



HOBBY AREA DISTRICT

HARRIS COUNTY IMPROVEMENT DISTRICT NUMBER NINE MEETING

TO: THE BOARD OF DIRECTORS OF THE HOBBY AREA MANAGEMENT DISTRICT AND TO ALL OTHER INTERESTED PERSONS:

Notice is hereby given that a regular meeting of the Board of Directors of the Hobby Area Management District will be held on **Thursday, April 12, 2018 at 1:00 PM** in the Doubletree Hilton Hobby, 8181 Airport Blvd, Houston, TX 77061, inside the boundaries of the District, open to the public, to consider, discuss and adopt such orders, resolutions or motions, and take other direct or indirect actions as may be necessary, convenient, or desirable with respect to the following matters:

AGENDA

1. General Business

- a. Call to Order;
- b. Determine Quorum;
- c. Welcome and Introductions
- d. Receive Public Comments Limited to 3 Minutes Per Person

2. Consent Agenda – *Items may be removed and discussed separately at a board member's request; otherwise, all, or remaining, items will be voted on as a group.*

- a. Adopt Agenda
- b. Approve Minutes of Meeting February 8, 2018
- c. Accept Treasurer's Report
 - i. Bookkeeper's Report
 - ii. Assessor's Collection and Delinquency Reports
- d. Waive Automatic Resignation of Board Member Todd Szilagyi due to Absenteeism from the Meetings of the Board of Directors of the Hobby Area District
- e. Receive Executive Director's Report

3. Receive an Update and Recommendations from the Marketing and Communications Committee

- a. Consider a Resolution Changing the Name of the District from "Harris County Improvement District #9" to "Hobby Area District" as recommended by the Marketing and Communications Committee

4. Review the Economic Development Steering Committee's DRAFT Report on the Economic Development Strategic Plan Study and Provide Staff Direction or Take Other Action as Appropriate

5. **Executive Session** - Convene executive session to discussion regarding real property pursuant to Section 551.072 of the Texas Government Code
6. **Reconvene in Open Session** - Reconvene in public session to consider authorizing District staff and/or consultants to take any action necessary with respect to acquisition of real property
7. **Chairman's Report/Board or Staff Announcements**
8. **Next Meeting – June 14, 2018**
9. **Adjourn**


Executive Director



HOBBY AREA MANAGEMENT DISTRICT
(HARRIS COUNTY IMPROVEMENT DISTRICT NUMBER NINE)
CITY OF HOUSTON HARRIS COUNTY, TEXAS

AGENDA MEMORANDUM

TO: Hobby Area Management District Board of Directors

FROM: Executive Director

SUBJECT: Agenda Item Materials

2. Consent Agenda
 - a. Adopt Agenda
 - b. Approve Minutes of Meeting February 8, 2018
 - c. Accept Treasurer's Report
 - i. Bookkeeper's Report
 - ii. Assessor's Collection and Delinquency Reports
 - d. Waive Automatic Resignation of Board Member Todd Szilagyi due to Absenteeism from the Meetings of the Board of Directors of the Hobby Area District
 - e. Receive Executive Director's Report

**MINUTES OF THE MEETING OF THE
HARRIS COUNTY IMPROVEMENT DISTRICT #9
(HOBBY AREA DISTRICT)
BOARD OF DIRECTORS**

February 8, 2018

DETERMINE QUORUM; CALL TO ORDER.

The Board of Directors of the Harris County Improvement District #9 held a regular meeting on Thursday, February 8, 2018 at 10:30 a.m. at the Hobby Airport DoubleTree located at 8181 Airport Boulevard, Houston, Texas 77061, inside the boundaries of the District, open to the public, and the roll was called of duly appointed members of the Board, to-wit:

Position 1 - Danny Perkins, *Chairman*
Position 2 - Helen Bonsall, *Vice-Chair*
Position 3 - Todd Szilagyi
Position 4 - Jesus H. Saenz, Jr.
Position 5 - Ann Collum
Position 6 - Sue De Haven, *Secretary*

Position 7 - Keyur Amin
Position 8 - Joe Edd Nelson
Position 9 - Darryl Bailey
Position 10 - Vic J. Zachary
Position 11 - James Brown

All the above were present, except for Director Szilagyi, thus constituting a quorum. Also present were Jerry Lowry, HAD Executive Director; Toby Stephen, HAD Director of Community and Economic Development; Tony Allender, Hawes Hill & Associates, LLP; Tim Austin and Cheryl Panozzo, both with Allen Boone Humphries Robinson, LLP; Mario Ramirez, HAD Business Consultant; and Joaquin Martinez, Houston Council District I.

Chairman Perkins called the meeting to order at 10:32 a.m.

RECEIVE PUBLIC COMMENTS.

There were no public comments.

APPROVE MINUTES OF MEETINGS HELD DECEMBER 14, 2017.

Upon a motion duly made by Director Bonsall, and being seconded by Director De Haven, the Board voted to approve the Minutes of the December 14, 2017, Board meeting, as presented.

RECEIVE AN UPDATE AND RECOMMENDATION FROM THE BELLFORT STATION SELECTION COMMITTEE TO CONSIDER AND AUTHORIZE STAFF TO NEGOTIATE AND FINALIZE A CONTRACT FOR COMMUNITY AND ECONOMIC DEVELOPMENT SERVICES NOT TO EXCEED \$215,000.

Director Collum updated the Board on the Community Development Committee's activity with the Bellfort Station Special Area Study and asked Mr. Stephens to provide additional information. He discussed the composition of the Bellfort Station Selection Committee, its actions to arrive at a recommendation, and offered the Committees recommendation to award

the project to the SWA Group. Upon a motion to approve the Belfort Station Selection Committee's recommendation to award the Belfort Station Special Area Study to the SWA Group and authorize staff to negotiate and finalize a contract for community and economic development services not to exceed \$215,000 that was made by Director Collum and seconded by Director De Haven. After discussion, the Board voted unanimously to approve the motion.

INVITATION TO THE STATE OF THE DISTRICT LUNCHEON.

Mr. Lowry invited those attending the meeting to the Hobby Area District's State of the District Luncheon.

ADJOURN.

There being no further business to come before the Board, Chairman Perkins adjourned the meeting at 11:08 a.m.



Chair, Vice Chair or Secretary

HOBBY AREA MANAGEMENT DISTRICT

MONTHLY FINANCIAL REPORT

DECEMBER 31, 2017

*G*overnmental
*F*inancial
*R*eporting, LLC

Hobby Area Management District
Balance Sheet
As of December 31, 2017

	<u>Dec 17</u>
ASSETS	
Current Assets	
Checking/Savings	
1010 · Amegy Bank	87,939.76
1020 · Wells Fargo Bank	151,711.34
1030 · Plains State Bank - CD	249,166.61
1032 · Plus4 Credit Union - CD	247,544.64
1040 · TexSTAR-Operating	789,187.95
Total Checking/Savings	<u>1,525,550.30</u>
Other Current Assets	
1200 · Assessment Receivable	1,742,190.65
1200 · Prepaid Expense	0.00
Total Other Current Assets	<u>1,742,190.65</u>
Total Current Assets	<u>3,267,740.95</u>
TOTAL ASSETS	<u><u>3,267,740.95</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	81,918.17
Total Accounts Payable	<u>81,918.17</u>
Other Current Liabilities	
2100 · Assessment Refunds Payable	7,006.30
2200 · Deferred Assessment Revenue	1,867,828.32
Total Other Current Liabilities	<u>1,874,834.62</u>
Total Current Liabilities	<u>1,956,752.79</u>
Total Liabilities	1,956,752.79
Equity	
3000 · Retained Earnings	803,195.76
Net Income	507,792.40
Total Equity	<u>1,310,988.16</u>
TOTAL LIABILITIES & EQUITY	<u><u>3,267,740.95</u></u>

Hobby Area Management District
Statement of Sources & Uses - Budget vs Actual
December 2017

	<u>Dec 17</u>	<u>Budget</u>	<u>Jan - Dec 17</u>	<u>YTD Budget</u>	<u>Annual Budget</u>
MAINTENANCE & OPERATIONS FUND					
M&O SOURCES OF FUNDS					
4000 · District Assessments	117,830.97	152,135.00	1,740,513.79	1,825,614.00	1,825,614.00
4010 · Penalty & Interest Revenue	33.18	3,000.00	20,434.92	36,000.00	36,000.00
4020 · Overpayments	7,458.21	5,500.00	65,723.48	66,000.00	66,000.00
4030 · Assessment Refunds	-7,006.30	-5,541.00	-66,363.54	-66,500.00	-66,500.00
4035 · CenterPoint Reimbursement	0.00	0.00	134,678.00	0.00	0.00
4036 · Scenic Houston Reimbursement	0.00	0.00	202,905.00	0.00	0.00
4038 · Comm. Assoc. Sign Reimbursement	0.00	0.00	22,950.00	0.00	0.00
4060 · Interest Revenue	2,447.79	375.00	12,347.87	4,500.00	4,500.00
TOTAL M&O SOURCES OF FUNDS	120,763.85	155,469.00	2,133,189.52	1,865,614.00	1,865,614.00
M&O USES OF FUNDS					
Public Safety					
6010 · Contract Public Safety	20,153.25	18,252.00	244,060.00	219,024.00	219,024.00
6012 · HPD Patrol	0.00	7,626.00	0.00	91,520.00	91,520.00
6014 · Special Operations	900.06	3,334.00	22,952.64	40,000.00	40,000.00
6015 · Apartment Life Initiatives	1,696.50	2,084.00	19,585.00	25,000.00	25,000.00
6020 · Mobile Cameras	7,155.00	6,750.00	77,735.00	81,000.00	81,000.00
6035 · Graffiti Abatement	2,560.00	2,916.00	33,280.00	35,000.00	35,000.00
6040 · Project Management	6,771.29	6,068.00	69,812.30	72,825.00	72,825.00
Total Public Safety	39,236.10	47,030.00	467,424.94	564,369.00	564,369.00
Mobility, Environmental, Urban Design					
6050 · Porter Service	12,916.67	12,500.00	155,085.07	150,000.00	150,000.00
6052 · Corridor & ROW Maintenance	50,436.10	11,666.00	162,044.92	140,000.00	140,000.00
6054 · Street Sweeping	5,490.50	6,250.00	69,436.25	75,000.00	75,000.00
6055 · Project Management	5,609.93	4,359.00	42,837.23	52,318.00	52,318.00
Total Mobility, Environ, Urban Design	74,453.20	34,775.00	429,403.47	417,318.00	417,318.00
Business & Economic Development					
6060 · Economic Developmt Programs	2,331.96	7,500.00	31,653.03	90,000.00	90,000.00
6062 · Project Management	8,899.99	7,535.00	88,381.76	90,426.00	90,426.00
Total Business & Economic Development	11,231.95	15,035.00	120,034.79	180,426.00	180,426.00
Communication, Public Affairs, Marketing					
6065 · Events	0.00	1,666.00	12,813.79	20,000.00	20,000.00
6070 · Creative ED Support	1,259.89	3,750.00	12,094.14	45,000.00	45,000.00
6075 · Marketing Mtls & Promo Items	0.00	1,666.00	13,040.74	20,000.00	20,000.00
6080 · Project Management	9,029.89	8,290.00	59,706.85	99,469.00	99,469.00
Total Comm., Public Affairs, Marketing	10,289.78	15,372.00	97,655.52	184,469.00	184,469.00
Administration					
6110 · Administration & Management	12,540.48	9,794.00	122,782.41	117,528.00	117,528.00
6115 · Meeting Expense	379.86	1,375.00	10,836.04	16,500.00	16,500.00
6120 · Reimbursable Expenses	357.86	1,250.00	6,956.57	15,000.00	15,000.00
6125 · Postage	0.00	24.00	337.61	280.00	280.00
6130 · Office Supplies	48.03	625.00	7,237.93	7,500.00	7,500.00
6135 · Public Notices, Advertising	0.00	125.00	1,233.00	1,500.00	1,500.00
6140 · Legal Services	5,244.80	3,959.00	33,123.42	47,500.00	47,500.00
6145 · Audit Services	0.00	630.00	7,550.00	7,550.00	7,550.00
6150 · Bookkeeping	850.00	750.00	10,200.00	9,000.00	9,000.00
6155 · Assessment Billing	2,953.68	2,709.00	33,829.17	32,500.00	32,500.00
6160 · Assessment Database Mgmt	300.00	300.00	3,600.00	3,600.00	3,600.00
6165 · Office Equipment	1,158.06	2,500.00	22,128.18	30,000.00	30,000.00
6170 · Insurance	0.00	209.00	4,031.88	2,500.00	2,500.00

