Board of Directors Meeting
April 14, 2022
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MINUTES OF REGULAR MEETING OF
HOUSTON DOWNTOWN MANAGEMENT DISTRICT

March 10, 2022

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 March 10, 2022, at 12:16 p.m., in-person at the District’s office, located at 1221 McKinney Street, Suite 4250, Houston, TX 77010, inside the Large Conference Room, and the roll was called of the duly appointed members of the Board, to-wit:

BOARD MEMBERS

Leslie G. Ashby
Genora Boykins
Wendy Cloonan
Clay Crawford
Marcus Davis
Jacques D’Rovencourt
Matt Damborsky
Terry Demchak
Irma Galvan
Marian Harper
Gilbert A. Herrera
C.C. Huang
Angus Hughes
Toni M. Jackson
Robbi Jones

Roland Kennedy
Nick Massad III
Sherea A. McKenzie
Kenny Meyer
John Mooz
Cat Nguyen
Randy Pryor
Edna Ramos
Scott Repass
Grace Rodriguez
Frank Staats
Richard Torres
Valerie M. Williams
Ted Zwieg

and all the above were present, with the exception of Directors Wendy Cloonan, Marcus Davis, Terry Demchak, Jacques D’Rovencourt, Gilbert Herrera, Angus Hughes, Robbi Jones, Sherea McKenzie, Kenny Meyer, John Mooz, Randy Pryor, Frank Staats, Valerie Williams and Ted Zwieg.

Also present were Kristopher Larson, President/CEO; Jackie Traywick, COO; Jana Gunter, Director of Finance; Allen Douglas, General Counsel; Jamie Perkins, Assistant Secretary; Staff members Christal Ayala, Angie Bertinot, Brett DeBord, Scott Finke, Jacque Gonzalez, Keith Gould, Lonnie Hoogeboom, Ellen Johnson, James Kennedy, Dusty McCartney, Shelby Roth, and Jordan Smith of the District; Algenita Davis, consultant to the District; Varun Cidambi, Robert Pieroni and Kim Scates of Central Houston, Inc.; and Barron Wallace of Bracewell LLP.

WELCOME

Chair Ashby presided over the meeting and welcomed all directors, consultants and other meeting attendees.

Quorum was established and the meeting began at approximately 12:18 p.m.
PUBLIC COMMENTS

Chair Ashby asked if there were any comments from the Public. No comments were provided.

APPROVAL OF MINUTES

The Board considered approving the minutes of the February 10, 2022 Board meeting. It was noted that Vice Chair Ted Zweig presided over this meeting instead of Chair Leslie Ashby as she was unable to attend the February meeting.

Upon a motion duly made and seconded, the Board approved the February 10, 2022 minutes as revised.

ITEMS PERTAINING TO FINANCE AND ADMINISTRATIVE MATTERS

Approval of Financial Statements and Ratification of Expenditures

Chair Ashby called on Jackie Traywick to begin discussion on the interim financial statements and check registers for the period ending February 28, 2022. Ms. Traywick opened the topic, then called on Jana Gunter to present. Ms. Gunter covered highlights of the February check registers and financials. She called for questions or comments.

There being none, upon a motion duly made and seconded, the Board approved the interim financial statements and check registers for the period ending February 28, 2022 as presented.

Resolution of Appreciation for Retiring Director

Chair Ashby presented to the Board a framed Resolution of Appreciation honoring Frank Staats. Mr. Staats was unable to attend; however, all Directors present acknowledged his long tenure, contributions and service with the District. She noted the framed resolution presented will be delivered to Mr. Staats.

COMMITTEE SPOTLIGHT

Capital Projects: Trebly Park Construction Progress

Angie Bertinot opened this topic by sharing a brief history of Trebly Park. She talked about milestone dates and played a drone video which showed an aerial timelapse view of construction from the beginning to present date.

Next, Dusty McCartney, Construction Project Manager for the District, shared details about the construction process. He touched on several construction phases including soil preparation and dirt work, installation of water pipe and storm drains, pouring of concrete and the placement of awnings and buildings. Discussion ensued, and questions were asked and answered.

The District’s Planning & Design Coordinator, Jacque Gonzalez, introduced herself and shared a presentation highlighting details about the park’s fixtures, furniture, signage, playscapes, and the area surrounding the dog park. Discussion ensued, questions were asked and answered. No further action was required.

Marketing: Trebly Park Programming

Next, Ms. Bertinot spoke about park programming. She stated the goal is to keep use and events unique and offer something for everyone. Ideas for events and use were shared, such as those for families and kids, workday breaks, evening concerts and other weekend type events. Ms. Bertinot noted the park
has partnered with the YMCA to offer fitness programs in the park. Next, she touched on additional amenity ideas involving strategically placed QR codes. Discussion ensued, and questions were asked and answered. No additional action was required.

PROGRAM AUTHORIZATIONS

Operation

Lonnie Hoogeboom presented an item which authorizes the President/CEO to execute an amended agreement with Central Houston Civic Improvement and related expenditures for planning associated with the North Houston Highway Improvement project, in an amount not to exceed $250,000.

No questions were asked, and discussion did not take place. Upon a motion duly made and seconded, the authorization was approved as presented.

PROGRAM UPDATES

Operations

Mr. DeBord provided an update on Operations matters for the prior month. Discussion took place and questions were asked and answered. No action was required.

Economic Development Program

Mr. Pieroni touched on highlights for economic development matters for the month prior. Questions were asked and answered, and discussion took place. No further action was required.

Planning, Design and Capital Projects

Mr. Hoogeboom shared an update on planning, design and capital projects. Discussion ensued, and questions were asked and answered. No further action was required.

Marketing and Communications Report

Ms. Bertinot provided an update on marketing and communications for the prior month. Questions were asked and answered. Discussion did not take place. No action was required.

DIRECTORS’ QUESTIONS ON OTHER INITIATIVES

There were no questions.

OTHER BUSINESS

Chair Ashby stated that the next meeting is scheduled for April 14, 2022. There being no further business to come before the Board, the meeting was adjourned at 1:28 p.m.

Jamie Perkins, Assistant Secretary
Houston Downtown Management District
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 March 31, 2022 and 2021, 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
April 8, 2022
# Houston Downtown Management District
## Governmental Fund Balance Sheets and Statement of Net Position
### March 31, 2022 and March 31, 2021

<table>
<thead>
<tr>
<th></th>
<th>2022</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Assets</strong></td>
<td><strong>HDMD Operating</strong></td>
<td><strong>HDMD Capital</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Year to Date</strong></td>
<td><strong>Year to Date</strong></td>
</tr>
<tr>
<td>Cash</td>
<td>$19,096,600</td>
<td>$4,326,377</td>
</tr>
<tr>
<td>Assessments Due</td>
<td>538,685</td>
<td>50,110</td>
</tr>
<tr>
<td>Accounts Receivable</td>
<td>541,255</td>
<td>-</td>
</tr>
<tr>
<td>Prepaid Expense</td>
<td>26,235</td>
<td>-</td>
</tr>
<tr>
<td>Inventory</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Property &amp; Equipment, Net</td>
<td>701,596</td>
<td>10,968</td>
</tr>
<tr>
<td>Intercompany Rec/Pay</td>
<td>(1,233,870)</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td>$19,670,501</td>
<td>$5,621,325</td>
</tr>
</tbody>
</table>

|                      | **HDMD Operating**    | **HDMD Capital**      | **Total**                                      |
|                      | **Year to Date**      | **Year to Date**      | **(Memo Only)**                                |
| Accounts Payable & Accrued Expenses | $1,149,197         | $43,000               | $1,192,197                                     |
| Deferred Revenue & Reserve for Refunds | 1,241,004        | 115,287               | 1,356,291                                      |
| **Total Liabilities & Deferred Revenue** | 2,390,200         | 158,287               | 2,548,488                                      |

**Fund Balances**

|                      | **HDMD Operating**    | **HDMD Capital**      | **Total**                                      |
|                      | **Year to Date**      | **Year to Date**      | **(Memo Only)**                                |
| Unreserved, Undesignated | 16,480,301        | 16,480,301            | 17,313,886                                     |
| Unreserved, Designated for Catastrophy | 800,000            | 800,000               | 800,000                                        |
| Reserved for Capital Projects | 5,463,038        | 5,463,038             | 4,990,885                                      |
| **Total Liabilities, Deferred Revenue & Fund Balances** | $19,670,501       | $5,621,325            | $25,291,826                                    |

