

DOWNTOWN DEVELOPMENT AUTHORITY

2021 BUDGET & PROGRAM OF WORK

Approved 8/31/20



DOWNTOWN DEVELOPMENT DISTRICT CITY OF SHREVEPORT, LOUISIANA

BOARD OF DIRECTORS

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Mission Statement: To actively pursue, support, facilitate and welcome initiatives that aid and encourage private development. Promote and coordinate public development within the Downtown Development District of Shreveport, Louisiana.

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Introduction

The Downtown Development Authority (DDA) was established by Act 554 of the State of Louisiana in 1978. The provisions of Act 554 provide that an annual plan of work be submitted to the Shreveport City Council for review and adoption within 30 days from the date of submission. The 2021 Program of Work reflects the activities to be undertaken during 2021.

Downtown is composed of numerous stakeholders, each with different opinions and ideas about how to improve downtown and each with different priorities regarding those improvements. Each organization and business contributes to the improvement of downtown in accordance with its own strengths and abilities, so this diverse environment requires a complex development strategy.

This document seeks to define those activities, improvements, goals and objectives. Included in this Program of Work are portions of the *Downtown 2010 Redevelopment Strategy* which was approved by the City Council and is the basis for the twenty-five-year DDA millage extension approved by citywide vote in November 2002. DDA funding under the millage extension is provided through the year 2027.

2020 was a challenging year for downtown Shreveport. COVID 19 uncertainty and closures created significant business stress, as did a continuing downturn in oil and gas and banking operations. These businesses continue to make up a significant number of downtown office space leaseholders and employees. COVID was especially challenging given the changing nature of governmental decrees and proclamations affecting business operations. The DDA worked closely with downtown businesses to provide information on available loans, grants and other help in their efforts to position themselves to survive the pandemic. DDA kept the office staffed and hosted teleconference calls with updates and sourced Personal Protective Equipment (PPE) for businesses that wished to stay open but were having a hard time finding hand sanitizer and other cleaning supplies.

DDA also continued marketing downtown businesses to keep them top of mind to a community that was rapidly shifting buying habits to on-line shopping.

2020 was a Reassessment year for Caddo and Bossier Tax Assessors and their assessments, based on dwindling revenues due to reasons mentioned caused adjustments in property values. As a result, the Legislative Auditor's Office adjusted the DDA millage to 9.04 mills which was unanimously approved by the Shreveport City Council in late August.

Development Priorities

The DDA strives to improve the economic vitality of the Central Business District and our historic downtown by focusing efforts on a wide range of activities. Those activities aim to

strengthen the existing business base, attract new businesses, and improve property values while simultaneously highlighting the district's historic charm and urban appeal.

- **Residential** - DDA continues to be the lead agency in identifying residential opportunities and in approaching, encouraging, and assisting developers/funders. The process can be complicated and we work to assist developers with parking and zoning issues, building and life/safety codes, finding financing and insurance partners, acquiring appraisals and the many other things needed to be able to move forward in a project. Downtown continues to be underbuilt in market rate units, whose salary demographic is helpful in attracting businesses, retail, and other Quality of Life components to downtown.

Restoration and residential conversions continue or have been completed at numerous downtown properties including the Lofts at 624 (624 Texas Street), The Standard (509 Market), Ridgeway Square (719 Marshall Street), Hughes Tool (816 McNeill Street), Southern Bell (627-629 Crockett Street), the apartments at 800 Texas Avenue, 716/718 Edwards Street, the Hutchinson Building (504 Texas Street), Uneeda Biscuit Building (711 Milam), 500 Texas Street, and others. We continue to work with the owners and various interested parties about the Petroleum Tower (Edwards Street), the Johnson building (Milam Street), Centerpoint Building (Milam Street) and other possible residential conversions. These projects join other residential apartment properties downtown: the Ogilvie Hardware Lofts, United Jewelers, Lee Hardware, 710 Crockett Lofts, Fairmont, Jefferson, and condos at 229 Milam Street.

Downtown overall residential occupancy rates are consistently in the 90% range, and new properties like the Standard are quickly reaching capacity which indicates a continued strong public desire for downtown housing options.