Hobby Area Management District

Statement of Sources & Uses - Budget vs Actual

December 2017

	<u>Dec 17</u>	<u>Budget</u>	<u>Jan - Dec 17</u>	<u>YTD Budget</u>	<u>Annual Budget</u>
6072 · Office Lease	2,450.00	2,150.00	27,600.00	25,800.00	25,800.00
6073 · Communication & Technologies	1,227.83	2,084.00	13,490.16	25,000.00	25,000.00
6175 · Other	363.20	62.50	939.88	750.00	750.00
Total Administration	<u>27,873.80</u>	<u>28,546.50</u>	<u>305,876.25</u>	<u>342,508.00</u>	<u>342,508.00</u>
Community Development Fund					
6235 · Hobby Area Improvement Corp.	0.00	0.00	50,000.00	50,000.00	50,000.00
Total Community Development Fund	<u>0.00</u>	<u>0.00</u>	<u>50,000.00</u>	<u>50,000.00</u>	<u>50,000.00</u>
TOTAL M&O USES OF FUNDS	<u>163,084.83</u>	<u>140,758.50</u>	<u>1,470,394.97</u>	<u>1,739,090.00</u>	<u>1,739,090.00</u>
M&O EXCESS SOURCES OVER USES	<u>-42,320.98</u>	<u>14,710.50</u>	<u>662,794.55</u>	<u>126,524.00</u>	<u>126,524.00</u>
BALANCES AND TRANSFERS					
7005 · General Fund Planned Reserves	-42,320.98	79,840.00	662,794.55	958,089.00	958,089.00
7020 · Gen Fund Transfer to Capital Budget	-4,809.18	-129,791.00	-155,002.15	-1,557,500.00	-1,557,500.00
TOTAL BALANCES AND TRANSFERS	<u>-47,130.16</u>	<u>-49,951.00</u>	<u>507,792.40</u>	<u>-599,411.00</u>	<u>-599,411.00</u>
CAPITAL IMPROVEMENT FUND					
CAPITAL SOURCES OF FUNDS					
8001 · Transfer from General Fund	4,809.18	129,791.00	155,002.15	1,557,500.00	1,557,500.00
TOTAL SOURCES OF FUNDS	<u>4,809.18</u>	<u>129,791.00</u>	<u>155,002.15</u>	<u>1,557,500.00</u>	<u>1,557,500.00</u>
CAPITAL USES OF FUNDS					
Design and Engineering Services					
8010 · General Engineering Services	0.00	5,000.00	0.00	60,000.00	60,000.00
8012 · Esplanade Design	0.00	3,125.00	0.00	37,500.00	37,500.00
8014 · Metro Engineering Design	0.00	1,666.00	0.00	20,000.00	20,000.00
8016 · Signage and Identity Design	0.00	5,000.00	0.00	60,000.00	60,000.00
Total Design and Engineering Services	<u>0.00</u>	<u>14,791.00</u>	<u>0.00</u>	<u>177,500.00</u>	<u>177,500.00</u>
Mobility, Environmental, Urban Design					
8049 · Eco Development Strategic Plan	0.00	2,084.00	29,980.68	25,000.00	25,000.00
8051 · Placemaking Study	0.00	8,334.00	0.00	100,000.00	100,000.00
8052 · Market Feasibility Study	0.00	4,166.00	0.00	50,000.00	50,000.00
8053 · Material Prep	0.00	2,500.00	0.00	30,000.00	30,000.00
8055 · Project/Contract Management	3,847.08	16,666.00	46,783.40	200,000.00	200,000.00
8063 · Esplanada Enhancement	0.00	4,166.00	14,129.58	50,000.00	50,000.00
8065 · METRO Bus Shelter Enhancement	962.10	33,334.00	47,197.06	400,000.00	400,000.00
8070 · Signage and Identity Installation	0.00	16,666.00	16,911.43	200,000.00	200,000.00
8074 · Streetscape Assessories	0.00	2,916.00	0.00	35,000.00	35,000.00
8076 · Neighborhood Signs	0.00	3,334.00	0.00	40,000.00	40,000.00
Total Mobility, Environmental, Urban Design	<u>4,809.18</u>	<u>94,166.00</u>	<u>155,002.15</u>	<u>1,130,000.00</u>	<u>1,130,000.00</u>
8090 · Fund Reserve - District Office	0.00	20,834.00	0.00	250,000.00	250,000.00
TOTAL CAPITAL USES OF FUNDS	<u>4,809.18</u>	<u>129,791.00</u>	<u>155,002.15</u>	<u>1,557,500.00</u>	<u>1,557,500.00</u>
CAPITAL SOURCES NET OF USES	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>

HOBBY AREA MANAGEMENT DISTRICT

MONTHLY FINANCIAL REPORT

JANUARY 31, 2018

*G*overnmental
*F*inancial
*R*eporting, LLC

Hobby Area Management District
Statement of Sources & Uses - Budget vs Actual
January 31, 2018

	<u>Jan 18</u>
ASSETS	
Current Assets	
Checking/Savings	
1010 · Amegy Bank	68,293.94
1020 · Wells Fargo Bank	1,290,099.90
1030 · Plains State Bank - CD	249,166.61
1032 · Plus4 Credit Union - CD	247,544.64
1040 · TexSTAR-Operating	<u>690,023.93</u>
Total Checking/Savings	<u>2,545,129.02</u>
Other Current Assets	
1200 · Assessment Receivable	630,841.92
1200 · Prepaid Expense	<u>3,906.00</u>
Total Other Current Assets	<u>634,747.92</u>
Total Current Assets	<u>3,179,876.94</u>
TOTAL ASSETS	<u><u>3,179,876.94</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	<u>107,238.36</u>
Total Accounts Payable	<u>107,238.36</u>
Other Current Liabilities	
2100 · Assessment Refunds Payable	5,309.90
2200 · Deferred Assessment Revenue	<u>1,706,509.17</u>
Total Other Current Liabilities	<u>1,711,819.07</u>
Total Current Liabilities	<u>1,819,057.43</u>
Total Liabilities	1,819,057.43
Equity	
3000 · Retained Earnings	1,324,099.83
Net Income	<u>36,719.68</u>
Total Equity	<u>1,360,819.51</u>
TOTAL LIABILITIES & EQUITY	<u><u>3,179,876.94</u></u>

Hobby Area Management District
Statement of Sources & Uses - Budget vs Actual
January 2018

	Jan 18	Budget	Annual Budget
MAINTENANCE & OPERATIONS FUND			
M&O SOURCES OF FUNDS			
4000 · District Assessments	152,473.31	156,867.00	1,882,401.00
4010 · Penalty & Interest Revenue	313.05	3,000.00	36,000.00
4020 · Overpayments	22,433.06	5,500.00	66,000.00
4030 · Assessment Refunds	-5,309.90	-5,542.00	-66,500.00
4050 · Grants & Donations	0.00	0.00	0.00
4060 · Interest Revenue	863.87	375.00	4,500.00
4065 · Non-Income Funds	0.00	46,453.00	557,432.00
TOTAL M&O SOURCES OF FUNDS	170,773.39	206,653.00	2,479,833.00
M&O USES OF FUNDS			
Public Safety			
6010 · Contract Public Safety	16,848.04	19,167.00	230,000.00
6012 · Specific Sites High Density Patrol	0.00	8,333.00	100,000.00
6014 · Special Operations	1,197.57	833.00	10,000.00
6015 · Apartment Life Initiatives	1,696.50	1,667.00	20,000.00
6020 · Mobile Cameras	7,155.00	6,953.00	83,430.00
6025 · Nuisance Abatement Program	0.00	1,250.00	15,000.00
6035 · Graffiti Abatement	3,200.00	2,917.00	35,000.00
6037 · Public Safety Programs	0.00	208.00	2,500.00
6040 · Staff Allocation	6,771.29	9,004.00	108,045.00
Total Public Safety	36,868.40	50,332.00	603,975.00
Community Development			
6050 · Porter Service	12,916.67	13,583.00	163,000.00
6051 · Community Enhancement Programs	0.00	13,000.00	156,000.00
6052 · Corridor & ROW Maintenance	10,458.70	26,250.00	315,000.00
6054 · Street Sweeping	5,768.50	6,250.00	75,000.00
6055 · Staff Allocation	4,192.49	6,600.00	79,205.00
8014 · Metro Engineering Design	0.00	0.00	0.00
8055 · Project/Contract Management	4,250.00	10,417.00	125,000.00
8063 · Esplanade Enhancement	0.00	4,167.00	50,000.00
8065 · METRO Bus Shelter Enhancement	2,368.15	47,441.00	569,287.00
8074 · Streetscape Assessories	0.00	533.00	6,400.00
Total Community Development	39,954.51	128,241.00	1,538,892.00
Economic Development			
6060 · Economic Developmt Programs	3,541.28	7,500.00	90,000.00
6062 · Staff Allocation	8,865.92	8,999.00	107,985.00
8050 · Eco Development Strategic Plan	14,500.00	6,042.00	72,500.00
8052 · Placemaking Study (Retail)	0.00	1,000.00	12,000.00
8053 · Market Feasibility Study	0.00	25,000.00	300,000.00
Total Economic Development	26,907.20	48,541.00	582,485.00
Communication, Public Affairs, Marketing			
6065 · Events	0.00	2,958.00	35,500.00
6068 · CPA&M Programs	0.00	1,833.00	22,000.00
6070 · Creative Support	3,635.55	4,375.00	52,500.00
6075 · Marketing Mtls & Promo Items	0.00	4,167.00	50,000.00
6078 · Advertisement	0.00	4,167.00	50,000.00
6080 · Staff Allocation	9,029.89	9,207.00	110,479.00
6235 · Hobby Area Improvement Corp.	0.00	4,167.00	50,000.00
Total Comm., Public Affairs, Marketing	12,665.44	30,874.00	370,479.00

