and Labor Day Brunch

houstonpress.com/restaurants/things-to-...

Estimated Views 1,48K
Estimated views calculated based on audience size and social...

Engagements 35
Total number of social engagements
Hey there, planning your Houston getaway? Brilliant idea! Take a peek at the official visitor website for H-town.

Visit Houston

Domain Authority: 62

Unique Visits: 286K

---

Market Square Park Farmers Market | Food & Drink Event in Houston, TX

visithoustontexas.com/event/market-squa...

Estimated Views: 2.03K

Engagements: 0

Downtown District Introduces Market Square Park Farmers Market

- Presented By: Downtown Houston
- Date: September 9, 2023 - November 18, 2023
- Recurrence: Recurring weekly on Saturday
- Location: Market Square Park
- Address: 301 Milam Houston, TX 77002
- Phone: (713) 659-3022
- Time: 9:00 AM to 1:30 PM
- Price: Free
- Admission: Free
17 Farmers Markets to Explore in Houston

From fresh produce, eggs, and prepared meals to get goods and supplies, shop ’til you drop at these bustling markets

Estimated Views 1.2K
Estimated views calculated based on audience size and social...

Engagements 183
Total number of social engagements

Downtown District Introduces Market Square Park Farmers Market
Community Impact serves the Austin, Houston, Dallas and San Antonio regions with approximately 2 million in distribution.

Central City Co-Op, Downtown District partner for new Market Square Park Farmers Market

communityimpact.com/houston/heights-ri...

Estimated Views

4.46K

Engagements

0

The Market Square Park Farmers Market, a collaboration between Central City and the Downtown District, is slated to return to the park each Saturday through Nov. 18, where it will run from 9 a.m. to 1 p.m.
Downtown District Introduces Market Square Park Farmers Market
Downtown Houston introduces Market Square Park Farmers Market

Estimated Views 149

Engagements 15

stylemagazine.com/news/2023/aug/09/d...
Farmers Market at Market Square Park

About This Event

Check out the new open-air Market Square Park Farmers Market in Downtown Houston’s Historic District!

Reckoning with Central City Co-Op, Houston’s oldest organic, sustainable food co-op, we’re bridging Houston’s past and present, highlighting local growers and makers, and providing access to seasonally fresh and affordable fruits and vegetables plus more preserves and prepared foods as well as other household goods. Enjoy live music performances by local artists and other entertainment.

This free and fun family-friendly event takes place every Saturday and is a must-see experience this fall in the heart of Houston.

Learn More

Map & Directions

Map of Market Square Park, 2021
Milam Street, Houston, Texas, United States, 77002

Estimated Views

69
Estimated views calculated based on audience size and social...

Engagements

0
Total number of social engagements
Get in the spirit of the season with our guide to 25+ fall markets offering Halloween, Christmas and seasonal shopping opportunities across Greater Houston.

It's that time of the year that brings a slate of holidays, and seasonal markets abound to serve all year dressing and gift giving needs.

We've gathered more than 25 of these special one-time markets taking place across the Greater Houston area, from spooky happenings to annual nutcracker extravaganzas.

Plus, check out our calendar if you're on the hunt for weekly and monthly markets showcasing favorite artists, vendors, or other holiday events online! 
Downtown District Introduces Market Square Park Farmers Market
Crystal | HTX Food + Events
I just be eating & hanging 🤣📍
HTX Hou Food + Events IG: HouGottaTryThis

Crystal | HTX Food + Events on TikTok
tiktok.com/@hougottatrythis/video/72823...

Plays
15.1K
Number of plays of this video

Engagements
1.48K
Total number of social engagements

Downtown District Introduces Market Square Park Farmers Market
PrettyGirlEatsHouston on TikTok

PrettyGirlEatsHouston on TikTok

tiktok.com/@prettygirleatshouston/video/...

Plays

75.4K

Number of plays of this video

Engagements

8.53K

Total number of social engagements

Downtown District Introduces Market Square Park Farmers Market
PrettyGirlEatsHouston

Here to make you hungry! 😋 Join me as I dive into various cuisines from around the globe, uncovering traditional flavors and giving you the best of the best places to...