### Notes
- See accountant’s report.
### Houston Downtown Management District

#### Statement of Activities

**Three Months Ended March 31, 2022**

<table>
<thead>
<tr>
<th>Operating YTD Actual</th>
<th>Capital YTD Actual</th>
<th>Total YTD Actual</th>
<th>YTD Budget</th>
<th>Fav (Unfav) Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenues</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Assessment Revenue</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
</tr>
<tr>
<td>Operations Revenue</td>
<td>114,064</td>
<td>114,064</td>
<td>136,845</td>
<td>(22,781)</td>
</tr>
<tr>
<td>Project Revenue</td>
<td>11,629</td>
<td>11,629</td>
<td>10,625</td>
<td>1,084</td>
</tr>
<tr>
<td>Salary Reimbursements</td>
<td>(18,355)</td>
<td>(18,355)</td>
<td>12,500</td>
<td>(30,855)</td>
</tr>
<tr>
<td>Interest Income</td>
<td>2,503</td>
<td>1,712</td>
<td>4,215</td>
<td>4,000</td>
</tr>
<tr>
<td><strong>Total Revenues</strong></td>
<td>$ 109,841</td>
<td>$ 1,712</td>
<td>$ 111,553</td>
<td>$ 163,970</td>
</tr>
<tr>
<td><strong>Expenses</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Downtown Feels Safe &amp; Comfortable at All Times</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Collaboration to Maintain Low Crime Rate</td>
<td>$ 471,213</td>
<td>$ -</td>
<td>$ 471,213</td>
<td>$ 621,539</td>
</tr>
<tr>
<td>Reduced Presence of Homeless &amp; Street Persons</td>
<td>84,124</td>
<td>-</td>
<td>84,124</td>
<td>327,628</td>
</tr>
<tr>
<td>Downtown Sidewalks are Comfortably Lighted</td>
<td>28,771</td>
<td>-</td>
<td>28,771</td>
<td>30,305</td>
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<tr>
<td>Downtown Clean &amp; Well-Kept Appearance</td>
<td>949,698</td>
<td>-</td>
<td>949,698</td>
<td>996,886</td>
</tr>
<tr>
<td>Remove Signs of Disorder in Downtown</td>
<td>8,720</td>
<td>-</td>
<td>8,720</td>
<td>10,319</td>
</tr>
<tr>
<td>Prepare for Emergencies</td>
<td>24,223</td>
<td>-</td>
<td>24,223</td>
<td>27,983</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td>$ 2,955,563</td>
<td>$ 186,312</td>
<td>$ 3,141,875</td>
<td>$ 4,188,731</td>
</tr>
<tr>
<td><strong>Public Realm is Charming, Inviting, Beautiful &amp; Celebrates the Life of the City</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Key Pedestrian Streets are Inviting</td>
<td>15,578</td>
<td>-</td>
<td>15,578</td>
<td>10,628</td>
</tr>
<tr>
<td>Public Spaces Managed, Programmed, &amp; Delightful</td>
<td>182,327</td>
<td>-</td>
<td>182,327</td>
<td>214,331</td>
</tr>
<tr>
<td>Place of Civic Celebration</td>
<td>84,048</td>
<td>-</td>
<td>84,048</td>
<td>220,074</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$ 303,863</td>
<td>-</td>
<td>$ 303,863</td>
<td>$ 315,315</td>
</tr>
<tr>
<td><strong>Accessible to Region &amp; Easy to Get Around</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Effective Transit Access More Places, More Hours</td>
<td>2,742</td>
<td>-</td>
<td>2,742</td>
<td>2,783</td>
</tr>
<tr>
<td>Convenient Circulation Without Personal Vehicle</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Easy To Find Way Around</td>
<td>14,522</td>
<td>-</td>
<td>14,522</td>
<td>45,077</td>
</tr>
<tr>
<td>Connect Neighbors &amp; Districts Inside/Outside Downtown</td>
<td>2,583</td>
<td>-</td>
<td>2,583</td>
<td>2,625</td>
</tr>
<tr>
<td>Convenient, Understandable &amp; Managed Parking</td>
<td>2,600</td>
<td>-</td>
<td>2,600</td>
<td>2,639</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$ 22,447</td>
<td>-</td>
<td>$ 22,447</td>
<td>$ 53,124</td>
</tr>
<tr>
<td><strong>Vibrant, Sustainable Mixed-Use Place</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Best Place to Work in Region</td>
<td>134,906</td>
<td>-</td>
<td>134,906</td>
<td>101,465</td>
</tr>
<tr>
<td>Exciting Neighborhoods to Live In</td>
<td>149,136</td>
<td>-</td>
<td>149,136</td>
<td>317,704</td>
</tr>
<tr>
<td>Competitive Shopping Place</td>
<td>4,362</td>
<td>-</td>
<td>4,362</td>
<td>4,425</td>
</tr>
<tr>
<td>Remarkable Destination for Visitors</td>
<td>15,459</td>
<td>-</td>
<td>15,459</td>
<td>15,720</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$ 353,703</td>
<td>-</td>
<td>$ 353,703</td>
<td>$ 353,703</td>
</tr>
<tr>
<td><strong>Downtown’s Vision &amp; Offering Understood By All</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Market to Region</td>
<td>194,365</td>
<td>-</td>
<td>194,365</td>
<td>322,216</td>
</tr>
<tr>
<td>Promote Downtown's Ease of Use</td>
<td>6,935</td>
<td>-</td>
<td>6,935</td>
<td>7,039</td>
</tr>
<tr>
<td>Vision/Development Framework Understood By All</td>
<td>321,516</td>
<td>-</td>
<td>321,516</td>
<td>366,995</td>
</tr>
<tr>
<td>Tools to Assist Continued Redevelopment</td>
<td>21,103</td>
<td>-</td>
<td>21,103</td>
<td>15,281</td>
</tr>
<tr>
<td>Develop &amp; Maintain Information to Support Downtown</td>
<td>7,935</td>
<td>-</td>
<td>7,935</td>
<td>20,993</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$ 551,853</td>
<td>-</td>
<td>$ 551,853</td>
<td>$ 732,524</td>
</tr>
<tr>
<td><strong>District Governance &amp; Service Known for Excellence</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Engage Stakeholders in Decision Making</td>
<td>176,045</td>
<td>-</td>
<td>176,045</td>
<td>172,308</td>
</tr>
<tr>
<td>Communications to Owners, Tenants &amp; Others</td>
<td>8,709</td>
<td>-</td>
<td>8,709</td>
<td>8,518</td>
</tr>
<tr>
<td>Preservation of Districts' Capital Assets</td>
<td>43,944</td>
<td>-</td>
<td>43,944</td>
<td>35,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$ 228,699</td>
<td>-</td>
<td>$ 228,699</td>
<td>$ 215,826</td>
</tr>
<tr>
<td><strong>Capital Improvement &amp; Expenditures</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Downtown Feels Safe &amp; Comfortable</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Public Realm is Charming, Inviting, &amp; Beautiful</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Accessible to Region &amp; Easy to Get Around</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Vibrant, Sustainable Mixed-Use Place</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Downtown's Vision &amp; Offering Understood By All</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Capital Replacement Expenditure</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$ 2,955,563</td>
<td>$ 186,312</td>
<td>$ 3,141,875</td>
<td>$ 4,188,731</td>
</tr>
<tr>
<td>Depreciation Expense</td>
<td>21,619</td>
<td>3,283</td>
<td>24,901</td>
<td>24,538</td>
</tr>
<tr>
<td><strong>Excess of Revenue Over Expenses GAAP Basis</strong></td>
<td>(2,867,341)</td>
<td>(187,882)</td>
<td>(3,055,223)</td>
<td>(4,049,299)</td>
</tr>
</tbody>
</table>
Houston Downtown Management District  
Statement of Activities  
Three Months Ended March 31, 2022 and March 31, 2021

<table>
<thead>
<tr>
<th>Revenues</th>
<th>Operating YTD Actual</th>
<th>Capital YTD Actual</th>
<th>2022 Total YTD Actual</th>
<th>2021 Total YTD 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>114,064</td>
<td>-</td>
<td>114,064</td>
<td>94,821</td>
<td>19,242</td>
</tr>
<tr>
<td>Project Revenue</td>
<td>11,629</td>
<td>-</td>
<td>11,629</td>
<td>7,542</td>
<td>4,088</td>
</tr>
<tr>
<td>Salary Reimbursements</td>
<td>(18,355)</td>
<td>-</td>
<td>(18,355)</td>
<td>39,238</td>
<td>(57,593)</td>
</tr>
<tr>
<td>Interest Income</td>
<td>2,503</td>
<td>1,712</td>
<td>4,215</td>
<td>4,630</td>
<td>(416)</td>
</tr>
<tr>
<td><strong>Total Revenues</strong></td>
<td><strong>$ 109,841</strong></td>
<td><strong>$ 1,712</strong></td>
<td><strong>$ 111,553</strong></td>
<td><strong>$ 146,232</strong></td>
<td><strong>(34,679)</strong></td>
</tr>
</tbody>
</table>