Hobby Area Management District
Statement of Sources & Uses - Budget vs Actual
January 2018

	<u>Jan 18</u>	<u>Budget</u>	<u>Annual Budget</u>
Administration			
6110 · Staff Allocation	7,083.99	9,778.00	117,333.00
6112 · Administration Programs	0.00	1,333.00	15,990.00
6115 · Meeting Expense	182.41	1,792.00	21,500.00
6120 · Reimbursable Expenses	400.98	1,250.00	15,000.00
6125 · Postage	25.60	23.00	280.00
6130 · Office Supplies	240.17	625.00	7,500.00
6135 · Public Notices, Advertising	0.00	125.00	1,500.00
6140 · Legal Services	320.50	3,958.00	47,500.00
6145 · Audit Services	0.00	1,042.00	12,500.00
6150 · Bookkeeping	850.00	875.00	10,500.00
6155 · Assessment Billing	2,230.80	2,917.00	35,000.00
6160 · Assessment Database Mgmt.	300.00	333.00	4,000.00
6165 · Office Equipment	2,811.33	1,250.00	15,000.00
6170 · Insurance	0.00	1,667.00	20,000.00
6072 · Office Lease	2,450.00	2,500.00	30,000.00
6073 · Communication & Technologies	748.38	2,079.00	24,950.00
6175 · Other	14.00	63.00	750.00
Total Administration	<u>17,658.16</u>	<u>31,610.00</u>	<u>379,303.00</u>
TOTAL M&O USES OF FUNDS	<u>134,053.71</u>	<u>289,598.00</u>	<u>3,475,134.00</u>
EXCESS (DEFICIT) OF SOURCES OVER USES	<u>36,719.68</u>	<u>-82,945.00</u>	<u>-995,301.00</u>
Total Projected Revenue & Reimbursements			2,479,833
Total Projected Uses of Funds			3,475,134
Prior Year Reserves			1,511,104
Projected Year End Cash Reserves			<u>515,803</u>

HOBBY AREA MANAGEMENT DISTRICT

MONTHLY FINANCIAL REPORT

FEBRUARY 28, 2018

*G*overnmental
*F*inancial
*R*eporting, LLC

Hobby Area Management District
Statement of Sources & Uses - Budget vs Actual
February 28, 2018

	<u>Feb 18</u>
ASSETS	
Current Assets	
Checking/Savings	
1010 · Amegy Bank	54,746.06
1020 · Wells Fargo Bank	543,490.11
1030 · Plains State Bank - CD	249,166.61
1032 · Plus4 Credit Union - CD	247,544.64
1040 · TexSTAR-Operating	<u>1,741,373.51</u>
Total Checking/Savings	<u>2,836,320.93</u>
Other Current Assets	
1200 · Assessment Receivable	183,515.56
1200 · Prepaid Expense	<u>3,551.00</u>
Total Other Current Assets	<u>187,066.56</u>
Total Current Assets	<u>3,023,387.49</u>
TOTAL ASSETS	<u><u>3,023,387.49</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	<u>121,509.91</u>
Total Accounts Payable	<u>121,509.91</u>
Other Current Liabilities	
2100 · Assessment Refunds Payable	29,053.52
2200 · Deferred Assessment Revenue	1,544,056.11
2300 · Retainage Payable	<u>4,396.35</u>
Total Other Current Liabilities	<u>1,577,505.98</u>
Total Current Liabilities	<u>1,699,015.89</u>
Total Liabilities	1,699,015.89
Equity	
3000 · Retained Earnings	1,324,099.83
Net Income	<u>271.77</u>
Total Equity	<u>1,324,371.60</u>
TOTAL LIABILITIES & EQUITY	<u><u>3,023,387.49</u></u>

Hobby Area Management District
Statement of Sources & Uses - Budget vs Actual
February 2018

MAINTENANCE & OPERATIONS FUND

M&O SOURCES OF FUNDS

	<u>Feb 18</u>	<u>Budget</u>	<u>Jan - Feb 18</u>	<u>YTD Budget</u>	<u>Annual Budget</u>
4000 · District Assessments	152,439.15	156,867.00	304,912.46	313,734.00	1,882,401.00
4010 · Penalty & Interest Revenue	2,121.04	3,000.00	2,434.09	6,000.00	36,000.00
4020 · Overpayments	13,923.26	5,500.00	36,356.32	11,000.00	66,000.00
4030 · Assessment Refunds	-29,053.52	-5,542.00	-34,363.42	-11,084.00	-66,500.00
4050 · Grants & Donations	0.00	0.00	0.00	0.00	0.00
4060 · Interest Revenue	1,383.04	375.00	2,246.91	750.00	4,500.00
4065 · Non-Income Funds	4,672.00	46,453.00	4,672.00	92,906.00	557,432.00
TOTAL M&O SOURCES OF FUNDS	145,484.97	206,653.00	316,258.36	413,306.00	2,479,833.00

M&O USES OF FUNDS

Public Safety

6010 · Contract Public Safety	17,316.00	19,167.00	34,164.04	38,334.00	230,000.00
6012 · Specific Sites High Density Patrol	0.00	8,333.00	0.00	16,666.00	100,000.00
6014 · Special Operations	921.16	833.00	2,118.73	1,666.00	10,000.00
6015 · Apartment Life Initiatives	1,696.50	1,667.00	3,393.00	3,334.00	20,000.00
6020 · Mobile Cameras	7,155.00	6,953.00	14,310.00	13,906.00	83,430.00
6025 · Nuisance Abatement Program	0.00	1,250.00	0.00	2,500.00	15,000.00
6035 · Graffiti Abatement	2,560.00	2,917.00	5,760.00	5,834.00	35,000.00
6037 · Public Safety Programs	0.00	208.00	0.00	416.00	2,500.00
6040 · Staff Allocation	6,771.29	9,004.00	13,542.58	18,008.00	108,045.00
Total Public Safety	36,419.95	50,332.00	73,288.35	100,664.00	603,975.00

Community Development

6050 · Porter Service	23,258.85	13,583.00	36,175.52	27,166.00	163,000.00
6051 · Community Enhancement Programs	0.00	13,000.00	0.00	26,000.00	156,000.00
6052 · Corridor & ROW Maintenance	0.00	26,250.00	10,458.70	52,500.00	315,000.00
6054 · Street Sweeping	6,046.50	6,250.00	11,815.00	12,500.00	75,000.00
6055 · Staff Allocation	4,192.49	6,600.00	8,384.98	13,200.00	79,205.00
8014 · Metro Engineering Design	0.00	0.00	0.00	0.00	0.00
8055 · Project/Contract Management	4,250.00	10,417.00	8,500.00	20,834.00	125,000.00
8063 · Esplanade Enhancement	0.00	4,167.00	0.00	8,334.00	50,000.00
8065 · METRO Bus Shelter Enhancement	46,369.33	47,441.00	48,737.48	94,882.00	569,287.00
8074 · Streetscape Assessories	0.00	533.00	0.00	1,066.00	6,400.00
Total Community Development	84,117.17	128,241.00	124,071.68	256,482.00	1,538,892.00

Economic Development

6060 · Economic Developmt Programs	1,770.48	7,500.00	5,311.76	15,000.00	90,000.00
6062 · Staff Allocation	8,865.92	8,999.00	17,731.84	17,998.00	107,985.00
8050 · Eco Development Strategic Plan	15,379.92	6,042.00	29,879.92	12,084.00	72,500.00
8052 · Placemaking Study (Retail)	0.00	1,000.00	0.00	2,000.00	12,000.00
8053 · Market Feasibility Study	0.00	25,000.00	0.00	50,000.00	300,000.00
Total Economic Development	26,016.32	48,541.00	52,923.52	97,082.00	582,485.00

Communication, Public Affairs, Marketing

6065 · Events	0.00	2,958.00	0.00	5,916.00	35,500.00
6068 · CPA&M Programs	0.00	1,833.00	0.00	3,666.00	22,000.00
6070 · Creative Support	0.00	4,375.00	3,635.55	8,750.00	52,500.00
6075 · Marketing Mtls & Promo Items	25.00	4,167.00	25.00	8,334.00	50,000.00
6078 · Advertisement	0.00	4,167.00	0.00	8,334.00	50,000.00
6080 · Staff Allocation	9,029.89	9,207.00	18,059.78	18,414.00	110,479.00
6235 · Hobby Area Improvement Corp.	0.00	4,167.00	0.00	8,334.00	50,000.00
Total Comm., Public Affairs, Marketing	9,054.89	30,874.00	21,720.33	61,748.00	370,479.00