FREE THINGS TO DO at Market Square Park Farmers Market in...

youtube.com/watch?v=BdDp-ms0N8M

Views 303

Engagements 17
Downtown District Introduces Market Square Park Farmers Market
Post by downtownhouston

instagram.com/p/CxvF5otge4h/

Estimated Views 25K

Estimated views calculated based on audience size and social...

Engagements 804

Total number of social engagements

Downtown District Introduces Market Square Park Farmers Market
Visit Houston

Followers: 157K

Post by visit_houston

instagram.com/p/CxLFNa1pw_u/

Estimated Views: 24.3K

Engagements: 658

---

Downtown District Introduces Market Square Park Farmers Market

Explore the open-air Market Square Park Farmers Market in Downtown Houston’s Historic District. Enjoy live music and entertainment, access to seasonally fresh fruits, veggies and more! This FREE and fun family-friendly event takes place every Saturday (9:00am-1:00pm) through November 19th. Multiple forms of payment will be accepted.

231 Avenida Street
#DowntownHouston @VisitHouston @Htown FarmersMarket

View all 35 comments

Add a comment...
Post by downtownhouston

instagram.com/p/CwiMg6JAG2_/  

Estimated Views  
24K  
Estimated views calculated based on audience size and social...

Engagements  
189  
Total number of social engagements

Downtown District Introduces Market Square Park Farmers Market
Downtown District Introduces Market Square Park Farmers Market
Downtown District Introduces Market Square Park Farmers Market
Downtown District Introduces Market Square Park Farmers Market
Post by valeriacharrabe

instagram.com/p/Cxwife-OhZZ/

Estimated Views 14.3K
Estimated views calculated based on audience size and socia...

Engagements 415
Total number of social engagements
Post by valeriacharrabe

instagram.com/p/Cxgck7dOzY0/

Estimated Views 14.2K
Estimated views calculated based on audience size and socia...

Engagements 353
Total number of social engagements
Downtown District Introduces Market Square Park Farmers Market
Post by downtownhouston

instagram.com/p/CxbrZ0OsS8U/

Views
11.1K
Total number of views

Engagements
182
Total number of social engagements

Downtown District Introduces Market Square Park Farmers Market
Downtown District Introduces Market Square Park Farmers Market
Downtown District Introduces Market Square Park Farmers Market
Downtown District Introduces Market Square Park Farmers Market
Post by downtownhouston

instagram.com/p/Cxf65jxASh4/

Views
6.4K
Total number of views

Engagements
126
Total number of social engagements

Downtown District Introduces Market Square Park Farmers Market
Downtown District Introduces Market Square Park Farmers Market
Downtown District Introduces Market Square Park Farmers Market
Downtown Houston
The official TikTok of Downtown Houston. We’re dreamers & doers in the ❤️ of HTX

Plays
902
Number of plays of this video

Engagements
37
Total number of social engagements
Downtown Houston
The official TikTok of Downtown Houston. We're dreamers & doers in the ❤️ of HTX.

@downtown.houston

Mark your calendar and join us Sept. 9 (and EVERY SATURDAY this fall) at Market Square Park in Downtown Houston. More info here: http://tiktok.com/@downtown.houston/video/72...

1.22K Followers

Downtown Houston on TikTok

Plays
833
Number of plays of this video

Engagements
29
Total number of social engagements
A gal sharing pictures of her travels.

Downtown District Introduces Market Square Park Farmers Market
AWARD WINNING ICE CREAM
Small Batch Super Premium Ice Cream & Sorbet ORDER ONLINE www.plk1848.com

AWARD WINNING ICE CREAM on TikTok
tiktok.com/@plk1848/video/72813432044...

Plays 726
Number of plays of this video

Engagements 12
Total number of social engagements
Downtown Houston
The official TikTok of Downtown Houston. We’re dreamers & doers in the ❤ of HTX

1.22K Followers

Downtown Houston on TikTok

tiktok.com/@downtown.houston/video/72...

Plays
407
Number of plays of this video

Engagements
6
Total number of social engagements
Downtown Houston
The official TikTok of Downtown Houston. We're dreamers & doers in the ❤️ of HTX.

Downtown Houston on TikTok

September 28, 2023

Plays
391
Number of plays of this video

Engagements
6
Total number of social engagements

Downtown District Introduces Market Square Park Farmers Market
Alexus Galvan on TikTok

Alexus Galvan on TikTok
tiktok.com/@adorebadu/video/72858719...