| Expenses | | | | | |
| Downtown Feels Safe & Comfortable at All Times | | | | | |
| Collaboration to Maintain Low Crime Rate | $ 471,213 | $ - | $ 471,213 | $ 516,525 | $ 45,312 |
| Reduced Presence of Homeless & Street Persons | 84,124 | - | 84,124 | 91,061 | 6,938 |
| Downtown Sidewalks are Comfortably Lighted | 28,771 | - | 28,771 | 20,519 | (8,252) |
| Downtown Clean & Well-Kept Appearance | 949,698 | - | 949,698 | 865,279 | (84,418) |
| Remove Signs of Disorder in Downtown | 8,720 | - | 8,720 | 8,774 | 54 |
| Prepare for Emergencies | 24,223 | - | 24,223 | 23,347 | (876) |
| **Total Downtown Feels Safe & Comfortable at All Times** | **$ 1,566,748** | | **$ 1,566,748** | **$ 1,525,506** | **(41,243)** |

| Public Realm is Charming, Inviting, Beautiful & Celebrates the Life of the City | | | | | |
| Key Pedestrian Streets are Inviting | 15,578 | - | 15,578 | 14,064 | (1,514) |
| Public Spaces Managed, Programmed, & Delightful | 182,327 | - | 182,327 | 127,369 | (54,958) |
| Place of Civic Celebration | 84,048 | - | 84,048 | 608,706 | 524,658 |
| **Total Public Realm is Charming, Inviting, Beautiful & Celebrates the Life of the City** | **$ 281,954** | | **$ 281,954** | **$ 730,139** | **468,185** |

| Accessible to Region & Easy to Get Around | | | | | |
| Effective Transit Access More Places, More Hours | 2,742 | - | 2,742 | 152,834 | 150,092 |
| Convenient Circulation Without Personal Vehicle | - | - | - | 7,713 | 7,713 |
| Easy To Find Way Around | 14,522 | - | 14,522 | 18,995 | 4,473 |
| Connect Neighbors & Districts Inside/Outside Downtown | 2,583 | - | 2,583 | 2,154 | (429) |
| Convenient, Understandable & Managed Parking | 2,600 | - | 2,600 | 1,892 | (708) |
| **Total Accessible to Region & Easy to Get Around** | **$ 22,447** | | **$ 22,447** | **$ 183,587** | **161,140** |

| Vibrant, Sustainable Mixed-Use Place | | | | | |
| Best Place to Work in Region | 134,906 | - | 134,906 | 90,869 | (44,037) |
| Exciting Neighborhoods to Live In | 149,136 | - | 149,136 | 90,259 | (58,877) |
| Competitive Shopping Place | 4,362 | - | 4,362 | 6,362 | 2,000 |
| Remarkable Destination for Visitors | 15,459 | - | 15,459 | 12,579 | (2,880) |
| **Total Vibrant, Sustainable Mixed-Use Place** | **$ 303,863** | | **$ 303,863** | **$ 200,069** | **(103,794)** |

| Downtown’s Vision & Offering Understood By All | | | | | |
| Market to Region | 194,365 | - | 194,365 | 215,616 | 21,252 |
| Promote Downtown's Ease of Use | 6,935 | - | 6,935 | 6,294 | (641) |
| Vision/Development Framework Understood By All | 321,516 | - | 321,516 | 382,809 | 61,293 |
| Tools to Assist Continued Redevelopment | 21,103 | - | 21,103 | 20,762 | (341) |
| Develop & Maintain Information to Support Downtown | 7,935 | - | 7,935 | 9,556 | 1,621 |
| **Total Downtown’s Vision & Offering Understood By All** | **$ 551,853** | | **$ 551,853** | **$ 635,038** | **83,185** |

| District Governance & Service Known for Excellence | | | | | |
| Engage Stakeholders in Decision Making | 176,045 | - | 176,045 | 175,171 | (875) |
| Communications to Owners, Tenants & Others | 8,709 | - | 8,709 | 12,746 | 4,037 |
| Preservation of Districts' Capital Assets | 43,944 | - | 43,944 | 35,999 | (7,945) |
| **Total District Governance & Service Known for Excellence** | **$ 228,699** | | **$ 228,699** | **$ 223,916** | **(4,783)** |

| Capital Improvement & Expenditures | | | | | |
| Downtown Feels Safe & Comfortable | - | - | - | - | - |
| Public Realm is Charming, Inviting, & Beautiful | - | 20,529 | - | 20,529 | (20,529) |
| Accessible to Region & Easy to Get Around | - | 79,500 | - | 55,878 | (23,622) |
| Vibrant, Sustainable Mixed-Use Place | - | 13,461 | - | 8,270 | (5,192) |
| Downtown's Vision & Offering Understood By All | - | 72,822 | - | 189,054 | 116,231 |
| Capital Replacement Expenditure | - | 72,822 | - | 233,204 | 66,382 |
| **Total Capital Improvement & Expenditures** | **$ 2,955,563** | | **$ 2,955,563** | **$ 3,141,875** | **$ 3,771,458** |

| Total Expenses | **$ 2,955,563** | **$ 186,312** | **$ 3,141,875** | **$ 3,771,458** | **$ 629,583** |

| Depreciation Expense | 21,619 | 3,283 | 24,901 | 27,983 | 3,082 |
Houston Downtown Management District
Variance Analysis
Three Months Ended March 31, 2022

Operating Budget
1) Revenue-Operations revenue is ($18K) behind in fountain reimbursement and ($5) behind in trash program subscriptions. Salary reimbursements reflect $19K payable to Central Houston, Inc. for 2021 and not included in the 2022 budget.


3) Goal 1b-Reduced Presence of Homeless & Street Persons-Ahead of budget $249K in homeless outreach programs. Over budget ($6K) in staffing.

4) Goal 1d-Reduced Presence of Homeless & Street Persons-Ahead of budget $249K in homeless outreach programs. Over budget ($6K) in staffing.

5) Goal 1f-Prepare for Emergencies-Ahead of budget $3K in Emergency Operations Center-monitoring equipment and generator.

6) Goal 2a-Key Pedestrian Streets Are Inviting-Ahead of budget ($5K) in floral displays.

7) Goal 2b-Key Public Spaces Programmed and Delightful-Ahead of budget $7K in Main Street Square maintenance, over budget ($2K) in Market Square Park maintenance and $9K in staffing. Event programming ahead of budget $18K.

8) Goal 2c-Place of Civic Celebration-Ahead of budget $99K in Art Blocks program, $12K in seasonal banner program, $7K in banner/pot maintenance, $21K on Allen Parkway Maintenance reimbursed by DRA and $5K for holiday logistics. Over budget ($8K) for Retail Support - Holiday Promotions.

9) Goal 3c-Easy to Find Way Around-Ahead of Budget $30K for Wayfinding - Above & Below Map.

10) Goal 4a-Best Place to Work in Region-Over Budget ($33K) for posting of April reimbursement to CHI economic development program in March.

11) Goal 4b-Exciting Neighborhoods To Live In-Over budget ($118K) budget due to DLI payouts for years 2020-2021 forecasted to paid out in June, 2022.

12) Goal 5a-Market to Region-Ahead of budget $127K in marketing expenditures.

13) Goal 5c-Vision/Development - Ahead of budget $50K committed to a traffic study not yet funded. Over budget ($5K) in staffing.

14) Goal 5d-Tools to Assist Continued Redevelopment - Over budget ($6K) in staffing.


16) Goal 6a-Engage Stakeholders in Decision Making - Ahead of budget $7K in administrative expenses (assessment collection and legal expenses). Over budget ($6K) in planning, design and construction, and ($6K) in staffing.

17) Goal 6c-Preservation of District's Capital Assets - Over budget ($9K) in insurance expense coming in higher than projected.

Capital Budget
18) Ahead of budget $163K for Banners, $239K for Market Square Park (Lawn & Paving) and $20,000 for Trebly Park furnishings.

19) Ahead of budget $39K for Vehicular and Pedestrian Wayfinding. Over budget ($68K) for Southeast Sidewalks TxDOT project.