Hobby Area Management District

Statement of Sources & Uses - Budget vs Actual

February 2018

	Feb 18	Budget	Jan - Feb 18	YTD Budget	Annual Budget
Administration					
6110 · Staff Allocation	6,661.70	9,778.00	13,745.69	19,556.00	117,333.00
6112 · Administration Programs	0.00	1,333.00	0.00	2,666.00	15,990.00
6115 · Meeting Expense	2,639.91	1,792.00	2,822.32	3,584.00	21,500.00
6120 · Reimbursable Expenses	327.27	1,250.00	728.25	2,500.00	15,000.00
6125 · Postage	109.34	23.00	134.94	46.00	280.00
6130 · Office Supplies	516.27	625.00	756.44	1,250.00	7,500.00
6135 · Public Notices, Advertising	9.00	125.00	9.00	250.00	1,500.00
6140 · Legal Services	4,449.10	3,958.00	4,769.60	7,916.00	47,500.00
6145 · Audit Services	0.00	1,042.00	0.00	2,084.00	12,500.00
6150 · Bookkeeping	850.00	875.00	1,700.00	1,750.00	10,500.00
6155 · Assessment Billing	6,440.12	2,917.00	8,670.92	5,834.00	35,000.00
6160 · Assessment Database Mgmt.	300.00	333.00	600.00	666.00	4,000.00
6165 · Office Equipment	439.42	1,250.00	3,250.75	2,500.00	15,000.00
6170 · Insurance	0.00	1,667.00	0.00	3,334.00	20,000.00
6072 · Office Lease	2,450.00	2,500.00	4,900.00	5,000.00	30,000.00
6073 · Communication & Technologies	1,132.42	2,079.00	1,880.80	4,158.00	24,950.00
6175 · Other	0.00	63.00	14.00	126.00	750.00
Total Administration	<u>26,324.55</u>	<u>31,610.00</u>	<u>43,982.71</u>	<u>63,220.00</u>	<u>379,303.00</u>
TOTAL M&O USES OF FUNDS	<u>181,932.88</u>	<u>289,598.00</u>	<u>315,986.59</u>	<u>579,196.00</u>	<u>3,475,134.00</u>
EXCESS (DEFICIT) OF SOURCES OVER USES	<u>-36,447.91</u>	<u>-82,945.00</u>	<u>271.77</u>	<u>-165,890.00</u>	<u>-995,301.00</u>
Total Projected Revenue & Reimbursements					2,479,833
Total Projected Uses of Funds					3,475,134
Prior Year Reserves					1,511,104
Projected Year End Cash Reserves					<u>515,803</u>

Hobby Area Management District

Bank Account Registers

As of April 12, 2018

Type	Date	Num	Name	Memo	Amount	Balance
Amegy Bank						78,541.28
Bill Pmt -Check	12/14/2017	2076	Void	Void	2,355.00	80,896.28
Bill Pmt -Check	12/15/2017	2092	SMC Logistics	Liter Abatement of Right-of-Way	-39,488.49	41,407.79
Bill Pmt -Check	12/15/2017	2093	Bracewell & Giuliani LLP	Legal	-3,873.80	37,533.99
Bill Pmt -Check	12/15/2017	2094	Comcast	Acct. # 8777 70 318 6733591	-362.51	37,171.48
General Journal	12/15/2017	Payroll	Payroll	Payroll	-11,730.17	25,441.31
General Journal	12/15/2017	Payroll	Payroll	Payroll Taxes	-4,164.62	21,276.69
General Journal	12/15/2017	Payroll	Payroll	Payroll	-1,417.44	19,859.25
Bill Pmt -Check	12/20/2017	Online	Guardian	Insurance - November	-402.97	19,456.28
Bill Pmt -Check	12/20/2017	Online	Guardian	Insurance - December	-402.97	19,053.31
Bill Pmt -Check	12/20/2017	Online	Guardian	Insurance - January	-402.97	18,650.34
Bill Pmt -Check	12/21/2017	2095	Jerry Lowry	Expense Report - 12/1 to 12/19	-862.11	17,788.23
Bill Pmt -Check	12/21/2017	2096	Mister Sweeper LP	Street Sweeping	-2,745.25	15,042.98
Bill Pmt -Check	12/21/2017	2097	Office Systems of Texas	Copier	-134.92	14,908.06
Bill Pmt -Check	12/21/2017	2098	SEAL Security Solutions LLC	Security	-7,982.00	6,926.06
Bill Pmt -Check	12/22/2017	Online	8121 Broadway Interests LLC	Office Rent	-2,450.00	4,476.06
Transfer	12/22/2017	Trf.	TexSTAR	Transfer from TexSTAR	100,000.00	104,476.06
Check	12/22/2017	Debit	Amegy Bank	Wire transaction fee	-14.00	104,462.06
General Journal	12/31/2017	Payroll	Payroll	Payroll	-11,730.17	92,731.89
General Journal	12/31/2017	Payroll	Payroll	Payroll Taxes	-4,164.62	88,567.27
General Journal	12/31/2017	Payroll	Payroll	Payroll	-627.51	87,939.76
Check	01/11/2018	2099	CFS 2907 Houston LLC	Refund: 7601 Airport Blvd 1618	-307.50	87,632.26
Check	01/11/2018	2100	Grace Business Investments LLC	Refund: 10900 Gulf Fwy	-1,305.50	86,326.76
Check	01/11/2018	2101	Faulk Properties Ltd	Refund: 6135 Northdale	-5,155.25	81,171.51
Check	01/11/2018	2102	Jeffrey C & Michelle B Nobles	Refund: 9433 Alameda Genoa Rd	-64.77	81,106.74
Check	01/11/2018	2103	Brian K. Reed	Refund: 8404 Braniff Ave.	-36.33	81,070.41
Check	01/11/2018	2104	Scottish Inn	Refund: 8381 Broadway Blvd 38	-136.95	80,933.46
Bill Pmt -Check	01/11/2018	2105	Busy Bee Creatives LLC	Website Maintenance	-3,906.00	77,027.46
Bill Pmt -Check	01/11/2018	2106	Clark Condon Associates, Inc	Project # 116-044B - Bus Shelters	-962.10	76,065.36
Bill Pmt -Check	01/11/2018	2107	Comcast	Internet	-176.47	75,888.89
Bill Pmt -Check	01/11/2018	2108	Core Logic Safe Rent	Apartment Life Initiatives	-1,696.50	74,192.39
Bill Pmt -Check	01/11/2018	2109	Equi-tax Inc.	Monthly Assessor Services	-2,530.80	71,661.59
Bill Pmt -Check	01/11/2018	2110	Governmental Financial Reporting, LLC	Bookkeeping	-891.40	70,770.19
Bill Pmt -Check	01/11/2018	2111	Great America Financial Services	Copier - # 008-1245091-000	-348.42	70,421.77
Bill Pmt -Check	01/11/2018	2112	Greater East End Management District	Graffiti Abatement	-3,460.06	66,961.71
Bill Pmt -Check	01/11/2018	2113	Hawes Hill & Associates LLC	Professional Services	-9,005.04	57,956.67
Bill Pmt -Check	01/11/2018	2114	Magoo's Print Shop	Holiday poster, goblets, boxes	-1,259.89	56,696.78
Bill Pmt -Check	01/11/2018	2115	Mario N. Ramirez	Dec. Business Ambassador	-1,600.00	55,096.78
Bill Pmt -Check	01/11/2018	2116	Mister Sweeper LP	Street Sweeping	-2,745.25	52,351.53
Bill Pmt -Check	01/11/2018	2117	Perdue, Brandon, Fielder, Collins & Mott	Delinquent Collections - November	-1,302.00	51,049.53
Bill Pmt -Check	01/11/2018	2118	SEAL Security Solutions LLC	Security	-7,868.25	43,181.28
Bill Pmt -Check	01/11/2018	2119	TSG Reporting	Assessment Roll Public Hearing	-349.20	42,832.08
General Journal	01/15/2018	Payroll	Payroll	Payroll	-11,730.17	31,101.91
General Journal	01/15/2018	Payroll	Payroll	Payroll Taxes	-4,164.62	26,937.29
General Journal	01/15/2018	Payroll	Payroll	Payroll	-157.66	26,779.63
Bill Pmt -Check	01/18/2018	2120	Avalanche Consulting	Pymt 3 of 6 - Economic Development Stra	-14,500.00	12,279.63
Bill Pmt -Check	01/18/2018	2121	Gabrielle Dirden	December Expense Report	-159.81	12,119.82
Bill Pmt -Check	01/18/2018	2122	Mister Sweeper LP	Street Sweeping	-2,745.25	9,374.57
Bill Pmt -Check	01/18/2018	2123	SC Creative Solutions, LLC	Marketing	-1,345.38	8,029.19
Bill Pmt -Check	01/18/2018	2124	SEAL Security Solutions LLC	Security	-12,658.04	-4,628.85
Bill Pmt -Check	01/18/2018	2125	Toby Stephens	December Expense Report	-1,656.29	-6,285.14
Bill Pmt -Check	01/18/2018	2126	BlueCross BlueShield of Texas	Health Insurance	-6,937.52	-13,222.66
Bill Pmt -Check	01/23/2018	Online	8121 Broadway Interests LLC	Office Rent	-2,450.00	-15,672.66
Transfer	01/24/2018	Trf.	TexSTAR	Transfer from TexSTAR	100,000.00	84,327.34
Check	01/24/2018	Debit	Amegy Bank	Wire transaction fee	-14.00	84,313.34
General Journal	01/31/2018	Payroll	Payroll	Payroll	-11,730.17	72,583.17
General Journal	01/31/2018	Payroll	Payroll	Payroll Taxes	-4,164.62	68,418.55