Plays
298
Number of plays of this video

Engagements
11
Total number of social engagements

Alexus Galvan
🌟Glow & Grow with me🌟 Lifestyle | Fashion | Beauty | Wellness adorebadu@gmail.com
📧 735Followers

October 03, 2023 • TikTok

Over the weekend I went to the Market Square Park’s Farmer Market. I...See more
 musica.- The Hills vs Waves Never There - TikTok Remix - TommyMuzic & ZeddMusique

Downtown District Introduces Market Square Park Farmers Market
Joy Ride Houston Tours on TikTok

tiktok.com/@joyridehouston/video/72840...

Plays

118
Number of plays of this video

Engagements

10
Total number of social engagements
Downtown District Introduces Market Square Park Farmers Market
Do713
What to do in Houston tonight, tomorrow, and beyond.

Do713 on TikTok
tiktok.com/@do713official/video/7284291...

Plays 54
Number of plays of this video

Engagements 3
Total number of social engagements

Downtown District Introduces Market Square Park Farmers Market
Downtown District Introduces Market Square Park Farmers Market

Post by downtownhouston

instagram.com/p/CwqkoSYgYPI/

Views
34.8K
Total number of views

Engagements
465
Total number of social engagements

"We’re counting down the days until we bring the @centralcitycoop fresh food experience to you all at the MarketSquareParkFarmersMarket on September 28. Come and support local growers and makers, enjoy live music, performances, and bring your favorite furry friend 😊.

Visit the link in our bio for details and stay tuned for more updates.

@MarketSquarePark | 391 Million
30m - 1h
View all 8 comments
Add a comment..."
Downtown District Introduces Market Square Park Farmers Market
Downtown District Introduces Market Square Park Farmers Market
Central Houston, Inc. (CHI) on LinkedIn: Honored to celebrate a milestone...

linkedin.com/feed/update/urn:li:activity:71...

Downtown District Introduces Market Square Park Farmers Market
Central Houston, Inc. (CHI) on LinkedIn: #houston #economicdevelopment...

Downtown District Introduces Market Square Park Farmers Market
Eater Houston
Where to eat and why it matters in Houston. Send us your tips: Houston@Eater.com

Tweet by @Eater Houston

twitter.com/eaterhouston/status/1704895...

Views
2.47K
Number of views

Engagements
8
Total number of social engagements
Downtown Houston

Downtown is the heart of a great city. It’s our job to ensure that #DowntownHouston remains vital & progressive, clean & safe, fun & always looking forward.

Tweet by @DowntownHouston

twitter.com/downtownhouston/status/170...

Downtown District Introduces Market Square Park Farmers Market

Viewed 1.25K

Engaged 6
Downtown Houston

Downtown is the heart of a great city. It’s our job to ensure that Downtown Houston remains vital & progressive, clean & safe, fun & always looking forward.

Tweet by @Downtown Houston

twitter.com/downtownhouston/status/170...
Downtown Houston

Downtown is the heart of a great city. It's our job to ensure that #DowntownHouston remains vital & progressive, clean & safe, fun & always looking forward.

Tweet by @Downtown Houston

twitter.com/downtownhouston/status/170...

Views 1.1K
Number of views

Engagements 4
Total number of social engagements
Downtown Houston
Downtown is the heart of a great city. It’s our job to ensure that #DowntownHouston remains vital & progressive, clean & safe, fun & always looking forward.

Tweet by @Downtown Houston
twitter.com/downtownhouston/status/170...

Views 806
Number of views

Engagements 2
Total number of social engagements
Downtown Houston

Downtown is the heart of a great city. It's our job to ensure that #DowntownHouston remains vital & progressive, clean & safe, fun & always looking forward.

Tweet by @Downtown Houston

twitter.com/downtownhouston/status/170...
Downtown Houston

Downtown is the heart of a great city. It's our job to ensure that Downtown remains vital & progressive, clean & safe, fun & always looking forward.

Downtown District Introduces Market Square Park Farmers Market

Hey YOU, what are you doing this weekend?! We have an idea: the NEW and FREE MarketSquareParkFarmersMarket in downtown Houston. Bring a reusable shopping bag 🛍️ and your fave furry friend 🐶. We will accept multiple forms of payment 🧶. Learn more at bit.ly/3YtjauB.