20) Ahead of budget $8K in Retail Challenge Grants forecasted for the first quarter and not paid and over budget ($11K) due to DLI payments are forecasted to be paid in June, 2022.
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<td>34678</td>
<td>03/23/22</td>
<td>5987</td>
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<tr>
<td>34679</td>
<td>03/23/22</td>
<td>7060</td>
<td>NEON ELECTRIC CORPORATION</td>
<td>$1,639.00</td>
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<tr>
<td>34680</td>
<td>03/23/22</td>
<td>7712</td>
<td>POWER PEST CORP</td>
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<tr>
<td>34681</td>
<td>03/23/22</td>
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<td>PUBLICATION PRINTERS</td>
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<td>34682</td>
<td>03/23/22</td>
<td>8042</td>
<td>R.A.C.E. REFRIGERATION AND AIR</td>
<td>$550.00</td>
</tr>
<tr>
<td>34683</td>
<td>03/23/22</td>
<td>3400</td>
<td>RAFFLE PARKING COMPANY,LLC</td>
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<tr>
<td>34684</td>
<td>03/23/22</td>
<td>2550</td>
<td>SCOTT FINKE</td>
<td>$21.60</td>
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<tr>
<td>34685</td>
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<td>8552</td>
<td>TEXAS OUTHOUSE, INC.</td>
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<tr>
<td>34687</td>
<td>03/23/22</td>
<td>8625</td>
<td>TRIK MOTORSPORTS LLC</td>
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</tr>
<tr>
<td>34688</td>
<td>03/23/22</td>
<td>8900</td>
<td>VERIZON WIRELESS</td>
<td>$697.47</td>
</tr>
<tr>
<td>34689</td>
<td>03/30/22</td>
<td>99883</td>
<td>601 TRAVIS OWNER LLC</td>
<td>$14,324.21</td>
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<tr>
<td>34690</td>
<td>03/30/22</td>
<td>99881</td>
<td>ANDREW BENDER</td>
<td>$140.24</td>
</tr>
<tr>
<td>34691</td>
<td>03/31/22</td>
<td>1225</td>
<td>CENTRAL HOUSTON CIVIC IMPROVEM</td>
<td>$33,726.41</td>
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<td>34692</td>
<td>03/30/22</td>
<td>1735</td>
<td>CORE DESIGN STUDIO</td>
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<tr>
<td>34693</td>
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<td>DPR DOWNTOWN HOUSTON LLC</td>
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<tr>
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<td>FINGER FSC CRAWFORD LTD</td>
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<tr>
<td>34695</td>
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<td>3493</td>
<td>HM MARKET SQUARE LLC</td>
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<tr>
<td>34696</td>
<td>03/30/22</td>
<td>3771</td>
<td>HOLLY BERETTO</td>
<td>$2,216.25</td>
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</table>
## AP Check Register (Current by Bank)

**Check Dates:** 3/1/2022 to 3/31/2022

<table>
<thead>
<tr>
<th>Check No.</th>
<th>Date</th>
<th>Vendor ID</th>
<th>Payee Name</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>34697</td>
<td>03/30/22</td>
<td>5648</td>
<td>LINEBARGER GOGGAN BLAIR</td>
<td>$2,860.70</td>
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<tr>
<td>34698</td>
<td>03/30/22</td>
<td>99884</td>
<td>MUNICIPAL CORRECTIONS FINANCE</td>
<td>$83.04</td>
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<tr>
<td>34699</td>
<td>03/30/22</td>
<td>6981</td>
<td>NEARMAP US INC</td>
<td>$8,500.00</td>
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<tr>
<td>34700</td>
<td>03/30/22</td>
<td>99937</td>
<td>SPUS9 HSTN SOUTH TOWER LP</td>
<td>$4,056.92</td>
</tr>
<tr>
<td>34701</td>
<td>03/30/22</td>
<td>8388</td>
<td>STATE COMPTROLLER</td>
<td>$38.50</td>
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<td>34702</td>
<td>03/30/22</td>
<td>8315</td>
<td>SWANK MOTION PICTURES, INC</td>
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<tr>
<td>34703</td>
<td>03/30/22</td>
<td>99885</td>
<td>UG OLD HARDY LP</td>
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**BANK A REGISTER TOTAL:** $1,627,608.29

<table>
<thead>
<tr>
<th>Check No.</th>
<th>Date</th>
<th>Vendor ID</th>
<th>Payee Name</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>3960</td>
<td>03/09/22</td>
<td>8572</td>
<td>TEXAS DEPT OF TRANSPORTATION</td>
<td>($10,040.00)</td>
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<tr>
<td>3964</td>
<td>03/02/22</td>
<td>0384</td>
<td>ANDERSON ARBOR SERVICES, LTD.</td>
<td>$1,205.00</td>
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</table>

**BANK B REGISTER TOTAL:** $116,926.95

**GRAND TOTAL:** $1,744,535.24
## INTEREST NET DEPOSITS

<table>
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<tr>
<th>FUND</th>
<th>BEGINNING BAL. BOOK VALUE</th>
<th>BEGINNING BAL. MARKET VALUE</th>
<th>GAIN (LOSS) TO MARKET FILE</th>
<th>INTEREST EARNED / ACCRUED OR (WITHDRAWALS)</th>
<th>ENDING BALANCE BOOK VALUE</th>
<th>ENDING BALANCE MARKET VALUE</th>
<th>ENDING BALANCE % OF PORTFOLIO</th>
<th>AVG DAILY YIELD</th>
<th>AVG WAM</th>
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</thead>
<tbody>
<tr>
<td>HDMD OPERATING ACCOUNTS JP MORGAN CHASE</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>OPERATING</td>
<td>(350,489.65)</td>
<td>(350,489.65)</td>
<td>0.00</td>
<td>0.00</td>
<td>13,400,330.29</td>
<td>13,049,840.64</td>
<td>55.71%</td>
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<td>1.00</td>
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<tr>
<td>CAPITAL</td>
<td>129,224.26</td>
<td>129,224.26</td>
<td>0.00</td>
<td>0.00</td>
<td>422,860.05</td>
<td>552,084.31</td>
<td>2.36%</td>
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<tr>
<td>TOTAL</td>
<td>(221,265.39)</td>
<td>(221,265.39)</td>
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<td>0.00</td>
<td>13,823,190.34</td>
<td>13,601,924.95</td>
<td>58.07%</td>
<td>1.00</td>
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<td>POOLED FUNDS - TEXPOOL</td>
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<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>OPERATING</td>
<td>8,144,256.71</td>
<td>8,144,256.71</td>
<td>0.00</td>
<td>2,503.07</td>
<td>(2,100,000.00)</td>
<td>6,046,759.78</td>
<td>25.82%</td>
<td>0.0629%</td>
<td>53.00</td>
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<tr>
<td>CAPITAL</td>
<td>4,372,581.23</td>
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<td>1,711.68</td>
<td>(600,000.00)</td>
<td>3,774,292.91</td>
<td>16.11%</td>
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<td>TOTAL</td>
<td>12,516,837.94</td>
<td>12,516,837.94</td>
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<td>4,214.75</td>
<td>(2,700,000.00)</td>
<td>9,821,052.69</td>
<td>41.93%</td>
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<td>TOTAL HDMD</td>
<td>12,295,572.55</td>
<td>12,295,572.55</td>
<td>0.00</td>
<td>4,214.75</td>
<td>11,123,190.34</td>
<td>23,422,977.64</td>
<td>100.00%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**COMPLIANCE STATEMENT REVIEW**

***THE INVESTMENTS (REPORTED ON ABOVE) FOR THE PERIOD ARE, TO THE BEST OF OUR KNOWLEDGE, IN COMPLIANCE WITH THE INVESTMENT STRATEGY EXPRESSED IN THE DISTRICT’S INVESTMENT POLICY AND THE PUBLIC FUNDS INVESTMENT ACT.***

***THIS REPORT AND THE DISTRICT’S INVESTMENT POLICY ARE SUBMITTED TO THE BOARD FOR ITS REVIEW AND TO MAKE ANY CHANGES THERETO AS DETERMINED BY THE BOARD TO BE NECESSARY AND PRUDENT FOR THE MANAGEMENT OF THE DISTRICT FUNDS.***

**SIGNATURE**

<table>
<thead>
<tr>
<th>ROBBIE JONES</th>
<th>TED ZWIEG</th>
<th>LESLIE ASHBY</th>
<th>KRIS LARSON</th>
</tr>
</thead>
<tbody>
<tr>
<td>TREASURER</td>
<td>VICE PRESIDENT</td>
<td>CHAIRMAN</td>
<td>PRESIDENT - CEO</td>
</tr>
</tbody>
</table>
WHEREAS, REP. GARNET COLEMAN has dedicated over 30 years to public service in the Texas House of Representatives where his effective means of authorizing and crafting people-centered laws has made a lasting impact throughout his tenure that will continue to be felt long after his departure from the House, laws that directed funding for healthcare, higher education, criminal justice reform, affordable housing, LGBTQ+ rights and beyond, from which communities of Texans have had their quality of life improved; and

WHEREAS, REP. COLEMAN was instrumental in getting legislation passed that simplified access to children’s Medicaid, which helped provide health care services to more than 600,000 who were eligible for the program; and

WHEREAS, REP. COLEMAN helped secure an increase of $161.5 million for at-risk child care services as well as co-authored the bill that formed the Children’s Health Insurance Program (CHIP) in Texas which has made low-cost health insurance available to more than 400,000 Texas children and helped to lengthen healthcare coverage for foster children, a commitment of knowledge and expertise that caused him to be selected by President Obama to serve on a working group of state legislators that helped craft and pass the Patient Protection and Affordable Care Act; and

WHEREAS, REP. COLEMAN has provided millions in funding for the prevention and treatment of cancer, HIV/AIDS and mental health over decades, secured millions of dollars in funding for Texas Southern University and Prairie View A&M University as well as made it possible for the University of Houston and other public Texas Universities to become competitive Tier 1 Universities; and