- **Downtown Infrastructure-** DDA maintains a list of infrastructure needs and updates a booklet compiled for the City of Shreveport showing maintenance issues that includes missing and damaged street light poles, damaged and faded signage, sidewalk issues, broken and faded curbs, faded crosswalks, missing and broken sidewalk utility covers, damaged trash receptacles and street art, and unmaintained public art murals. DDA continues to advocate that city funding be allocated in an ongoing basis to keep downtown infrastructure repaired and safe, knowing that a vibrant and attractive downtown reflects positively on the rest of the city.
- **Historic Tax Credit Support-** The DDA and the non-profit Downtown Shreveport Development Corporation (DSDC) continued their ongoing support of the State and Federal Commercial Historic Tax Credit programs in 2020. Act 25, amending the state Historic Tax Credit program, was signed into law by the Governor during the 2020 First Extraordinary Session of the Louisiana Legislature. The legislation extends the popular tax program through January 1, 2026. This 20% tax credit on eligible costs remains significant to the continued revitalization of downtown Shreveport and is an important tool for developers of historic properties. Several

properties currently under construction or soon to be would not have been possible without the tax credit. DDA will continue to be an educational resource on the importance of the credit and will assist developers interested in utilizing it.

- **Downtown Performance Code** – DDA will continue efforts in 2021 to help businesses locate in the City Center through a partnership with the State Fire Marshal’s Office and City of Shreveport to facilitate timely and informative plan reviews to assist developers with renovation. At DDA’s request, the Fire Marshal’s Office participates in meetings to answer questions and provide personal assistance for developers and building owners downtown.
- **Homelessness** – The issue of homelessness is complex and continues to be an ongoing concern for downtown. The DDA understands that job losses due to COVID-19 could further exacerbate the problem, which is a significant one to downtown businesses and visitors. Homelessness and the issues created by it continue to be the single biggest downtown complaint received by the DDA. Inactivity on this front could lead to fewer developments and revenue losses to businesses already located here. DDA works with the HOPE Connection, elected officials, local non-profits, law enforcement and the business community on the limited solutions that appear to exist.
- **West Edge** – DDA and DSDC continue a combined commitment to strengthening the West Edge (the area around the 600/700 blocks of Texas Street) as a center of arts and cultural activity. Successes include the development of artspace, Robinson Film Center, Lofts at 624, Parish Taceaux and Rhino Coffee downtown, Kevin Bryan Architect, Emmett Hook Performance Center, the Louisiana Film Prize, Southern University Museum of Art, the Tipitina’s Music Co-Op (soon to change hands) and Sha-Baby’s Cajun Cuisine. DDA will continue efforts in 2021 to support the anchors and attractions already located in the West Edge and promote available buildings to businesses and developers.
- **Shreveport Common** - The DDA is a member of the Shreveport Common Board of Directors and works to support efforts to develop downtown’s newest Arts & Culture District. Though delayed because of the Pandemic, work continued in 2020 on three critical new developments for the area: Every Man A King Distillery in the former Arlington Hotel at 700 Cotton Street and Uneeda Biscuit Lofts at 711 Milam were under construction at year-end 2020. The third development, the Address Artist & Entrepreneur Center and the Downtown Art House retail business in the former Address Ford Garage on Crockett was slated for completion and opening in late 2020/early 2021.
- There is strong national proof that arts districts can be catalytic in creating revitalization. So-called ‘Creative Placemaking’ is a way to intentionally leverage the power of arts, culture and creativity to help drive a broader agenda for change, growth and transformation while building a quality of place. The Caddo Common Park would have been a much more active venue had it not been for COVID-19 restrictions. Even with the requirements for safety and social distancing, the park was used for poetry

and spoken word events and ‘walk-by’ art shows. The park is also the recipient of an AARP grant for additional outdoor furniture for the Food Truck Bosque area and work began in 2020 on a planned outdoor performance stage.

- **Other Art and Entertainment-** In 2020, partners in the Texas Street Bridge lighting project were able to acquire the grants and donations needed to convert the bridge to an LED lighting system. This large-scale art project will be programmable to be able to change colors and shapes depending on the events being promoted. The Downtown Shreveport Art Walk, art venue openings and art exhibits, theatrical performances, live music and other events were cancelled or drastically scaled back because of COVID-19. Robinson Film Center, artspace, Shreve Towne Studio 512, The Agora Borealis, C & C Mercantile and Lighting, the Shreveport Regional Arts Council, and Minicine? all had to cancel events and fundraisers and suffered with lower-than-anticipated revenue.

Mudbug Madness, Let the Good Times Roll, the Red River Revel, Brew, the Strand Theatre’s season, the Aseana Garden Festivals, the Municipal Auditorium’s line-up, and numerous conferences, conventions and events were cancelled.

