

NOTICE OF PUBLIC HEARING

TO ALL INTERESTED PERSONS INCLUDING THE PROPERTY OWNERS IN WACO PUBLIC IMPROVEMENT DISTRICT NUMBER ONE

NOTICE IS HEREBY GIVEN that a public hearing will be held on September 7, 2021 at 6:00 p.m. before the City Council of the City of Waco in the Bosque Theater, Waco Convention Center, 100 Washington Avenue, Waco, Texas.

1. The amendment of certain proposed improvements and/or services as proposed by Public Improvement District One (PID 1) Advisory Board through its Updated Service Plan including Annual Budget, Assessment Plan, and Assessment Roll for Fiscal Year 2021-2022.

2. The following information is hereby provided concerning the matters to be considered at the hearing.

(A) The general nature of the proposed improvements and/or areas of service in PID 1 shall include the following:

Design and Service Delivery: \$ 449,503:

- Clean & Safe: Provide reporting, landscaping and maintenance, security, bird remediation and abatement, graffiti abatement, homelessness outreach, and other clean and safe services to ensure that PID1 public spaces are orderly; free of trash, debris, and graffiti; and well-maintained.
- Parking | Wayfinding: Provide parking analysis services, parking reporting services, wayfinding services, and trolley services with the aim of ensuring that Downtown parking issues are understood and addressed, and that Downtown is easily navigable to drivers seeking parking and pedestrians moving from one part of Downtown to another.
- Enhancement | Beautification: Improvements are made to enhance the beauty, comfort, and utility of the space including holiday decor
- Strategic Placemaking Projects: fund and advocate for placemaking efforts Downtown with the goal of developing an active, engaging, and walkable streetscape.
- Elm Avenue Streetscape Landscaping: support the enhancement of streetscape and landscape elements along Elm Avenue as part of the Elm Avenue Streetscape project with the goal of providing a pleasant and walkable pedestrian experience along Elm Avenue.

Marketing and Merchant Support: \$278,900: \$198,900 in current assessed funds; \$45,000 in retained funds from prior years; \$35,000 in Waco Wonderland Sponsorships and Revenues

- Messaging: provide an active social media and website presence with the goal of bringing people Downtown.
- Marketing and Advertising: produce and implement marketing campaigns for Downtown generally with the goal of increasing local knowledge of Downtown and encouraging locals to visit Downtown
- Merchant Support: provide services that support the work of Downtown merchants with the goal of ensuring that Downtown is an attractive place for merchants to operate
- Downtown Ambassador: fund ambassadors Downtown that will provide information and assistance to visitors with the goal of maintaining a pleasant experience for Downtown visitors and ensuring that visitors are informed about Downtown Waco
- Programming: support or provide for programming activities with the goal of ensuring that Downtown is an active space with a wide variety of events including support of Waco Wonderland

Organization Leadership and Planning: \$ 11,000

- Manage the PID1
- Advocacy: provide services in which the interests of property owners, residents, merchants, visitors, and other Downtown stakeholders are advocated for with the goal that these interests are heard, understood, and incorporated into the efforts of other organizations and groups

- Single Point of Contact: function as a single point of contact for Downtown stakeholders with the goal that these stakeholders' issues are heard, routed, and resolved on a timely basis and that stakeholders are communicated with throughout the process
- Operating Reserve: maintain an operating reserve with the goal of funding PID operations in times of temporary budget deficits

The improvements and/or services would be a supplement to existing level of city improvements and/or services and constitute an added increment to improvements and/or services now offered to taxpayers generally. The City would continue to furnish or pay for standard improvements in the proposed district as they are currently being provided. The City manages the district and contracts with City Center Waco, a nonprofit corporation, to administer PID1 and to directly deliver some of the PID1 services. \$230,720 of PID assessments pay for these costs, which are included in and distributed among the services listed above.

(B) An updated estimate of the costs of the improvements and/or services for the 2021-2022 fiscal year is:

(1) Design and Service Delivery	\$ 449,503.00
(2) Marketing and Promotion/Merchant Support	\$ 278,900.00
(3) Organization Leadership & Planning	\$ 11,000.00
(4) Operating Reserve	\$ 264,089.00
(5) Capital Improvements, including lighting	\$ 706,716.00

Total **\$1,710,208.00**

(C) The boundaries of the proposed improvement district are shown on the displayed map.

All interested persons will be given an opportunity to be heard at such public hearing. Written and oral objections will be considered at the hearing.

The Waco City Council will hold a public hearing to consider the Service Plan, Budget, and Assessment Plan for 2021-22 on September 7, 2021, at 6:00 p.m. before the Waco City Council in the Bosque Theater, Waco Convention Center, 100 Washington Avenue, Waco, Texas. Members of the public who wish to submit written comments on an agenda item or speak during a public hearing item must submit their comments online or register to speak at <http://www.waco-texas.com/council-speaker.asp>, by email at CSO@wacotx.gov or by calling 254-750-5750 for staff assistance. The public may also register to speak the day of the meeting at the speaker's registration table.

The hearing may be adjourned from time to time until the City Council makes finding by ordinance as to the advisability of the improvements and/or services, the nature of the improvements and/or services, the estimated cost, the boundaries of the public improvement district, the method of assessment, and the apportionment of costs between the district and the City as a whole.

Copies of the proposed Updated Service Plan, Budget, and Assessment Roll are available for review in the office of the City Secretary during business work hours by calling 254-750-5750 for an appointment. A copy of the Updated Service Plan can also be found online at the City's website: www.waco-texas.com (under the City Departments/Economic Development page).

Esmeralda Hudson, City Secretary
City of Waco, Texas

This Notice is Being Posted
at Waco City Hall on the
20th Day of August, 2021
at 4:00 AM/PM