WHEREAS, REP. COLEMAN has worked diligently with his colleagues to usher in policies that would further bail reform, improve safety in county jails, and honor the memory of Sandra Bland by providing police officers with de-escalation training; and

WHEREAS, REP. COLEMAN has diligently defended the sacred right of eligible voters to cast their ballots and has been fighting to protect LGBTQ+ people from discrimination under the law since his tenure began in the 1990’s, therefore protecting the ability for millions of Houstonians to participate in the democratic process; and

WHEREAS, REP. COLEMAN authored legislation that created the Houston Downtown Management, Midtown Management, East Downtown, Hobby Area, Montrose and Greater Southeast Management Districts, supporting the projects and programs of each
of these state-authorized districts. He wrote legislation to update Redevelopment Authority capabilities and was actively engaged in utilizing the affordable housing mandates of the Authorities, resulting in a unique housing initiative that will produce over 1,100 units of affordable housing; and

FURTHER WHEREAS, REP. COLEMAN authored venue legislation that allowed the creation of stadiums by local sports authorities and the construction, ownership and operation of convention center hotels, such as the Houston Hilton Americas Hotel, which resulted in transformative investments in Downtown Houston; and

NOW, THEREFORE, BE IT RESOLVED, the Houston Downtown Management District hereby commends REPRESENTEE GARNET COLEMAN for an exceptional career of more than 30 years brimming with legislative know-how and justice for all in order to best serve the people of Texas. We wish you the best in the next chapter of your life.

ADOPTED, on this 14th day of April 2022.
Data Collected and Analysis Compiled, January 1 – March 30, 2022

Central Houston, Inc.

DOWNTOWN OFFICE STORY
2021 Competitive Market Analysis Snapshot
Central Houston Inc.’s Office Story measures the 12-month Downtown competitive leasing cycle

• A unique Downtown Houston survey that includes:
  • All marketed space
  • Large available blocks / full floors
  • Tenants by industry
  • Sublease space on the market and by tenant
  • Multi-floor tenants
  • Large transactions / tenants new to Downtown
  • Operating expenses and property taxes by building
  • Downtown’s largest tenants by industry and total amount of office space
  • Surveyed buildings organized into three distinct Tiers to better understand patterns in Downtown’s top office towers including renovation and new construction

• Proprietary and longitudinal: Central Houston’s Office Story in its 38th year; started in 1985 by Stewart O. Robinson, President, SOR Real Estate Advisors, LLC
Inventory Analysis

• Central Houston Inc. Office Story
  • Survey completed in January – March 2022 for all 2021 leasing activity
  • Approximately 37 Million SF (53 M SF)
  • 48 office buildings
  • More than 71% of all Downtown office space
  • More than 1.8 Million SF of Downtown leasing during 2021
    • 5% of surveyed space was a new lease, expansion or renewal

• Downtown Houston is region’s largest office market with >23.6 million SF in lease activity since 2015, almost the same size as Uptown’s total inventory (27.1 million SF), Houston’s 2nd largest market
Surveyed Buildings

<table>
<thead>
<tr>
<th>By Tier</th>
<th>2021 Building Count</th>
<th>2021 Total Rentable Square Feet</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tier 1</td>
<td>13</td>
<td>12,759,771</td>
</tr>
<tr>
<td>Tier 2</td>
<td>14</td>
<td>14,369,799</td>
</tr>
<tr>
<td>Tier 3</td>
<td>21</td>
<td>9,807,219</td>
</tr>
<tr>
<td>Total</td>
<td>48</td>
<td>36,936,789</td>
</tr>
</tbody>
</table>

- The addition of 1550 on the Green has brought the Tier I count to 13
- 1300 Main has been removed from Tier III, as it is owner-occupied (historical metrics still use data from 1300 Main)
Historical/Future Building Deliveries Timeline

- 1500 Louisiana & 5 Houston Center
- 1000 Main & 717 Texas
- Hess Tower & 811 Main
- 900 Main (METRO HQs)
- 609 Main at Texas
- Bank of America Tower
- Texas Tower (U/C)
- 1550 on the Green

SF, Millions

- 1970
- 1972
- 1974
- 1976
- 1978
- 1980
- 1982
- 1984
- 1986
- 1988
- 1990
- 1992
- 1994
- 1996
- 1998
- 2000
- 2002
- 2004
- 2006
- 2008
- 2010
- 2012
- 2014
- 2016
- 2018
- 2020
- 2022
Building Renovations Timeline

*Square Feet,
Historical Direct Marketed Space

By % Direct Available & Available SF

SF, Millions

% Available


Report Created by Central Houston, Inc.
Marketed Space

Loosening Market

Tightening Market

-2.50 -2.00 -1.50 -1.00 -0.50 0.00 0.50 1.00 1.50 2.00 2.50

Annual Net Change in SF (Thousands)

2021
2020
2018
2016
2014
2012
2010
2008
2006
2004
2002
2000
1998
1996
1994
1992
1990
1988
1986
1984

-2.50 -2.00 -1.50 -1.00 -0.50 0.00 0.50 1.00 1.50 2.00 2.50

Report Created by Central Houston, Inc.
Transaction Volume

SF of Leasing Activity By Year

- 2006
- 2007
- 2008
- 2009
- 2010
- 2011
- 2012
- 2013
- 2014
- 2015
- 2016
- 2017
- 2018
- 2019
- 2020
- 2021

- New
- Expansion
- Renewal

- 502,021
- 1,000,000
- 2,000,000
- 3,000,000
- 4,000,000
- 5,000,000
- 6,000,000
- 7,000,000

- 93,987
- 1,257,638
- 502,021

Report Created by Central Houston, Inc.
Activity by Tier (2021)

- Tier I: 58.4%
  - 1,082,791 SF
  - 42 Leases

- Tier II: 24.9%
  - 461,523 SF
  - 34 Leases

- Tier III: 16.7%
  - 309,332 SF
  - 75 Leases
Leasing Trend

- Significant Energy Price Slumps
- 2020 Energy Price Plunge + COVID 19 Pandemic
- 2021 Energy Price Surge + COVID 19

- 3.92 M SF 5-Year Average
- 3.94 M SF 10-Year Average

- Yearly SF Millions for the years 1984 to 2021

- Significant Energy Price Slumps indicated by darker bars
- COVID 19 and COVID 19 Pandemic indicated by dotted bars

- Yearly SF Millions

- 1984: 1.8
- 1985: 2.7
- 1986: 3.3
- 1987: 4.7
- 1988: 3.6
- 1989: 2.2
- 1990: 3.1
- 1991: 3.2
- 1992: 5.2
- 1993: 6.1
- 1994: 5.3
- 1995: 4.7
- 1996: 3.6
- 1997: 3.1
- 1998: 3.2
- 1999: 2.2
- 2000: 1.8
- 2001: 1.8
- 2002: 2.7
- 2003: 3.3
- 2004: 4.7
- 2005: 3.6
- 2006: 2.2
- 2007: 3.1
- 2008: 3.2
- 2009: 5.2
- 2010: 5.3
- 2011: 4.7
- 2012: 3.6
- 2013: 2.2
- 2014: 3.1
- 2015: 3.2
- 2016: 5.2
- 2017: 6.1
- 2018: 5.3
- 2019: 4.7
- 2020: 3.6
- 2021: 2.7

- Significant Energy Price Slumps:
  - 1984

- 2020 Energy Price Plunge + COVID 19 Pandemic:
  - 2020

- 2021 Energy Price Surge + COVID 19:
  - 2021
Activity by Size (2021)

- <5,000 SF: 9%
- 5-20,000 SF: 32%
- 20-50,000 SF: 29%
- >50,000 SF: 30%
Leases by Size/Type

- <5,000
- 5-20,000
- 20-50,000
- >50,000

New | Expansion | Renewal
Large Transactions

Transaction #

20-50K SF  50K+ SF

Year

2021: 27
2020: 6
2019: 4
2018: 21
2017: 27
Office Market by Industry

- Class A Competitive Space: 48%
- Other: 22%
- FIRE: 17%
- Legal: 13%
- Energy: 13%
Industry Trends

Proportion of Total Space Occupied by Industry per Year

- Other
- FIRE
- Legal
- Energy

2009: 49.7%
2010: 47.8%
2011: 48.0%
2012: 19.7%
2013: 20.6%
2014: 21.7%
2015: 16.7%
2016: 17.6%
2017: 17.0%
2018: 13.8%
2019: 14.0%
2020: 13.2%
2021: 17.0%
The data here, especially over the course of the pandemic, suggests that companies in Downtown Houston are downsizing, which is what we’ve indicated with other figures as well.
Our OpEx data gives insight as to why Tiers are structured the way they are:

• Tier I pays 46.6% of their OpEx towards property taxes, for Tiers II, III, this figure is 33.8% and 26.1% respectively.
• Tier I also routinely pays more property tax per SF than any other Tier.
Central Houston, Inc.