Restaurants were initially closed to dine-in by COVID-19 restrictions, then re-opened to 25% and 50% capacity, casinos were closed then allowed limited re-openings, bars and other nightspots were closed and allowed only to reopen as ‘restaurants.’ Some businesses were unable to reopen and others reopened only to close for good.

Downtown road construction- first the Texas Street Bridge and later, a water project that partially and then fully closed Milam Street and a train derailment that caused the closing of the Spring Street Bridge, created serious headaches for many businesses whose customers could not figure out an easy way to get downtown. These road projects have now been finished and those roadways are open.

- **Historic Texas Avenue-** The 800 through 1200 blocks of Texas Avenue are in the Downtown Development District and offer an area ripe for re-development. Far from its heyday as the center of Shreveport furniture stores and a hub of African American businesses, it now is a strip of vacant and deteriorating buildings, vacant lots and used cars. In 2020, this began to change in earnest as 1110 Texas Avenue (old Schorr Furniture Store) was rehabbed as the C&C Mercantile and Lighting and ArtiFact artisan’s factory. Owners Lauren Ross and Derek Simmons also acquired a lease from the city for the adjacent parking lot and Nolan’s building with the intention making it step one of an avenue revitalization.

SporTran, the new owner of the old Sun Furniture Building in the 1200 block, plans a total rehab of that building, as well. DDA continues to work with C & C Mercantile on ideas and plans and assists other potential property owners who wish to revitalize this long-neglected section of downtown.

- **Historic Preservation and Adaptive Reuse**

Preservation and Adaptive Reuse of historic structures continues to be imperative to a thriving downtown. DDA staff interacts frequently with developers and other interested parties in providing market and traffic data, commercial rental rates, sales comps and other information to get vacant buildings into the hands of those who have the means and imagination to return them to active commerce.

- DDA remains committed to preserving and maintaining our inventory of unique historic properties. We hired consultants in 2015 to update and expand the Downtown Shreveport National Register District. In doing so, more downtown properties became eligible for state and federal tax historic credits.
- DDA partners with the Louisiana Trust, Metropolitan Planning Commission, Louisiana Historic Preservation Office, Main Street and others to promote the significance of redevelopment and adaptive reuse of downtown's historic properties.
- When possible in 2021 DDA will resume production of events that are aimed at promoting the City Center's past such as the popular History in 5 talks at the monthly Downtown Artwalk, events at the Shreveport Water Works Museum and other history-driven programs.
- DDA continues to serve on the boards of the Shreveport Water Works Museum, Shreveport Common, and Cross Bayou A-Truss Bridge Committee and assists, as possible, in grants, fundraisers, and other ways to highlight their facilities and share their stories with a broader audience.

- **Cross Bayou** – the DDA recognizes this area as both valuable and underutilized and is supportive of appropriate and well-planned development that features prominent public access to the waterfront and a strong connection to historic Downtown. The Great Expectations Master Plan spoke of the need to take steps to prepare the area for development- correct zoning, design guidelines, park planning and brownfields cleanup. DDA supports the City's ongoing efforts to acquire properties in the area to be able to issue a nationwide Request for Proposals to see what developers and ideas would be the best fit for Shreveport and downtown.

- **Red River District** – Though it lost tenants in 2020, the DDA continues to believe that the Red River District can be an attractive venue for businesses and events alike. DDA developed an action plan in 2008 to transform the former entertainment district into a place that would draw patronage from locals and visitors and has continued to assist the City in these efforts. In 2021 DDA staff will continue to interact with tenants and promote events in the District that will highlight the area and downtown as a whole.

Downtown Programming - Though DDA operates with a small staff, we are aggressive in our desire to support events aimed at drawing people downtown. We know that when

exposed to all that downtown has to offer, people will make the decision to live, work, and play here. DDA plans and executes events, assists others with their events and provides monetary assistance through the DDA Mini-Grant program. Events as diverse as tours that pair beer and historic buildings, and art walks have been conceived and presented by DDA, bringing thousands to downtown who might not normally have a reason to visit. 2020 events included drive-in movie nights that allowed people to stay in their cars while theaters were closed. Our programming push will continue in 2021 with monthly Art Walks and other partnerships.