Hobby Area Management District

Bank Account Registers

As of April 12, 2018

Type	Date	Num	Name	Memo	Amount	Balance
General Journal	01/31/2018	Payroll	Payroll	Payroll	-124.61	68,293.94
Bill Pmt -Check	02/08/2018	1860	Jerry Lowry	Expense Report - 1/1 to 12/24	-629.32	67,664.62
Check	02/09/2018	2127	9125 Airport Boulevard Ltd	Overpayment: Airport Blvd.	-14.74	67,649.88
Check	02/09/2018	2128	Best Western Plus Hobby Airport	Refund: 8778 Airport Blvd	-2,073.84	65,576.04
Check	02/09/2018	2129	Kucinski Family Trust	Refund: 9997 Alameda Genoa Rd	-18.00	65,558.04
Check	02/09/2018	2130	Shears Marital Trust	Overpayment: 88470 Gulf Freeway	-488.35	65,069.69
Check	02/09/2018	2131	Tommy E. Garrison	Refund: 8501 Mosley Road	-2,714.97	62,354.72
Bill Pmt -Check	02/09/2018	2132	BlueCross BlueShield of Texas	Health Insurance	-3,468.76	58,885.96
Bill Pmt -Check	02/09/2018	2133	Bracewell & Giuliani LLP	General Counsel	-2,052.51	56,833.45
Bill Pmt -Check	02/09/2018	2134	Clark Condon Associates, Inc	Project # 116-044B - Bus Shelters	-2,368.15	54,465.30
Bill Pmt -Check	02/09/2018	2135	Comcast	Internet	-178.21	54,287.09
Bill Pmt -Check	02/09/2018	2136	Core Logic Safe Rent	Apartment Life Initiatives	-1,696.50	52,590.59
Bill Pmt -Check	02/09/2018	2137	Equi-tax Inc.	Monthly Assessor Services	-7,463.00	45,127.59
Bill Pmt -Check	02/09/2018	2138	Gabrielle Dirden	January Expense Report	-344.95	44,782.64
Bill Pmt -Check	02/09/2018	2139	Governmental Financial Reporting, LLC	Bookkeeping	-875.60	43,907.04
Bill Pmt -Check	02/09/2018	2140	Great America Financial Services	Copier - # 008-1245091-000	-348.42	43,558.62
Bill Pmt -Check	02/09/2018	2141	Greater East End Management District	Graffiti Abatement	-4,397.57	39,161.05
Bill Pmt -Check	02/09/2018	2142	Mario N. Ramirez	Business Ambassador	-1,600.00	37,561.05
Bill Pmt -Check	02/09/2018	2143	Mister Sweeper LP	Street Sweeping	-5,490.50	32,070.55
Bill Pmt -Check	02/09/2018	2144	Office Systems of Texas	Copier	-46.84	32,023.71
Bill Pmt -Check	02/09/2018	2145	Perdue, Brandon, Fielder, Collins & Mott	Delinquent Collections - December	-35.49	31,988.22
Bill Pmt -Check	02/09/2018	Online	Guardian	Insurance	-402.97	31,585.25
Bill Pmt -Check	02/09/2018	2146	SEAL Security Solutions LLC	Security	-22,920.00	8,665.25
Bill Pmt -Check	02/09/2018	2147	SMC Logistics	Liter Abatement of Right-of-Way	-67,422.91	-58,757.66
Bill Pmt -Check	02/09/2018	2148	Toby Stephens	Jan. Expense Report	-4,048.01	-62,805.67
Transfer	02/13/2018	Trf.	TexSTAR	Transfer from TexSTAR	150,000.00	87,194.33
General Journal	02/15/2018	Payroll	Payroll	Payroll	-11,730.17	75,464.16
General Journal	02/15/2018	Payroll	Payroll	Payroll Taxes	-4,164.62	71,299.54
General Journal	02/15/2018	Payroll	Payroll	Payroll	264.63	71,564.17
Deposit	02/16/2018	Dep.	Scenic Houston	Scenic Houston check from 2017	4,672.00	76,236.17
Bill Pmt -Check	02/22/2018	Online	Ambrose Communications, LLC	Social Media Management	-3,000.00	73,236.17
Bill Pmt -Check	02/27/2018	Online	8121 Broadway Interests LLC	Office Rent	-2,450.00	70,786.17
Bill Pmt -Check	02/27/2018	2149	Danny R. Perkins	Meeting expense	-20.71	70,765.46
General Journal	02/28/2018	Payroll	Payroll	Payroll	-11,730.17	59,035.29
General Journal	02/28/2018	Payroll	Payroll	Payroll Taxes	-4,164.62	54,870.67
General Journal	02/28/2018	Payroll	Payroll	Payroll	-124.61	54,746.06
Bill Pmt -Check	03/07/2018	2154	Gabrielle Dirden	February Expense Report	-336.43	54,409.63
Bill Pmt -Check	03/07/2018	2155	Jerry Lowry	Expense Report - February	-1,071.69	53,337.94
Bill Pmt -Check	03/07/2018	2156	Toby Stephens	Feb. Expense Report	-762.37	52,575.57
Check	03/12/2018	2157	Bellfort Plaza Apartments	Refund: 7035 Bellfort St.	-6,000.00	46,575.57
Check	03/12/2018	2158	CIII Asset Management LLC	Refund: 8620 Airport Blvd, # 119	-11,946.30	34,629.27
Check	03/12/2018	2159	KCP RE LLC	Refund: 7828 Bellfort St.	-9.00	34,620.27
Check	03/12/2018	2160	National Tax Search LLC	Refund: 6727 Telephone St.	-11,098.22	23,522.05
Bill Pmt -Check	03/12/2018	2161	Allen Boone Humphries Robinson LLP	Legal	-3,352.51	20,169.54
Bill Pmt -Check	03/12/2018	2162	Avalanche Consulting	Payment 4 of 6 - Economic Development	-15,379.92	4,789.62
Bill Pmt -Check	03/12/2018	2163	BlueCross BlueShield of Texas	Health Insurance	-3,468.76	1,320.86
Bill Pmt -Check	03/12/2018	2164	Void	Void	0.00	1,320.86
Bill Pmt -Check	03/12/2018	2165	Clark Condon Associates, Inc	Project # 116-044B - Bus Shelters	-2,405.83	-1,084.97
Bill Pmt -Check	03/12/2018	2166	Core Logic Safe Rent	Apartment Life Initiatives	-1,696.50	-2,781.47
Bill Pmt -Check	03/12/2018	2167	Equi-tax Inc.	Monthly Assessor Services	-2,587.75	-5,369.22
Bill Pmt -Check	03/12/2018	2168	Governmental Financial Reporting, LLC	Bookkeeping	-933.94	-6,303.16
Bill Pmt -Check	03/12/2018	2169	Great America Financial Services	Copier - # 008-1245091-000	-348.42	-6,651.58
Bill Pmt -Check	03/12/2018	2170	Greater East End Management District	Graffiti Abatement	-3,481.16	-10,132.74
Bill Pmt -Check	03/12/2018	2171	Hawes Hill & Associates LLC	Professional Services	-8,500.00	-18,632.74
Bill Pmt -Check	03/12/2018	2172	Mario N. Ramirez	Business Ambassador	-1,700.00	-20,332.74
Bill Pmt -Check	03/12/2018	2173	Mister Sweeper LP	Street Sweeping	-6,324.50	-26,657.24
Bill Pmt -Check	03/12/2018	2174	Office Systems of Texas	Copier	-91.00	-26,748.24

Hobby Area Management District

Bank Account Registers

As of April 12, 2018

Type	Date	Num	Name	Memo	Amount	Balance
Bill Pmt -Check	03/12/2018	2175	Perdue, Brandon, Fielder, Collins & Mott	Delinquent Collections - January	-320.50	-27,068.74
Bill Pmt -Check	03/12/2018	2176	SEAL Security Solutions LLC	Security	-21,056.75	-48,125.49
Bill Pmt -Check	03/12/2018	2177	SMC Logistics	Liter Abatement of Right-of-Way	-23,258.85	-71,384.34
Bill Pmt -Check	03/12/2018	2178	NEC - Neon Electric Corporation	Project # 116-044 - Bus Shelters	-39,567.15	-110,951.49
Transfer	03/12/2018	Trf.	TexSTAR	Transfer from TexSTAR	200,000.00	89,048.51
General Journal	03/15/2018	Payroll	Payroll	Payroll	-11,730.17	77,318.34
General Journal	03/15/2018	Payroll	Payroll	Payroll Taxes	-4,164.62	73,153.72
General Journal	03/15/2018	Payroll	Payroll	Payroll	-124.61	73,029.11
Bill Pmt -Check	03/20/2018	ACH	Amegy Visa Credit Card	Visa Credit Card	-9,275.34	63,753.77
Bill Pmt -Check	03/22/2018	2179	Houston Police Foundation	3 Police Bicycles - Broadway HPD Storefr	-3,000.00	60,753.77
Bill Pmt -Check	03/22/2018	2180	Mister Sweeper LP	Street Sweeping	-3,023.25	57,730.52
Bill Pmt -Check	03/22/2018	2181	SC Creative Solutions, LLC	2 Bookcases	-609.78	57,120.74
Bill Pmt -Check	03/22/2018	2182	SEAL Security Solutions LLC	Security	-7,155.00	49,965.74
Deposit	03/22/2018	Dep.	Scenic Houston	Scenic Houston- 2nd reimbursement pym	195,328.00	245,293.74
Bill Pmt -Check	03/26/2018	2183	Greater Houston Partnership	State of the City	-1,000.00	244,293.74
Bill Pmt -Check	03/26/2018	2184	Office Systems of Texas	Copier	-212.02	244,081.72
General Journal	03/31/2018	Payroll	Payroll	Payroll	-11,730.17	232,351.55
General Journal	03/31/2018	Payroll	Payroll	Payroll Taxes	-4,164.62	228,186.93
General Journal	03/31/2018	Payroll	Payroll	Payroll	-124.61	228,062.32
Deposit	04/02/2018	Dep.	Briemor Property Group	Bus Shelter Solar Lights	1,959.00	230,021.32
Bill Pmt -Check	04/03/2018	ACH	BlueCross BlueShield of Texas	Health Insurance	-3,468.76	226,552.56
Deposit	04/04/2018	Dep.	Broadway Casa Apartments	Bus Shelter Solar Lights	1,959.00	228,511.56
Check	04/12/2018	2185	JMD Apartments LLC	Refund - 3 Properties	-1,751.73	226,759.83
Check	04/12/2018	2186	Tortoise Leisure Company	Refund: 9522 Telephone Rd	-1,965.62	224,794.21
Bill Pmt -Check	04/12/2018	2187	Allen Boone Humphries Robinson LLP	Legal	-2,209.69	222,584.52
Bill Pmt -Check	04/12/2018	2188	Clark Condon Associates, Inc	Project # 116-044B - Bus Shelters	-3,058.97	219,525.55
Bill Pmt -Check	04/12/2018	2189	Core Logic Safe Rent	Apartment Life Initiatives	-1,696.50	217,829.05
Bill Pmt -Check	04/12/2018	2190	CoStar Realty Information, Inc.	Location ID 111869001 - Inv. # 10623183	-3,008.93	214,820.12
Bill Pmt -Check	04/12/2018	2191	Equi-tax Inc.	Monthly Assessor Services	-2,587.75	212,232.37
Bill Pmt -Check	04/12/2018	2192	Gabrielle Dirden	March Expense Report	-214.68	212,017.69
Bill Pmt -Check	04/12/2018	2193	Governmental Financial Reporting, LLC	Bookkeeping	-850.00	211,167.69
Bill Pmt -Check	04/12/2018	2194	Great America Financial Services	Copier	-348.42	210,819.27
Bill Pmt -Check	04/12/2018	2195	Greater East End Management District	Graffiti Abatement	-3,521.83	207,297.44
Bill Pmt -Check	04/12/2018	2196	Jerry Lowry	March Expense Report	-401.54	206,895.90
Bill Pmt -Check	04/12/2018	2197	Mario N. Ramirez	March Business Ambassador	-1,746.05	205,149.85
Bill Pmt -Check	04/12/2018	2198	Mister Sweeper LP	Street Sweeping	-3,023.25	202,126.60
Bill Pmt -Check	04/12/2018	2199	Perdue, Brandon, Fielder, Collins & Mott	Delinquent Collections - February	-1,096.59	201,030.01
Bill Pmt -Check	04/12/2018	2200	Roland Fry & Warren, LLC	Year End 2017 Audit Preparation	-3,600.00	197,430.01
Bill Pmt -Check	04/12/2018	2201	SEAL Security Solutions LLC	Security	-3,363.75	194,066.26
Bill Pmt -Check	04/12/2018	2202	SMC Logistics	Liter Abatement of Right-of-Way	-23,408.85	170,657.41
Bill Pmt -Check	04/12/2018	2203	Toby Stephens	March Expense Report	-382.81	170,274.60
Total Amegy Bank					91,733.32	170,274.60
Wells Fargo Bank						34,937.04
Deposit	12/31/2017	Dep.	Interest	Dec. Interest	2.41	34,939.45
Deposit	12/31/2017	Dep.	Tax Revenue	Dec. Tax Revenue	116,771.89	151,711.34
Deposit	01/31/2018	Dep.	Tax Revenue	Jan. Tax Revenue	1,138,360.67	1,290,072.01
Deposit	01/31/2018	Dep.	Interest	Jan. Interest	27.89	1,290,099.90
Check	02/05/2018	Debit	Return Item Charge - Tax Assmt. Check	Tax Assmt. Check Returned	-429.03	1,289,670.87
Transfer	02/13/2018	Dep.	TexSTAR	Transfer to TexSTAR	-1,200,000.00	89,670.87
Deposit	02/28/2018	Dep.	Interest	Feb. Interest	33.46	89,704.33
Deposit	02/28/2018	Dep.	Tax Revenue	Feb. Tax Revenue	453,785.78	543,490.11
Total Wells Fargo Bank					508,553.07	543,490.11
Plains State Bank - CD						248,172.40
General Journal	12/31/2017	GJ	Interest	Interest	994.21	249,166.61
					994.21	249,166.61