For More Information:
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rpieroni@centralhouston.org
Central Houston, Inc.
1221 McKinney, Suite 4250 | Houston, TX 77010
Office: 713-650-1470

Varun Cidambi, Research Manager
varun.cidambi@centralhouston.org
Central Houston, Inc.
1221 McKinney, Suite 4250 | Houston, TX 77010
Office: 713-650-1470

Thank You! Questions?
ACTION ITEM  Ratify the Street Art for Mankind Downtown Mural Content Committee and related expenditures.

SERVICE PLAN  
Account Code  633.390
Budget Amount  $262,500  2022

REQUEST  $200,000

DESCRIPTION  SAM and CHI/HDMD desire to partner to co-produce Phase 1 of an art-walk featuring nine “fine art” murals. The desired implementation timeline for Phase 1 includes production from May 20 through May 29, 2022, with a press conference and celebration to be held on May 30, 2022. Phase 1 will be implemented exclusively on privately-owned real estate. As currently envisioned, CHI, via HDMD, would contribute $150,000 to the project. To date, SAM has also raised $50,000 from TotalEnergies as a corporate sponsor for Phase 1 of the project. Additional monies are budgeted for photography, videography, web development and collateral materials.

DISCUSSION  SAM is a non-profit that believes in the power of art to trigger social change. They have partnered with the United Nations, World Wildlife Foundation and cities around the world on massive mural projects and have a unique ability to access renowned and highly skilled artists and execute projects for a cost that is far less than market rate.

Following authorization by the HDMD Board, a 50% down payment of the HDMD contribution will be paid to SAM. An additional 35% will be paid following the content committee’s approval of the artists’ conceptual sketches and the final 15% will be paid prior to the celebratory event provided that all of the murals of phase 1 are substantially completed.

DBE PROGRAM  Vendor is not DBE certified
MEMORANDUM
April 14, 2022

TO: Board of Directors
FROM: Brett DeBord, Director of Operations and Capital Projects
RE: Operations Update

FACILITIES UPDATE: (Scott Finke, Operations Manager)

Newsrack Locations:
A public right-of-way newsrack inventory check was completed on February 23, 2022 which showed 98 racks on the sidewalks in downtown. District staff reached out to ParkHouston to see what could be done since the racks were not being utilized and are potential graffiti and trash collection points. ParkHouston sent out a letter in early March to all publications notifying them to comply with permitting requirements or the racks would be seized. No publications responded, therefore, the District is in the process of assisting ParkHouston with the removal of all seized newsracks from the sidewalks. The District will also remove the remaining vending corrals that were installed as place setting fixtures for newsracks before the ordinance was created.

Main Street Square Fountain:
The Main Street Square Fountain is in the process of being repaired. The painting of the basin and rail supports started last week and once completed, the fountain will be filled with water and the pumps will be tested and tweaked to get the pop jets and jump jets operational again. We expect all repair work to be completed by 3rd week in April.

QUALITY CONTROL UPDATE: (Keith Gould, Quality Control Manager)

Landscaping:
Tree replacements continued for the District as 2 more Live Oaks and 12 Red Oaks were planted in March. Block By Block has been adding 50 gallons of water per week to each tree to ensure they’re receiving the necessary amounts of water and to help the trees get established. Spring color changeout has begun as new flowers were planted in the McKinney/Lamar pots, along Bagby St. and at the Main St. Fountain and trough planters. Dallas Street, Main Street medians, and Crawford Island are scheduled for
planting this month. ALS replaced plants that were damaged at Market Square Park to get ready for the Spring season.

Block By Block:
Block By Block scored a 4.32 for the month of March which is a decrease from a 4.46 in February. This decrease was anticipated as historically the scores begin to drop as Spring arrives due to the increase in foot traffic on the sidewalks. Increased amounts of litter and stains were observed along Main St between Texas and Franklin, so we increased our cleaning efforts and deployments in this area. 624 articles of graffiti were removed during the month of March which is an increase from 536 the previous month.

Homeless Encampments:
The homeless population along Pierce Street under the Pierce Elevated has decreased over the past few months. Although there are some individuals that still bed down on Fannin and San Jacinto, it is significantly less when compared to the numbers from a year ago. The tent count at the Chartres encampment remains in the low 60’s, with the majority of those located on Hamilton just south of Runnels across from the Star of Hope. The Beacon area is still being addressed daily with litter pick up and power washing when assisted by HPD. During rains and at night, many of the homeless will move to 500 Fannin to take cover under the building’s awning.

CONSTRUCTION UPDATE: (Dusty McCartney, Construction Manager)

Bagby Street Improvement Project:
The contractor is continuing to address punch list items and working towards final completion. Due to recent logistical supply/demand issues, the official project closeout is delayed while we await the arrival of the remaining site furnishing and amenity items.

Trebly Park Project:
The Trebly Park project is getting closer to completion now that the building is under climate control with the recent activation of the HVAC system. Interior buildout of the restaurant space continues with lighting fixtures, drywall, and painting. The majority of the Live Oak trees have been planted in addition to a number of River Birch trees and various landscaping components. The dog park fence posts that surround the large and small dog parks are installed with fence panels and synthetic turf to soon follow. Final site utility connections are in progress along with various hardscape components.

Market Square Park:
Market Square Park has a new look as well. The park lawn has been converted to synthetic turf which will ease future maintenance costs and provide a consistent look to the park year-round. The large oak trees caused many areas of the lawn to struggle to remain green and the clay soil underneath the grass caused the lawn to stay wet after heavy rains resulting in cancellation of scheduled events. The lawn conversion and new
paver sidewalks around the perimeter of the lawn were completed in time for the first movie night held on Friday, April 8th.

**PUBLIC SAFETY AND EMERGENCY RESPONSE:** (James Kennedy, Operations Manager)

**Downtown Public Safety Guides:**
There were several large activities and events that took place in downtown during the month of March such as the Rodeo & St. Patrick’s Day Parades which resulted in a significant increase in ambassador interactions, with 6,230 interactions in March as compared to 3,851 in February. Although the civility interactions did not involve the level of aggression we saw during the height of the pandemic, the number of panhandling and loitering incidents did increase from 4,897 in February to 5,518 in March.

**SEAL Security:**
The number of calls for service increased considerably from 166 in February to 259 in March. Much like we’ve seen with our ambassador interactions, the overall level of aggressive behavior has dropped with a vast majority of the calls for service being related to individuals laying down or panhandling. The BEACON continues to be a hotspot area; however, the number of behavioral civility complaints has dropped.

**Off Duty HPD:**
The Off Duty Officers engagements increased slightly to 438 compared to 409 in February. The number of civility interactions marginally increased to from 228 the previous month to 258 in March. Off Duty numbers reflect similar trends as our ambassador teams, confirming an uptick in patron activity throughout downtown.
Safety & Quality Control

**Positive Interactions**
- Total: 31,046

**Homeless Count**
- Average: 428

**Sidewalk Cleaning**
- Average: 4.35

**Garbage Disposed (Tons)**
- Total: 377

**Reliability Report**
- Average: 65%

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**DPSG Monthly Interactions**

**HPD Monthly Interactions**

**Homeless Count**

**Sidewalk Cleaning**

**Garbage Disposed (Tons)**

**Reliability**
- March: 100%, 0%
- April: 100%, 0%
- May: 100%, 0%
- June: 100%, 0%
- July: 100%, 0%
- August: 100%, 0%
- September: 100%, 0%
- October: 100%, 0%
- November: 100%, 0%
- December: 100%, 0%

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**Equipment Programs**

- Main St.: 100%, 0%
- Surls Fountain: 100%, 0%
- Laurens Fountain: 100%, 0%
MEMORANDUM
April 14, 2022

TO: Board of Directors
FROM: Robert C. Pieroni
RE: Economic Development Program Update

Update on the Office Market:

Downtown’s in-office workers are back in the office at the highest rate since the beginning of March 2020. The Downtown monthly in-office occupancy for last month improved to 52.5% of pre-pandemic levels, which is up approximately 25.2% from March 2021. Current data show a strong trend toward hybrid schedules, with Tuesday, Wednesday and Thursday being the predominate in-office days. The office market remains sluggish as Downtown’s vacancy began April at 24.3%, and year-to-date leasing activity totals 320,665 square feet in 53 deals (51 direct). Like most major U.S. office markets, Downtown is continuing to struggle to gain traction amid the pandemic’s uncertainty, which has transformed the workplace and resulted in highly tenant-favorable conditions throughout Q1.

*Downtown Launchpad:* gener8tor’s pre-accelerator program, gBETA, has selected five Houston-based companies to participate in its in-person Spring program, which kicks off on April 22 at Downtown Launchpad. In addition, gener8tor will continue the Lunch & Learn Series throughout the Spring program, which offers free programming to the entire Houston startup community. MassChallenge is currently in the process of accepting applications for their 2022 cohort. In addition, this year MassChallenge has US early-stage residency program for startups willing to travel to Houston, which provides free office space.