- **Downtown Marketing & Promotion-** In 2020 as the COVID stay at home orders took effect, DDA pivoted from its planned marketing campaign to one intended to keep the closed businesses top of mind and pushed information about businesses still able to function. A series on Downtown Good Deeds highlighted the efforts of business owners and employees to help other people through the tough times and focused dollars on a Shop Small/Shop Local initiative.

DDA uses all opportunities to market and promote the Downtown experience through aggressive use of paid and free media. DDA believes that people who experience what downtown offers will be much more likely to consider it as a place to invest, work or live. At any given time, DDA is engaged in marketing outreach via social media and blog posts, videos, and a number of weekly/monthly columns, articles and news and feature stories.

Grants to Promote Downtown – DDA will pursue various grant opportunities in 2021 to provide additional funding for programming and development in downtown. In the summer of 2020, the DDA was awarded a \$217,000 grant from the Louisiana Public Service Commission to convert all downtown street lighting to LED. Previous grants have funded downtown marketing, the creation of a downtown garden, assistance to businesses locating downtown, structural repairs to historic buildings and for a market study of Shreveport Common.

- **Communications Partnerships for a Stronger Downtown-** DDA staff works hard to strengthen downtown partnerships and believes a free-flow of information is imperative. Communication with governmental entities, businesses, developers, non-profits, learning institutions, and media are employed to share information and increase the vitality of downtown overall. Communications outreach includes the weekly e-Blast, community speeches and talks, a wide range of social media including Facebook, Twitter, Instagram, and the downtownshreveport.com website, press releases and columns in Forum News, The Times, SB Focus and BIZ magazine, among others.
- **Riverfront Development** – The DDA’s sister organization, DSDC, has supported both the Shreveport Aquarium and Sci-Port Discovery Center with grants in the hopes of helping them become more self-sufficient. DDA supported major legislation in 2018 that added additional gaming space and allowed the downtown casinos to move out of the water 1200’ from their existing berths as a way to assist the casinos in

becoming more competitive. Additionally, the DDA worked to encourage the Shreveport City Council to delay the Smoking Ban for one year to allow the casinos the time needed to make plans for this significant business model change. DDA will continue to support downtown's two riverfront casinos and advocate for improvements to help them regain their market after the disruption.

Summary: Goals and Objectives

A. Basic Services

Ensure and, if appropriate, supplement the effective delivery and management of basic municipal services such as police services and litter removal on the public streets and spaces in downtown.

B. Development and Marketing

Actively pursue and support initiatives that promote quality public and private sector development in downtown. Promote the downtown experience and our abundant history. Continue to position the city center as a place to "Live, Work, Play and Invest." Promote downtown residential, retail, office markets, and downtown events and programs.

C. Image and Communications

Actively promote opportunities in downtown and reinforce the downtown *cool* factor through a variety of unique celebrations, events and festivals. DDA will also continue to maintain communication between downtown property owners, businesses, advocates, elected officials, the public, and the media by informing them of downtown's needs, opportunities, plans, and assets.

D. Legislation Action and Leadership Support

Provide necessary support services to various non-profit downtown improvement organizations and recruit key leaders to become involved in the downtown revitalization process. Encourage City, Parish, State, and Federal agencies to participate in the revitalization of downtown. Work with elected officials on the local, state and national level to advocate for downtown enhancements and continuation of historic tax credits and other downtown and/or historic incentives. Provide recommendations and input relative to continued improvements in the DDD.

E. Parking and Transportation

Improve accessibility to and within downtown. The DDA, through its parking contract with the City of Shreveport, manages the on-street metered parking program through ShrevePark and analyzes parking demand, locations and funding. We strive to make parking easier with parking apps and park cards and online payments to make ticket payment options accessible and convenient. The DDA will continue to work with the City of Shreveport and others to identify additional parking spaces and to thoughtfully consider future locations for parking facilities.

- DDA and ShrevePark continue to engage in changes in parking technology and learn new methods of parking management to make downtown parking as easy as possible. DDA and ShrevePark Parking Services began offering App parking in 2018.
- In 2019, ShrevePark managed a downtown curb re-painting program that assists parkers in identifying app spaces.

F. Retail and Business Support

We work with downtown retail businesses and commercial buildings to promote their goods, space and services through networking and traditional and social media. We host such initiatives as Small Business Saturday, Pop Ups, and Art Walks to promote businesses, we hire social media and marketing experts for informational sessions for our business owners and have created a professional marketing campaign that runs year ‘round.