Hobby Area Management District

Bank Account Registers

As of April 12, 2018

<i>Type</i>	<i>Date</i>	<i>Num</i>	<i>Name</i>	<i>Memo</i>	<i>Amount</i>	<i>Balance</i>
Plus4 Credit Union - CD						246,946.18
Deposit	12/23/2017	Dep.	Interest	Qrtly. Interest	555.06	247,501.24
General Journal	12/31/2017	GJ	Interest	Accrued 2017 Int. (12/24 to 12/31)	43.40	247,544.64
Total Plus4 Credit Union					598.46	247,544.64
TexSTAR-Operating						888,335.24
Transfer	12/22/2017	Trf.	Amegy	Transfer to Amegy	-100,000.00	788,335.24
Deposit	12/31/2017	Dep.	Interest	Dec. Interest	852.71	789,187.95
Transfer	01/24/2018	Trf.	Amegy	Transfer to Amegy	-100,000.00	689,187.95
Deposit	01/31/2018	Dep.	Interest	Jan. Interest	835.98	690,023.93
Transfer	02/13/2018	Trf.	Amegy	Transfer to Amegy	-150,000.00	540,023.93
Transfer	02/13/2018	Trf.	Wells Fargo	Transfer from Wells Fargo	1,200,000.00	1,740,023.93
Deposit	02/28/2018	Dep.	Interest	Feb. Interest	1,349.58	1,741,373.51
Transfer	03/12/2018	Trf.	Amegy	Transfer to Amegy	-200,000.00	1,541,373.51
Total TexSTAR-Operating					653,038.27	1,541,373.51
TOTAL					1,253,324.66	2,751,849.47

HARRIS COUNTY IMPROVEMENT DISTRICT NO. 9
ASSESSMENT COLLECTION REPORT
March 2018
BILLING AND COLLECTION SUMMARY
FISCAL YEAR
01/01/18 -12/31/18

YEAR	RATE	TOTAL LEVY	COLLECTIONS	RECEIVABLE	% COLLECTED
2017	0.15000	\$1,828,296.60	\$1,743,827.39	\$84,469.21	95%
2016	0.15000	\$1,741,051.04	\$1,732,088.72	\$8,962.32	99%
2015	0.15000	\$1,685,910.78	\$1,681,658.70	\$4,252.08	100%
2014	0.15000	\$1,524,798.93	\$1,521,864.09	\$2,934.84	99%
2013	0.15000	\$1,358,152.95	\$1,355,403.60	\$2,749.35	99%

current Month Activity

Revenue:	Current Month	Year to Date
2017 Assessment Collected	77,787.39	1,638,376.25
2016 Assessment Collected	608.64	1,571.65
2015 Assessment Collected	0.00	-750.83
2014 Assessment Collected	0.00	51.85
2013 Assessment Collected	0.00	48.35
Penalty & Interest	6,171.38	8,605.47
Overpayments	22.48	31,562.99
CAD Lawsuits	1,751.73	6,567.54
CAD Corrections	0.00	0.00
Collection Fees	422.19	1,839.28
Court Fees	0.00	0.00
Estimated Payments	0.00	0.00
Total Revenue	86,763.81	1,687,872.55
Overpayments Presented for Refund	3,717.35	38,080.77
Overpayments Applied to Assessment	0.00	0.00

ASSESSED VALUE FOR 2017:	1,246,346,223	Uncertified:	751,720
ASSESSED VALUE FOR 2016:	1,181,269,227	Uncertified:	0
ASSESSED VALUE FOR 2015:	1,137,542,865	Uncertified:	0
ASSESSED VALUE FOR 2014:	1,029,864,792	Uncertified:	0
ASSESSED VALUE FOR 2013:	919,950,929	Uncertified:	0

Assessment Collection Account: Wells Fargo, Account No. 3402018257

ASSESSMENT PLAN PROJECTIONS

YEAR	CURRENT RATE	PROJECTED LEVY 2%	COLLECTIONS @ 95%	CUMULATIVE COLLECTIONS	10 YEAR AVERAGE
2013	0.15000	1,358,153	1,290,245	\$1,355,403.60	
2014	0.15000	1,385,316	1,316,050	\$1,521,864.09	
2015	0.15000	1,413,022	1,342,371	\$1,681,658.70	
2016	0.15000	1,441,283	1,369,219	\$1,732,088.72	
2017	0.15000	1,470,108	1,396,603	\$1,743,827.39	
2018	0.15000	1,499,511	1,424,535		
2019	0.15000	1,529,501	1,453,026		
2020	0.15000	1,560,091	1,482,086		
2021	0.15000	1,591,293	1,511,728		
2022	0.15000	1,623,118	1,541,963		
		14,871,396	22,162,669		1,487,140

The Projected Levy is based on the rate remaining at 0.15000

Prepared by: Equi-Tax Inc.
Collector for the District

HARRIS COUNTY IMPROVEMENT DISTRICT NO. 9

March 2018

TOP TEN ASSESSMENT PAYERS

PROPERTY OWNER	ACCOUNT NOS	SITUS	PROPERTY TYPE	VALUE	ASSESSMENT
ACQUISITION BROADWAY SQUARE LLC 500 SKOKIE BLVD STE 200 NORTHBROOK IL 60062-2862	1097860000001 1097860000002 1097860000003 1097890000008 0402390000108 1141750000001 0402390000101 1097870000007 1141690000001 0402390000100	8751 BROADWAY ST #213 77061 7900 MORLEY ST #292 77061 8801 GLENCREST ST #322 77061 8950 GLENCREST ST #200 77061 8750 BROADWAY ST #222 77061 8955 BROADWAY ST #208 77061 8200 BROADWAY ST #224 77061 8900 GLENCREST ST #208 77061 8915 BROADWAY ST #200 77061 8601 BROADWAY ST #380 77061	MULTI-FAMILY	64,305,688	96,458.53
ARCP MT HOUSTON TX LLC 2325 E CAMELBACK RD STE 1100 PHOENIX AZ 85016-9078	1258210010001 1260630010012 1260630010005 1260630010006 1260630010010 1260630010011	0 MELDRUM 77075 0 ROWLETT ST 77075 10013 ALMEDA GENOA RD 77075 10025 ALMEDA GENOA RD 77075 10009 ALMEDA GENOA RD 77075 0 MELDRUM 77075	WAREHOUSE STORE	32,654,354	48,981.53
INLAND DIVERSIFIED HOUSTON OREM LLC ATTN PM DEPT 4714 11995 EL CAMINO REAL SAN DIEGO CA 92130-2539	1307400010001 1296790010001	6905 E OREM DR 77075 6903 E OREM DR 77075	WAREHOUSE	21,980,812	22,536.75
1859 HISTORIC HOTELS LTD 2302 POST OFFICE ST GALVESTON TX 77550-1935	0963850000001 0963850000003	8181 AIRPORT BLVD #303 77061 0 RUTHBY 77061	HOTEL	19,705,115	29,557.67
VIVA PROPERTIES LLC P O BOX 405 LOLITA TX 77971-0405	0971580000001 1199160010001 0971580000002	0 VILLA DR 77061 0 NEUHAUS AVE 77061 8300 TEWANTIN DR	WAREHOUSE	19,664,451	29,496.68
CENTER AMERICA PROPERTY TRUST LP 3901 BELLAIRE BLVD HOUSTON TX 77025-1100	1254930010002 1254930010001	10235 ALMEDA GENOA RD 77034 10225 ALMEDA GENOA RD 77034	RETAIL CENTER	18,717,505	28,076.26

HARRIS COUNTY IMPROVEMENT DISTRICT NO. 9

March 2018					
TOP TEN ASSESSMENT PAYERS					
CG 7600 LP	0421910000006	7600 S SANTA FE DR 77061	WAREHOUSE	18,134,825	27,202.24
% GARVER	0421910000117	7600 S SANTA FE DR 77061			
1901 LEXINGTON ST					
HOUSTON TX 77098-4219					
POWELL ELECTRICAL SYSTEMS LLC	1193970010001	7232 AIRPORT BLVD 77061	MANUFACTURING	17,422,106	26,133.16
8550 MOSLEY RD					
HOUSTON TX 77075-1116					
RAMA INDIGO FALLS LLC	1048270000002	10910 GULF FWY #1062 77075	MULTI-FAMILY	16,920,774	11,454.26
1200 BLALOCK RD STE 210					
HOUSTON TX 77055-6441					
ATRIUM FINANCE I LP	0342030040003	9100 GULF FWY 77061	HOTEL	16,760,206	25,140.31
MARRIOTT HOBBY	0342030020130	9100 GULF FWY 77061			
4243 HUNT RD	0342030020118	9100 GULF FWY #287 77017			
BLUE ASH OH 45242-6645					