*Downtown Launchpad Impact:*

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<th>Total Applications</th>
<th># of Startups</th>
<th>Pre-Program Funding</th>
<th>Post Program Funding</th>
<th>Pre-Program Jobs</th>
<th>Post Program Jobs</th>
<th>Pre-Program Revenue</th>
<th>Post Program Revenue</th>
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<td>$64,874,000</td>
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<td>+60%</td>
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</tbody>
</table>

*Funding, Jobs, and Revenue do not reflect the 3rd MassChallenge cohort or gener8tor spring cohort.

*Residential:* Downtown continues to experience exponential growth in residential development and attract significant investments due to market demand. Downtown’s overall multifamily continues to grow with nearly 6,300 residential and multifamily units, plus an additional 1,800 under construction. Those projects include Sovereign at the Ballpark (229 units); McKee City Living (120 units); Brava (373 units); Fairfield Residential’s 1810 Main (286 units); 808 Crawford (309 units); and Warehouse District (275 units), and another 550 planned.
The nearly 10,361 residents have a variety of options to call home, ranging from historical to contemporary, mid to high-rise luxury apartments and condos to quirky lofts. Downtown’s overall multifamily occupancy ended March at 85.5%, essentially flat from February. Asking rents remain stable at $2.38-SF/MO in March and concessions dropped significantly to 1.7%, down from 4.0% Q2 2021 and 12.6% Q2 2020. Multifamily concessions are discounts on rent that can include free months, reduced rates or upfront discounts.

**Hospitality:** Hotel occupancy closed February at an average of 49.6%, up 17.5% from January. While still historically low, that rate has more than doubled since February 2021, but is down 22.3% from the pre-pandemic February 2020 average occupancy rate. Other key performance indicators are continuing to improve since February 2021: Average Daily Rate (ADR) is up $74; Revenue Per Available Room (RevPAR) is up $73; and Monthly Revenue is up $17,363,351.

**Publications Update:** March publications included the Downtown Economic Recovery Monthly Monitoring Update and the 38th annual Downtown Office Story.
MEMORANDUM
April 14, 2022

TO: Board of Directors

FROM: Lonnie Hoogeboom

RE: Planning & Design and Capital Projects Update

North Houston Highway Improvement Project (NHHIP): On March 14, 2022, staff, representing all four downtown organizations (CHI, CHCI, HDMD & DRA), participated in an online interview with Federal Highway Administration (FHWA) personnel leading the Title VI civil rights and environmental compliance investigation. Our 20-year project involvement in the NHHIP’s development and the urban design of the multiple civic opportunities it presents was summarized. A series of specific topics, as identified by FHWA, were specifically addressed by a 75-page summary overview prepared by staff; this document was favorably received by FHWA. At the request of FHWA and issued April 7, 2022, staff provided an update of the summary overview with cost estimates for the various civic opportunities, with a follow-up interview anticipated.

Staff has also continued the work with the advisory team at Squire Patton Boggs, with former Transportation Secretary Rodney Slater’s continuance of listening sessions with local and regional leaders. Staff continues the collaborations with TxDOT, area stakeholders, and key agencies as to project development, with the primary focus on Segments 3A and 3B in Midtown / Third Ward.

Southeast Sidewalks: Staff held a favorable project kick-off meeting with TxDOT on April 6, 2022. Initial priority tasks to be completed by HDMD and its consultant, Huitt-Zollars, include: tying our project survey to TxDOT’s control points on IH-45 and IH-69 and submitting a project Design Summary Report for a Design Concept Conference. Otherwise, the construction documents are under review by staff with an April site meeting with consultants to confirm final scope for TxDOT.

North Canal: Planning staff participated in the City’s Technical Review Committee (TRC) meeting on March 17, 2022. In this session, Public Works’ project manager and the project consultant, HDR, presented the project status based on the Preliminary Engineering Report (PER). Based on the project geographies (Yale-Heights stretch of White Oak Bayou, the North Canal between White Oak and Buffalo Bayous, and the area of the South Canal downstream area of Buffalo Bayou in Bute Park and under existing IH-69 infrastructure) and multiple resiliency solutions at each geography, ten alternatives were presented including the respective hydrology / hydraulic (H&H) benefits and construction cost estimates. The project website will post this TCR presentation here: https://www.engagehouston.org/northcanal, then scroll down right column to “Technical Review Committee Presentation March 17, 2022.”
North San Jacinto – Design Concept Review (DCR): Based on the approval by Houston Public Works to advance the project but now temporarily paused while scheduling and budget impacts of the North Canal are currently in flux, staff is holding on the issuance of a Request for Qualifications, pending a meeting with Steve Costello, Chief Recovery Officer.

Warehouse District Framework: While release of the final report and public engagement has been postponed over the past six months (partially due to Covid-related conditions, but more so to NHHIP uncertainties and preliminary engineering for the North Canal), it is looking more favorable that this planning completion can be advanced over the coming 45-60 days. Staff has met with consultants and is setting the workplan to hold end-stage planning reviews with several agency partners in advance of the public meeting. Staff is currently considering late-May to early-June for project completion.

Congress Street Bridge: Adjusted to a May 5, 2022 deadline, staff intends to submit a DCR Intake Form for the one block bridge of Congress, plus intersections at Smith and Franklin to include street lighting, signalized intersections, with enhanced paver sidewalks and crosswalk striping. Staff is hopeful this project will not require a full DCR process as stakeholder engagement is minimal due to the project’s limited scope area.

METRO Inner Katy BRT Silver Line: Staff has requested of METRO an agency meeting to review the traffic impact analysis for the proposed bus rapid transit (BRT) service on Bagby, Rusk, St. Emanuel and Capitol plus the alignment of the BRT ramp on northwest boundary of HDMD into Franklin Street. Of primary concern is the project’s impact to traffic operations and safety within Downtown. Through the Authority’s engineering consultant, staff is evaluating a proposed station alignment between Franklin and Preston with turn movements onto the recently completed Bagby Street.

METRO University BRT & Wheeler Transit Station: Staff attended a virtual meeting with area stakeholders and other agencies on March 29, 2022. In this session, METRO and its consultant, HNTB, presented three alternatives for the Wheeler Transit Station and its future redevelopment relative to the NHHIP; primarily for METRO, this meeting’s focus was the accommodation of future BRT service on Richmond / Wheeler, per the METRO NEXT plan. Three schematic design options include elevated station with ramps crossing Main and Fannin Streets, an underground station along Wheeler, and an at-grade option. Staff has requested a follow-up session directly with METRO to review the three options and specifically to address how a significant amount of previous work on the station during NHHIP development has not been incorporated into the schematic design options. The March 29th presentation is not yet uploaded to the METRO website, but interested Board members may want to view the project’s general information, available here: https://www.ridemetro.org/Pages/METRORapid-University-Corridor-Project.aspx.
Vehicular & Pedestrian Wayfinding Messaging: Per the Board’s December 2021 authorization, NEC has completed the venue messaging updates (vinyl replacements) for both vehicular and pedestrian wayfinding systems, covering the name changes for redeveloped or newly developed facilities: PNC Stadium, for Lynn Wyatt Square, Post Houston, Highlight at Houston Center, and Trebly Park.

Downtown Redevelopment Authority / TIRZ 3 Update: Staff is currently focused on the construction of two capital projects for the Authority, both projects recommended in Plan Downtown.

- **Bagby Street Improvements:** See Director DeBord’s “Operations and Construction Update” for current project status. Substantial Completion was achieved for the project in November 2021, with punch list corrections in progress by the contractor.

- **Southern Downtown Park:** Construction was initiated on March 15, 2021. See Director DeBord’s “Operations and Construction Update” for current project status. Staff has purchased miscellaneous District furnishings and maintenance equipment as Owner-furnished items. Temporary Certificate of Occupancy is currently scheduled for late-May, with the Final Certificate of Occupancy in late-June prior to the Park’s opening events from July 7-10, 2022.

PD&CP Committee: To honor Frank Staats tenure of service to HDMD, staff and Committee members held a construction picnic at Trebly Park on March 31, 2022. Scheduled as a standing meeting but currently without a Committee Chair, the next monthly meeting is scheduled for April 28, 2022, 12:00-1:30 PM, to be confirmed.
MEMORANDUM
April 14, 2022

TO: Board of Directors
FROM: Angie Bertinot
RE: Marketing/Communications & Retail Program Update

2022 Marketing & Communications

Overarching goal: Communicate a sense of urgency for Houstonians to experience the community of people, places and stories that make up Downtown through visual storytelling that has direct, specific and immediate calls-to-action. Provide comprehensive info on what to do, where to go and how to get there; build the size of the audience that interacts with Downtown; and increase awareness and engagement of Downtown through communications, marketing and programming.