G. Downtown Office Building Support

DDA will continue to support local real estate companies and downtown brokers to help promote the downtown office market. Staff is engaged in conversations with downtown property owners and managers on how to best position their properties, property amenities and provide information, advice, and assistance to tenants. We share information with those looking for downtown space and with those who are already downtown. In 2019, we launched the *I Am Downtown* campaign to share information about office and other property options downtown. That marketing will continue in 2021.

H. Planning

DDA will continue to implement the Strategic Framework 2010-2015 plan priorities as approved by the DDA Board of Directors and continue implementation of the 2010 Redevelopment Strategy. DDA works with the Metropolitan Planning Commission on the Unified Development Code (UDC) and makes suggestions on how to tweak the code as needed in ways that make sense for downtown. *In 2020, when restaurants were able to open as take-out only and later at only 25% capacity, the DDA worked with MPC for a temporary, easy-to-implement sidewalk café option to give restaurants room for additional customers.*

I. Quality of Life

Enhance the overall livability of downtown for workers and visitors by promoting and facilitating special events, encouraging historic preservation, pedestrian amenities, additional retail and entertainment, and insuring that downtown is safe and secure. DDA will continue working with DSDC in 2021 to manage a downtown Graffiti Removal program.

J. Urban Design

Encourage and support high quality urban design and continue to work with such organizations as Re:Form Shreveport, Strong Towns and others to encourage engagement, incremental growth and projects that are people-oriented. DDA will support the improvement of the aesthetic qualities and character of downtown through public space development and historic preservation efforts, and actively oppose the construction of metal buildings and demolition of historic buildings and structures.

2021 ACTIVITIES

Note: The following will be implemented and undertaken in 2021 as able as downtown Shreveport continues to work within the restrictions set by local and state officials relative to the pandemic. Activities include, but are not limited to, the following. It should be noted that there may be administrative costs and/or direct project development and implementation costs in each area.

A. Basic Services

Ensure and, if appropriate, supplement the effective delivery and management of basic services such as police, sanitation, and general non-repair maintenance of the public streets and spaces in downtown.

Enhance and Improve Downtown Security

Continue support of Downtown Police and the Downtown Mounted Patrol with a budgeted line item dedicated to their needs. Study additional hiring of off-duty patrols or security as needed for events or general safety.

Improve the Maintenance of Downtown Public Spaces

Subject to City or other contract, participate in the maintenance of public spaces in downtown through litter pickup, street-sweeping and vacuuming, grass cutting and other public space maintenance. Also provide supplemental funding for special planting, maintenance, or other beautification projects within downtown.

B. Development and Marketing

Actively pursue development initiatives to promote quality public and private sector development initiatives in downtown.

West Edge District and Shreveport Common Redevelopment

Initiate/support West Edge and Shreveport Common quality of life initiatives.

Cross Bayou/Riverfront/Convention Center Development

Encourage City efforts to further acquire property and remediate Cross Bayou for eventual use, and promote and encourage greater use of the Riverfront, Red River Entertainment District, and Convention Center areas.

Business Support

Coordinate and implement programs to position downtown as a good environment for retail and business services. Continue to work with marketing specialists to provide specific help to businesses; promote and market these businesses and their services. Continue to assist restaurants in downtown to secure sidewalk café permits and work with the city and stakeholders on a modified Open Container policy in portions of downtown. DDA will work with downtown bar and club owners to identify their needs and facilitate additional security possibilities.

Office Space

Work with property owners and managers to position their spaces for lease. Make suggestions and point out opportunities to overcome issues that may be negatively affecting particular buildings and encourage attention to trends which will help position properties more positively. Promote spaces on DDA website and social media.

Stimulate Individual Development Opportunities

Foster other development opportunities for downtown, especially those with a strong residential component.

Client Services

Provide client services to existing downtown businesses or prospective businesses concerning market data, economic and historic tax incentives, and space needs.

Economic

Administer, foster, develop and/or coordinate economic incentive measures to spur continued development of downtown. Assist in providing information about all tax credits and other help available and work with the City of Shreveport in sharing details about the Downtown Opportunity Zone and other incentives.

C. Image and Communications

Promote a positive image of downtown and maintain effective communications between downtown property owners, businesses, advocates, elected officials and citizens of the City by informing them of the needs, opportunities, plans, and assets of downtown. Elevate the public's awareness of downtown and its offerings and the DDA's role in both. Continue publication of the weekly e-blast that highlights ongoing activities in downtown, maintain an aggressive social and traditional media outreach, and initiate creative marketing strategies such as the "I Am Downtown" campaign to showcase downtown businesses and properties.