HARRIS COUNTY IMPROVEMENT DISTRICT 9

March 2018					
TOPTENDELINQUENTACCOUNTS					
PROPERTY OWNER	ACCOUNT NO	SITUS	PROPERTY TYPE	ASSESSMENT YEAR(S)	ASSESSMENT
NEWBY HOUSTON LLC 1311 S 39TH ST SAINT LOUIS MO 63110-2535	91 129 988 001 0006	7449 E OREM DR 77075	WAREHOUSE	2017	7,335.00
PATRICK RICE PROPERTIES 8821 TEWANTIN DR HOUSTON TX 77061-5019	91 058 003 000 0003	8880 TELEPHONE RD 77061	WAREHOUSE	2017	6,000.00
REPUBLIC MANUFACTURING GROUP INC PAGE SCHUYLER AVE BLDG 8 LYNDHURST NJ 07071	91096318 000 0004	8419 TEWANTIN DR 77061	WAREHOUSE	2017	5,990.69
ROLLER BEARING COMPANY OF AMERICA 420 DAVEGA DR LEXINGTON SC 29073-7485	91 129 988 001 0003	7313 E OREM DR #127 77075	WAREHOUSE	2017	4,678.68
MANNING FAMILY PARTNERSHIP 820 S FRIENDSWOOD DR STE 203A FRIENDSWOOD TX 77546-4665	91 034 203 001 0045	8777 TALLYHO RD 77061	WAREHOUSE	2017	3,864.06
HAMS AVIATION MAINTENANCE SRV INC 7766 BRANIFF ST HOUSTON TX 77061-5120	91043228 000 0031	8703 TELEPHONE RD 77061	STORAGE HANGAR	2013-2017	3,738.61
8400 VILLA LLC 60 E RIO SALADO PKWY STE 1103 TEMPE AZ 85281-9533	91 103 355 000 0003	8400 VILLA DR 77061	WAREHOUSE	2017	3,326.73
INDUSTRIAL SURPLUS INC 6532 RUPLEY CIR HOUSTON TX 77087-3442	94 048 001 000 0195	9200 TELEPHONE RD 77075	INDUSTRIAL	2017	3,136.70
STANDARD MORGAN PARTNERS LTD 9333 BRYANT ST HOUSTON TX 77075-1148	91 129 096 001 0001	9333 BRYANT ST 77034	WAREHOUSE	2017	2,475.00
MCDONALD'S CORP 042 / 0116 8920 CLEARWOOD DR HOUSTON TX 77075-1802	94 045 119 000 0023	8920 CLEARWOOD ST 77034	FAST FOOD RESTAURANT	2017	2,257.29
* Pending HCAD Value Lawsuits					

**Harris County Improvement District No. 9 / Hobby Area
Lawsuit and Arbitration Status Summary as of 3/09/2018**

Summary

Settled

1,885,663,419	Original value of Settled accounts as of 3/09/2018
600	Number of Settled accounts as of 3/09/2018
279,584,563	Reduction in value of Settled accounts
14.83%	Average % reduction in value of Settled accounts*

Unsettled

291,073,454	Original value of Unsettled accounts as of 3/09/2018
99	Number of Unsettled accounts as of 3/09/2018

.15 Tax rate per \$100 valuation

\$64,736	Estimated* reduction in assessment on	99	Unsettled accounts,
	based on	14.83%	average

** Historical data from Tax Years 2007 through 2012 were used to establish initial statistics for the "average % reduction in value of Settled accounts."*

Harris County Improvement District No. 9 / Hobby Area Lawsuit and Arbitration Status Detail as of 3/09/2018

Jur 943

Tax Year	CAD Account No.	Owner Name	ARB Hearing Value	Assessment Collected	Cause Number	Date Received from HCAD	Settled Value	Reduction in Assessment	% Reduction in Assessment	Date Designation Form Sent to Owner	Date Refund Notice Sent to Bkpr
Tax Year 2015											
Settled											
Tax Year 2015	034-203-003-0170	Garrison Tommy E Tr	2,009,977	\$3,014.97	2015-70011	1/3/2018	1,200,000	\$1,214.97	40.30%	1/4/2018	1/31/2018
			208,569,921				183,339,063				
			56								
Unsettled											
Tax Year 2015	062-031-003-0001	6614 Dixie Properties LLC	223,146		2015-72506						
Tax Year 2015	062-031-003-0002	6614 Dixie Properties LLC	275,034		2015-72506						
Tax Year 2015	062-031-003-0013	6614 Dixie Properties LLC	750,700		2015-72506						
Tax Year 2015	062-031-003-0003	R Pennington Investments LP	1,098,000		2015-72506						
Tax Year 2015	062-031-003-0007	R Pennington Investments LP	550,000		2015-72506						
Tax Year 2015	062-031-003-0012	R Pennington Investments LP	126,351		2015-72506						
Tax Year 2015	Total	Unsettled Accounts, original value	3,023,231								
Tax Year 2015	Total	Unsettled Accounts, number of accounts	6								
Tax Year 2016											
Settled											
Tax Year 2016	040-239-000-0099	KCP RE LLC	350,000	\$525.00	2016-72792	2/8/2018	344,000	\$9.00	1.71%	2/13/2018	3/1/2018
Tax Year 2016	062-031-005-0011	American Sanitation Serv	310,000	no change	101-16-006683	3/8/2018	310,000	na	na	na	na
Tax Year 2016	040-239-000-0040	JMD Apartments LLC	3,094,141	\$4,837.30	2016-73528	3/8/2018	3,700,000	\$337.30	6.97%	3/14/2018	3/29/2018
Tax Year 2016	040-239-000-0067	JMD Apartments LLC	3,224,868	\$5,991.21	2016-73528	3/8/2018	3,000,000	\$441.21	7.36%	3/14/2018	3/29/2018
Tax Year 2016	034-205-000-0038	Pappas Restaurants Inc	1,200,000		2016-64852		1,125,000				
Tax Year 2016	123-174-001-0001	Lauren Holdings	2,647,028		2016-69020		2,300,000				
			289,173,366				254,729,436				
			83								
Unsettled											
Tax Year 2016	119-227-001-0005	HTD Corp	761,000		101-16-006152						
Tax Year 2016	034-203-001-0075	Incline Development Inc	475,520		101-16-007356						
Tax Year 2016	128-433-001-0001	Cosart Joseph L	471,247		101-16-007399						
Tax Year 2016	034-203-003-0123	Comerica Bank	1,970,965		2016-61261						
Tax Year 2016	034-203-002-0101	Macey Family Properties Ltd	2,985,175		2016-65700						
Tax Year 2016	034-203-002-0100	Sexton Interests Ltd	2,035,314		2016-67130						
Tax Year 2016	040-239-000-0041	2ML Real Estate Interest Inc	1,916,976		2016-71498						
Tax Year 2016	064-215-000-0053	CG Gulf Freeway LLC	1,350,019		2016-71724						
Tax Year 2016	129-987-001-0001	FPA Pinpoint Hobby LLC & FLT Equity LLC	750,296		2016-72450						
Tax Year 2016	132-329-001-0001	FLT Equity LLC	5,421,173		2016-72450						
Tax Year 2016	132-331-001-0001	FLT Equity LLC	768,490		2016-72450						
Tax Year 2016	132-838-001-0001	Cosart Joseph	3,256,488		2016-72791						
Tax Year 2016	062-031-005-0005	Kainer Expt Crating Inc	1,118,957		2016-80596						
Tax Year 2016	034-203-003-0127	MPT Interest LLC	1,158,000		2016-80783						
Tax Year 2016	Total	Unsettled Accounts, original value	24,439,620								
Tax Year 2016	Total	Unsettled Accounts, number of accounts	14								

Harris County Improvement District No. 9 / Hobby Area Lawsuit and Arbitration Status Detail as of 3/09/2018

Jur 943

Tax Year	CAD Account No.	Owner Name	ARB Hearing Value	Assessment Collected	Cause Number	Date Received from HCAD	Settled Value	Reduction in Assessment	% Reduction in Assessment	Date Designation Form Sent to Owner	Date Refund Notice Sent to Blqpr
Tax Year 2017											
Settled											
Tax Year 2017	034-203-001-0050	Best Western Plus Hobby Airport	4,098,000	\$6,147.00	2017-08583	1/3/2018	3,500,000	\$897.00	14.59%	1/4/2018	1/31/2018
Tax Year 2017	040-239-000-0040	JMD Apartments LLC	7,398,811	\$11,098.22	2016-73528	3/8/2018	6,750,000	\$973.22	8.77%	3/14/2018	3/29/2018
Tax Year 2017	062-031-002-0011	Maraldo Mike	647,000		101-17-005630		624,524				
Tax Year 2017	123-174-001-0001	Lauren Holdings	2,430,200		2016-69020		2,112,500				
Tax Year 2017	064-215-000-0016	MNC Realty LP	1,302,980		2017-54661		1,120,000				
			15,876,991				14,107,024				
			5								
Unsettled											
Tax Year 2017	034-203-002-0073	TPS Hobby Cannif LLC	652,774		101-17-000716						
Tax Year 2017	040-239-000-0051	CFS 2907 Houston LLC	1,514,000		101-17-000717						
Tax Year 2017	040-239-000-0169	CFS 2907 Houston LLC	350,000		101-17-000717						
Tax Year 2017	042-195-000-0050	CFS 2907 Houston LLC	169,527		101-17-000717						
Tax Year 2017	120-681-001-0001	Mambo Holdings LP	1,817,880		101-17-001532						
Tax Year 2017	034-203-002-0081	Cidema Three Limited Partnership	2,302,287		101-17-003615						
Tax Year 2017	034-203-002-0173	Moers Street Partnership	1,155,000		101-17-004300						
Tax Year 2017	034-203-001-0047	TPS Hobby LLC	997,998		101-17-005303						
Tax Year 2017	034-203-001-0048	TPS Hobby LLC	98,357		101-17-005303						
Tax Year 2017	034-203-001-0049	TPS Hobby LLC	579,173		101-17-005303						
Tax Year 2017	034-203-001-0312	TPS Hobby LLC	2,000,000		101-17-005303						
Tax Year 2017	034-203-002-0079	TPS Hobby LLC	420,351		101-17-005303						
Tax Year 2017	034-203-002-0085	TPS Hobby LLC	420,351		101-17-005303						
Tax Year 2017	034-203-002-0158	TPS Hobby LLC	420,351		101-17-005303						
Tax Year 2017	034-203-002-0159	TPS Hobby LLC	420,351		101-17-005303						
Tax Year 2017	034-203-002-0160	TPS Hobby LLC	70,198		101-17-005303						
Tax Year 2017	034-203-002-0184	TPS Hobby LLC	210,175		101-17-005303						
Tax Year 2017	034-203-002-0184	TPS Hobby LLC	69,988		101-17-005303						
Tax Year 2017	034-203-002-0189	TPS Hobby LLC	70,198		101-17-005303						
Tax Year 2017	119-227-001-0005	HTD Corp	517,708		101-17-005517						
Tax Year 2017	034-203-003-0304	Sun Technology Corp	675,000		101-17-006452						
Tax Year 2017	034-207-012-0007	Marvell Services LLC	362,826		101-17-006546						
Tax Year 2017	034-203-001-0009	Lowen Company Murray Div	547,105		101-17-006602						
Tax Year 2017	062-031-010-0001	Giarza Norberto / Askew Mellanie	624,418		101-17-006719						
Tax Year 2017	087-209-000-0025	6210 Waltrip LLC	650,000		101-17-006747						
Tax Year 2017	034-203-002-0101	Macey Family Properties Ltd	2,855,128		2016-65700						
Tax Year 2017	034-203-002-0100	Sexton Interests Ltd	2,539,658		2016-67130						
Tax Year 2017	128-482-001-0001	Delapaz Moises	276,698		2017-34292						
Tax Year 2017	118-422-001-0002	W2005 New Century Hotel Portfolio	7,964,200		2017-55487						
Tax Year 2017	057-259-000-0046	Autzone Texas LP	935,280		2017-57064						
Tax Year 2017	040-239-000-0100	Broadway Post Partners LLC	8,074,399		2017-57233						
Tax Year 2017	040-239-000-0101	Broadway Post Partners LLC	5,905,400		2017-57233						
Tax Year 2017	040-239-000-0108	Broadway Post Partners LLC	5,905,400		2017-57233						
Tax Year 2017	109-786-000-0001	Acquisition Broadway Square LLC	5,776,139		2017-57233						
Tax Year 2017	109-786-000-0002	Acquisition Broadway Square LLC	7,351,900		2017-57233						
Tax Year 2017	109-786-000-0003	Acquisition Broadway Square LLC	7,896,500		2017-57233						
Tax Year 2017	109-787-000-0007	Broadway Post Partners LLC	6,065,750		2017-57233						