Public Relations
Downtown media coverage for March totaled more than **19,910,013 impressions** valuing at approximately **$238,928**. Story highlights included promotion of the St. Patrick’s Day Parade and Downtown Block Party, Market Square Park’s spring and summer events calendar, expansion of the More Space: Main Street program and stories on Downtown’s return to office, including an interview with Kris in the Wall Street Journal.

* Please note that there was an error in the February memo: total PR value for February was $177,712 not $475,675

March 2022 Activity
- Directed PR efforts around the St. Patrick’s Day Parade and Downtown Block Party; set up interview with Houston Chronicle and managed broadcast media on day of parade
- Set up interviews with Houstonia for More Space: Main Street announcement
- Met to discuss Trebly Park art media outreach
- Media Visits
  - Continued to formalize FAM trip around Art Car Parade; hosting writers from April 7-9 at Hilton Americas and various locations around Downtown Houston
- Pitches/Releases
  - Distributed St. Patrick’s Day Event Release
MEMORANDUM
April 14, 2022
Page 2 of 6

- Wrote and distributed Spring-Summer events release
- Wrote and distributed Road to River Revival concert series release
- Started pitching Kris for podcasts
- Continued follow up with Marissa Luck on Houston Chronicle story on Downtown’s comeback
- Copywriting/creative
  - Started work on recrafting Kris’s bio

#WeAreDowntown
Our :30 dining PSA is still running weekly on Top Chef Houston through the duration of the series, and we will begin running our “events” PSA this coming Friday. You can view the :15 spot here and the :30 spot here.

Street Art for Mankind
Per our previous discussion with the executive committee, Marcom committee and the board, we are working with Street Art for Mankind (SAM) on a new mural “art walk” for Downtown Houston.

Phase I will be implemented exclusively on privately-owned real estate with sponsorship by Central Houston, via the Houston Downtown Management District, and corporate sponsor TotalEnergies. The project will consist of nine world class murals featuring a mix of local and world-renowned artists. Aside from the benefits associated with beautifying otherwise blank walls in Downtown, the project presents the opportunity to advance a larger thematic message aimed at bringing the community together around shared values, promote walkability and connectivity between activity nodes in Downtown, create an arts attraction, support local businesses and of course provide positive media coverage.

As part of the process, we are engaging a content committee to help provide input regarding “themes”, artists and art concepts. The 6-member content committee includes qualified members of the arts and culture community to help advise on thematic oversight and represent the community’s sensibility on artist and art selection. The content committee will approve SAM’s recommended artists and the concept drawings and/or renderings before any murals are implemented. Ex officio seats on the content committee shall be provided for the City of Houston, Harris County and TotalEnergies.

Content Committee:
Jacques D’Rovencourt- Hilton Americas, GM/HDMD Board Member
Theresa Escobedo- Mayor’s Office of Cultural Affairs, Civic Art Program Manager
Erica Lee Carter- Harris County Precinct I, Policy Advisor
Pierre Bang- TotalEnergies, President
Karen Farber- Buffalo Bayou Partnership, VP of External Affairs
Maria Gaztambide- University of Houston System, Public Art Curator
Timeline:
- MOU between CHI/HDMD and SAM - completed March 2022
- HDMD marcom meeting - completed March 28th
- HDMD board approval - April 14
- Finalize wall selection - April 15
- Content committee Meetings
  o Meeting #1 (Mar 31)- introductions, purpose of committee, timing, proposed route and walls, brainstorming on Houston theme(s)
  o Meeting #2 (Apr 7)- validation of themes, presentation of artists, present
  o Meeting #3 (Apr 14)- Review first set of concept sketches for each wall, feedback re: name, creative and PR
  o Meeting #4 (Apr 21)- Finalize all sketches
  o Meeting #5 (Apr 28)- Continue launch and marketing discussions
- Production Dates- May 20-30
- Inauguration Date- May 30
- Additional Deliverables:
  o Name and creative- collateral materials, web, digital
  o Photography and videography
  o Tour partner
  o Inauguration/press conference
  o Ongoing marketing and public relations

Sponsors:
- Central Houston/HDMD
- TotalEnergies (corporate sponsor)

Downtown Goals:
- Beautify blank walls in Downtown
- Advance a larger thematic message aimed at bringing the community together around shared values
- Promote walkability and connectivity between activity nodes in Downtown
- Create an arts attraction
- Support local businesses
- Provide positive media coverage

Budget:

PHASE I

$225,000 - 9 murals at $25k/ea
$150,000 - CHI/HDMD title sponsor
$75,000 - TotalEnergies/corporate sponsor
ART BLOCKS BUDGET
$148,000 (roll over from 2020/2021)
$262,500 (2022)
$410,500
($61,000) Porto Pigmenta at Trebly Park
($20,000) remove vinyl from Main Street Marquee
($150,000) SAM/6 murals (this does not include photography, drone footage, events, etc.)
$154,500 to be used for misc. expenses for promotion of murals as well as concept/design for Welcome Gateway and/or other projects.

Theme Brainstorming:
1. ENERGY: Transforming energy; energizing change
2. CLIMATE CHANCE: Facing the elements; activating the earth; nurturing/respecting nature
3. EDUCATION: Empowering our youth; learning together
4. HUMAN RIGHTS: Ensuring everyone matters
5. LEGACY: Preserving/building a legacy; building a better place
6. SOCIAL EQUITY: Equalizing life; accessing economic opportunities; fostering inclusion
7. HEALTH & WELLNESS: Saving lives; healing the world
8. GLOBAL: Connecting commerce and culture; impacting the world
9. INNOVATION: Exploring new industries

An authorization follows.

Trebyl Park Grand Opening PR Strategy
To promote Trebly Park as a dynamic new gathering space in Downtown Houston ahead of its July debut by highlighting the park’s forward-thinking artworks, Tout Suite, future activations, events, programming and overall lifestyle enhancements for living, working and playing in Downtown Houston.

Strategy Summary
This campaign will launch and sustain maintain brand awareness for Trebly Park as an innovative community gathering space that speaks to the vision of Downtown Houston as a destination for wide-ranging demographics. The park is another example of redeveloping urban areas into vibrant gathering spaces with various eye-catching elements, including dynamic artwork, programming and creative performances complete with a buzzy food and beverage component appealing to nearby residents, visitors from outside the Downtown core, office workers, tourists and more.

Within that context, a full-scale, comprehensive approach will maximize editorial coverage across different areas of interest, starting with the media rollout announcing more details and opening date. Each step will be an opportunity to speak about the overall Trebly Park experience and to share details about the space in new and creative ways. These steps include
highlighting the community art, F&B outreach and the grand opening festivities.

PR Milestones
Whale Bone Dinner Party
- Chiaozza (artists) in town painting from April 16 through April 21
- Install: Two days the week of May 2
- Media availability for TV studios is tentatively booked for the morning Wednesday, April 20.
- Photography and videography are tentatively set for the same day to produce collateral for media later outreach.

Porto Pigmenta
- Tomislav Topic (artist) will be in town June 1-3 to oversee the installation
- Media availability still needs to be worked out with the artist, but it is recommended that we have a morning set aside for interviews. As with Whale Bone Dinner Party, it is recommended that video and photography is taken of the installation and final results to be used for media outreach.

Grand Opening
Resident only private special event – July 6
Boards and public officials/ribbon cutting – July 7
$1 Macaron (morning) & movie night – July 8
Neighborhood Carnival Grand Opening Celebration – July 9
Rose all day, brunch with light music – July 10

Public Content will engage in a multi-tiered campaign around the grand opening of Trebly Park, promoting the ribbon cutting and grand opening carnival

Official Ribbon Cutting
- Public Content will assist Downtown District in reaching out to media for the official ribbon cutting on July 7. This event should be used to invite local news media to cover the unveiling of the park in advance of the Neighborhood Carnival. It is recommended that local dignitaries be available for interviews following the ribbon cutting ceremony. Public Content is available to help with the itinerary and speaking notes for the ceremony.
- Following the presentation, we will cut important soundbites from the presentation and send out the TV packages to news media. All content will be packaged for future pitches and social media.
- Public Content and Downtown District will work together to tour the space with local media members.

Neighborhood Carnival Grand Opening Celebration
- Media members will also receive an invite to preview or report on the Grand Opening Celebration on Saturday, July 9. Public Content will work with the Downtown District to
set up interviews, provide b-roll and imagery to news outlets, and upload event information to events calendars across the city.

Tout Suite
- As another way to promote the park opening, Public Content is available to reach out to food and beverage media to announce the opening of Trebly Park F&B concept, Tout Suite. This will include pitching on-site and in-studio segments as well as assisting with any PR outreach to food writers.

Post Event Coverage – The Overall Story
- Following the media blitz, the story of Downtown Houston’s transformation will be pitched to national news outlets to talk about the idea of urban renewal, something that is vital following the effects of the global pandemic on downtowns everywhere. Public Content will pitch Kris’s availability to national news outlets to talk about the ongoing Downtown Houston transformation and speak to the overall vision of the planned projects.