

## 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 19, 2023, at 6:00 p.m. before the City Council of the City of Waco in the Bosque Theater of the Waco Convention Center, 100 Washington Avenue, Waco, McLennan County, Texas, concerning the following matters:

1. The amendment of certain proposed improvements and/or services as proposed by the Public Improvement District One (PID 1) Advisory Board through its Updated Service Plan, including the Annual Budget, Assessment Plan, and Assessment Roll for Fiscal Year 2023-2024.

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:

(I) Design and Service Delivery: \$395,076

- (a) Clean & Safe Services: Provide reporting, landscaping and maintenance, security, bird remediation and abatement, graffiti abatement, homelessness outreach, and other clean and safe services to ensure that PID 1 public spaces are orderly; free of trash, debris, and graffiti; and well-maintained.
- (b) Parking and Wayfinding Services: Provide parking analysis services, parking reporting services, wayfinding 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.
- (c) Beautification Projects: Improvements are made to enhance the beauty, comfort, and utility of the space, including holiday décor.
- (d) Strategic Placemaking Projects: Fund and advocate for placemaking efforts Downtown with the goal of developing an active, engaging, and walkable streetscape.
- (e) 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.
- (g) Additional Holiday Décor: Support creating a unique, attractive, and engaging holiday display that encourages people to visit downtown during the holiday season. This will focus on the Waco Wonderland Event at Heritage Square.
- (h) Minor Sidewalk Repair: Will fund specific sidewalk repair projects that do not require engineering with the goal of supporting a safe and walkable pedestrian experience downtown.

(II) Marketing and Merchant Support: \$109,000.00

- (a) Messaging Services: Provide an active social media and website presence with the goal of bringing people Downtown.
- (b) Marketing and Advertising Projects: Produce and implement marketing campaigns for Downtown generally with the goal of increasing local knowledge of Downtown and encouraging locals to visit Downtown.
- (c) Merchant Support Services: Provide services that support the work of Downtown merchants with the goal of ensuring that Downtown is an attractive place for merchants to operate.
- (d) Programming Projects: Will support programming activities with the goal of ensuring that Downtown is an active space with a wide variety of events.
- (e) Waco Wonderland Support: 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.

(III) Organization Leadership and Planning: \$195,720

- (a) PID Administration Services: Manage the PID
- (b) Advocacy Services: 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.

- (c) Single Point of Contact Services: 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.

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.

(IV) Carryover Accrued Funds \$1,023,422

- (B) An updated estimate of the costs of the improvements and/or services for the 2023-2024 fiscal year is:

(1) Design and Service Delivery	\$ 395,076
(2) Marketing and Promotion/Merchant Support	\$ 109,000
(3) Organization Leadership & Planning	\$ 195,720
(4) Accrued Funds	\$ 1,023,422
<b>Total</b>	<b>\$ 1,723,218</b>

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

All interested persons will be given an opportunity to appear and be heard at such public hearing. Written and oral objections will be considered at the hearing. 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, as filed with the City Secretary on August 29, 2023 are available for review in the office of the City Secretary during business work hours. A copy of the Updated Service Plan can also be found online at the City's website: [www.waco-texas.com](http://www.waco-texas.com) (under the City Departments/Economic Development page).

Michelle Hicks, City Secretary  
City of Waco, Texas

This Notice is Being Posted  
at Waco City Hall on the  
30 Day of August, 2023  
at 3:00 AM/PM