Provide Information to Educate and Inform Downtown Businesses and Professionals About Downtown Issues and Important City/Regional Issues Which Impact Downtown

Publish reports for DDA/DSDC as appropriate, and prepare and distribute marketing materials designed to share correct and updated information about downtown.

Educate and Inform the Community about the Importance of Downtown and Present An Image That Downtown Is A Desirable Place in which to Live, Work, and Play

Provide information relative to downtown attractions and update materials that promote downtown. Continue to work with Strong Towns, Urban3 and other national organizations that promote the continue importance and potential economic strength of downtowns.

Participate in select Shreveport initiatives that will enhance the national image of our city and promote increased civic pride

D. Legislative Action and Leadership Support

Provide necessary support services to various non-profit downtown improvement organizations and recruit key leaders to become involved in the downtown revitalization process. Participate in providing information to local, state and federal lawmakers on legislation that impacts downtown growth and development.

Support and Participate in State and National Associations Which Are Concerned With Revitalizing Downtowns

Participate in organizations dedicated to downtown revitalization and, as appropriate, attend Louisiana Cultural Connection, Louisiana Trust for Historic Preservation, and Main Street Conferences.

Support and Encourage the Participation and Activities of Local Downtown Organizations Whose Primary Interest Is Also the Revitalization of Downtown

Provide contract DDA staff services to Downtown Shreveport Development Corporation (DSDC) and DSDC2, Inc. to enable their programs of work. Maintain supportive relationships with Downtown Shreveport Unlimited, Shreveport Common and others.

E. Parking and Transportation

Improve the accessibility to and within downtown.

Former SporTran Terminal

DDA will continue efforts to work with the owner of the former SporTran facility on Crockett Street and lobby for a compatible and creative use of the property, and with the future owner of the former Greyhound Terminal on Fannin Street.

Pedestrian/Vehicular Circulation/Bike Lanes

Work to improve and maintain effective and safe pedestrian and vehicular circulation in downtown. Encourage the installation of amenities and signage that will enhance the pedestrian environment, and work with the City and others to promote the development of multi-story parking in downtown on existing surface lots. Work with the City on the expansion of bicycle lanes or sharrows throughout downtown and continue to advocate for additional bicycle racks in locations where needed.

Off-Street Parking

Promote the development of thoughtful additional off-street parking facilities on existing surface lots. Provide staff support via contract to DSDC to manage the First United Methodist Church parking lots. By contract, administer the City of Shreveport's on-street parking program and advise the City on use of funds from the parking enterprise fund.

Curbside Parking

Develop and encourage the effective use of curbside parking. Continue to develop opportunities to create additional vehicle and motorcycle spaces in downtown.

F. Planning

Plan for the growth, development, and occupancy of downtown by early identification of opportunities and potential problems. Provide comment to City Administration, City Council, Caddo Parish, MPC and Zoning, NLCOG and other appropriate agencies regarding planning and development issues.

Maintain Downtown Maps and Develop Data that Communicates Pertinent Information Concerning Downtown Property and Its Use

Participate in commercial office space research consortiums where possible. Provide information as requested to encourage residential, office, and retail development in downtown.

Maintain a Set of Goals, Strategies, and Objectives for Downtown

Continue to review and update downtown goals and strategic objectives. Prepare and adopt for DDA and DSDC a work plan which reflects the strategic objectives that are to be addressed by the primary downtown economic development and advocacy organizations. Facilitate meetings as appropriate to update downtown stakeholders on downtown projects.

Represent Downtown's Interest in Citywide Planning Issues for Adjacent Neighborhoods and Regional Planning Activities

Monitor and evaluate city-wide and regional planning efforts for impact on the downtown area such as the city's Choice Neighborhoods plan, which affects a portion of the Downtown Development District. Participate in planning activities as appropriate. Work with the City of Shreveport on its projects and developments outlined in the \$24.2M HUD Choice Neighborhood grant that was awarded in 2018.

G. Quality of Life

Enhance the overall character, environment and attraction of downtown Shreveport by supporting, promoting, and facilitating special events and cultural activities.

Festivals and Special Events, Sponsorships

Assist in the development and production of special events. Provide support to organizations and entities that will enhance the downtown experience through the funding of mini-grants, insurance coverage or other sponsorship assistance. Manage the street vendor permitting program, street performers and sidewalk café programs.

Art as Industry

Give downtown Shreveport a unique sense of place by fostering the art industry as a place-making collaborative. Monitor progress and participate in the process of both temporary and permanent art components of the streetscape project. Work with SRAC, Robinson Film Center, Norsworthy-Bailey Gallery, Agora Borealis, Shreve Towne Studio 512, Artipsy, C & C Mercantile and Lighting, Address Art & Entrepreneur Center and other entities to create the ongoing presence of the arts in downtown as an industry. Increase public art installations in downtown through partnerships with local, regional & national artists, SRAC, City of Shreveport and other entities and advocate for maintenance of such. Promote ways to highlight the importance of art in the community such as the monthly Artwalk.

H. Urban Design

Improve the urban design, aesthetic quality and character of downtown and work with appropriate agencies as opportunities are provided. Continue support of Re-Form Shreveport in bringing nationally-known speakers to Shreveport to speak on issues of Urban Sprawl, the importance of Downtowns, livability, the importance of a pedestrian-friendly community, and more.

Implementation of Desired Urban Design Concepts

Monitor minimum sidewalk standards in accordance with the design criteria of the downtown streetscape projects, participate in the design of downtown streetscape projects, and provide input to the City Administration and MPC as to the appropriateness of design of proposed projects. Administer the sidewalk café permit process and assist businesses in the application process.

Plan and Promote the Development of Public Places, such as Plazas, Fountains, and Green Space in Downtown

Continue support of projects/events that promote a positive image of downtown. Work with the City and others to identify opportunities for green space enhancement and other public developments. Provide support for the continued enhancement of Shreveport Common Park.

Plan and Implement Improvements to Downtown Gateways

Monitor gateway concepts and make specific recommendations regarding planned improvements at key downtown entry ways.

Identify and Encourage the Preservation and/or Renovation of Historic or Architecturally Significant Buildings in Downtown

The DDA staff continues to provide assistance and coordination between developers and the State Historic Preservation Office to qualify properties for participation in the state and federal tax credit programs. DDA will also continue efforts to encourage and assist historic preservation work of DSDC, encourage - financially and otherwise - adaptive re-use of historic buildings in downtown, promote redevelopment incentives, and work with the State Fire Marshal's Office and other cities to determine "Best Practices" in historic building codes.

2021 DDA Budget

		2021 Revenue	
1	2020 DDD Property Tax	\$	678,422
2	Streetscape Contract	\$	266,100
3	Streetscape Misc. Income	\$	6,300
4	Parking Contract	\$	362,000
5	Parking Misc. Income	\$	500
6	DSDC Management Contract	\$	30,000
7	Interest	\$	3,000
8	Miscellaneous Income	\$	5,000
9	FUMC Lot Management	\$	2,400
11	Total Revenue	\$	1,353,722

		2021 Expense	
10	Salaries, Admin.	\$	332,000
11	Retirement	\$	10,000
12	Medical Insurance	\$	45,000
13	Payroll Taxes (.0765)	\$	26,000
14	Worker's Comp	\$	1,000
15	Staff Parking & Validation	\$	2,100
16	Legal	\$	8,000
17	Accounting	\$	22,000
18	Professional Dues & Subscriptions	\$	3,600
19	Postage	\$	500
20	Office Supplies & Expenses	\$	17,305
21	Office Rent (416 Cotton)	\$	39,048
22	416 Utilities	\$	14,000
23	Dining & Entertainment	\$	2,000
24	Seminars & Training	\$	1,000
25	Office Equipment, Rent/Maint.	\$	3,000
26	Insurance - General	\$	9,000
27	Bond Principal	\$	90,000
28	Bond Interest	\$	15,269
29	Travel Expense	\$	2,000
30	Telephone	\$	13,000
31	Office Equipment, Purchase	\$	1,000
32	General Equipment /Streetscape	\$	2,000
33	Marketing/Publications	\$	20,000
34	Police supplement	\$	8,000
35	Streetscape Maintenance	\$	272,400

36	Web Site	\$	3,500
37	Parking Services (Contract)	\$	362,000
38	Artspace Support	\$	18,000
39	Emerging Opportunities	\$	2,000
40	Mini-grants	\$	5,000
41	416 Cotton	\$	4,000
Total Expense		\$	1,353,722