Harris County Improvement District No. 9 / Hobby Area Lawsuit and Arbitration Status Detail as of 3/09/2018

Jur 943

Tax Year	CAD Account No.	Owner Name	ARB Hearing Value	Assessment Collected	Cause Number	Date Received from HCAD	Settled Value	Reduction in Assessment	% Reduction in Assessment	Date Designation Form Sent to Owner	Date Refund Notice Sent to Bkpr
Tax Year 2017	109-787-000-0008	Acquisition Broadway Square LLC	5,991,800		2017-57233						
Tax Year 2017	114-169-000-0001	Broadway Post Partners LLC	5,747,800		2017-57233						
Tax Year 2017	114-175-000-0001	Broadway Post Partners LLC	5,590,600		2017-57233						
Tax Year 2017	136-207-001-0005	HWC Wire & Cable Company	4,000,000		2017-57238						
Tax Year 2017	126-063-001-0001	ARCP MT Houston TX LLC	14,336,168		2017-57752						
Tax Year 2017	126-063-001-0006	ARCP MT Houston TX LLC	16,813,832		2017-57752						
Tax Year 2017	126-063-001-0011	ARCP MT Houston TX LLC	249,599		2017-57752						
Tax Year 2017	126-063-001-0010	ARCP Mt Houston TX LLC	1,215,592		2017-58524						
Tax Year 2017	119-800-001-0001	Ghormley Cecil D	2,488,512		2017-59406						
Tax Year 2017	034-203-001-0324	Medallion Investment IV	4,372,000		2017-59430						
Tax Year 2017	042-191-000-0006	C G 7600 LP	13,260,000		2017-59479						
Tax Year 2017	042-191-000-0117	C G 7600 LP	4,874,825		2017-59479						
Tax Year 2017	034-207-012-0005	O'Reilly Auto Enterprises LLC	13,455,775		2017-59774						
Tax Year 2017	125-038-001-0001	O'Reilly Auto Enterprises LLC	3,151,584		2017-59774						
Tax Year 2017	040-239-001-0038	Smith Jim R	742,630		2017-60571						
Tax Year 2017	128-049-001-0001	Alameda Center 45 LP	6,462,819		2017-60704						
Tax Year 2017	078-051-001-0007	Grace Business Investments LLC	4,858,307		2017-60722						
Tax Year 2017	104-827-000-0001	Grace Business Investments LLC	1,749,000		2017-60722						
Tax Year 2017	129-578-001-0002	Capview Income & Value Fund IV LP	1,052,961		2017-60879						
Tax Year 2017	034-203-002-0108	Norliden Holdings Ltd	1,281,954		2017-61021						
Tax Year 2017	034-203-002-0145	Norliden Holdings Ltd	336,861		2017-61021						
Tax Year 2017	096-319-000-0004	Icon Owner Pool 6 West Southwest LLC	5,370,870		2017-61371						
Tax Year 2017	040-239-001-0010	PS Texas Holdings Ltd	11,856,927		2017-62844						
Tax Year 2017	070-072-028-0001	Triangle Shopping Ctr LP	1,874,000		2017-64202						
Tax Year 2017	118-450-001-0001	ARC Hospitality Portfolio I	6,640,861		2017-64893						
Tax Year 2017	040-239-000-0061	APTBD LLC	4,200,009		2017-66481						
Tax Year 2017	040-239-000-0073	APTWP Ltd	3,452,227		2017-66790						
Tax Year 2017	119-602-001-0001	Syndex Corporation	5,973,469		2017-68281						
Tax Year 2017	129-876-001-0001	Gulf 1688 LP	892,346		2017-68989						
Tax Year 2017	096-294-000-0001	Heritage Gulf Coast LLC	3,602,464		2017-69192						
Tax Year 2017	034-203-001-0010	Clarke Distributing LLC	881,762		2017-69461						
Tax Year 2017	096-249-000-0001	Standard Morgan Partners Ltd	4,000,000		2017-69904						
Tax Year 2017	096-321-000-0004	Pingree 2000 Real Estate Holdings	3,553,041		2017-69951						
Tax Year 2017	132-838-001-0001	Cosart Joseph Incline Development Inc	3,313,300		2017-70298						
Tax Year 2017	129-096-001-0001	2ML Real Estate Interests Inc	1,650,000		2017-70470						
Tax Year 2017	040-239-000-0041	2ML Real Estate Interests Inc	2,467,416		2017-71214						
Tax Year 2017	043-228-000-0073	Friedkin Realty Hobby Airport	3,505,684		2017-71542						
Tax Year 2017	060-077-009-0004	CWD Interests LLC	1,225,000		2017-77662						
Tax Year 2017	098-435-000-0001	DDC Hotels Inc	5,370,434		2017-77664						
Tax Year 2017	034-203-003-0170	Hobby Warehouse Center LLC	2,229,714		2017-78321						
Tax Year 2017	096-294-000-0003	Heritage Gulf Coast LLC	12,606		2017-78745						
Tax Year 2017	132-245-001-0001	Heritage Gulf Coast LLC	843,386		2017-78745						
Tax Year 2017	Total	Unsettled Accounts, original value	263,610,603								
Tax Year 2017	Total	Unsettled Accounts, number of accounts	79								

of 114

Cumulative

Harris County Improvement District No. 9 / Hobby Area
Lawsuit and Arbitration Status Detail as of 3/09/2018

Jur 943

Tax Year	CAD Account No.	Owner Name	ARB Hearing Value	Assessment Collected	Cause Number	Date Received from HCAD	Settled Value	Reduction in Assessment	% Reduction in Assessment	Date Designation Form Sent to Owner	Date Refund Notice Sent to Blgpr
Settled Cumulative	Grand Total	Unsettled Accounts, original value	1,885,663.419				1,606,078.856				
	Grand Total	Unsettled Accounts, number of accounts	600								
Unsettled Cumulative	Grand Total	Unsettled Accounts, original value	291,073.454								
	Grand Total	Unsettled Accounts, number of accounts	99								

Color Legend

Light Gray	Settled previously
Yellow	Settled as of this report
White	Unsettled
Pink	Unsettled and new since previous report

PERDUE, BRANDON, FIELDER, COLLINS & MOTT L.L.P.
DELINQUENT ASSESSMENT REPORT
HARRIS COUNTY IMPROVEMENT DISTRICT #9
April 12, 2018

Amounts shown are 2016 base assessment amounts unless indicated.

Suit pending:

Zeenat Foundation 13-15 assessments \$1,344.05, Reserve A Block 1 on Monroe Rd – 1236430010001
We have intervened in a suit filed by Pasadena ISD; judgment was submitted on 1/19/18. The 2017 assessments are paid in full.

Central Aviation Supply & Equipment 14-16 assessments \$1,181.63, 8042 Braniff St.-0690030110001
We have intervened in a suit filed by Harris County; judgment was signed 3/2/18. The judgment is final; we will send a judgment letter.

Apartments at 4114 Broadway LLC 15-16 assessments \$996.31, 4114 Broadway St.-0283010000016
We have intervened in a suit filed by Harris County; judgment was signed on 2/9/18. The judgment is final; a judgment letter has been sent but there has been no response. The county has requested an order of sale but a sale date has not been set at this time.

H L Albright Co. Inc. \$970.25, 8560 Freeland St.-0342030010036
We have intervened in a suit filed by Pasadena ISD. Judgment was submitted on 3/31/17 but a ruling was never made. Pasadena ISD filed a second suit; we have intervened on behalf of the District. We are monitoring both cases.

Juventino M. Berlanga \$486.56, Tract 37 A Section 6 South Houston Gardens on Monroe Rd.-
0342030010037

We have intervened in a suit filed by Pasadena ISD; we will monitor the case.

Michael F. Bradley 14-15 assessments \$374.30, 8724 Easthaven Blvd.-0630330250001

We have intervened in a suit filed by Pasadena ISD; judgment was signed on 1/30/18. The judgment is final; a judgment letter has been sent. Pasadena ISD has requested an order of sale. On 6/9/17, a title company requested a payoff balance, which was sent.

John W. & Elwanda J. Henley & William A. & Kathleen R. Shaw 15-16 assessments \$329.63, 6633 Bellfort St.-0600770090012

We have intervened in a suit filed by Harris County. The county recently dismissed the case because the county taxes were paid. We have sent a balance letter.

Truman J. Tarlton \$178.09, 6737 Almeda Genoa Rd.-0270270000003

We have intervened in a suit filed by Harris County; judgment was signed on 10/24/17. The judgment is final; a judgment letter has been sent but there has been no response. The county set the property for tax sale on 2/6/18 but the sale was cancelled when the county taxes were paid.

Kenneth Narinesingh \$177.67, 8243 Telephone Rd.-0650500040007

We have intervened in a suit filed by Harris County; judgment was submitted on 3/16/18.

Edwin Meyer 13-16 assessments \$133.43, 6614 Heffernan St – 0600770060004

We have intervened in a suit filed by Harris County. Judgment was signed on 5/1/17; a judgment letter has been sent but there has been no response. The county set the property for tax sale on 8/1/17; no one bid and the property was struck off to the county. The property was sold by the county at a tax resale on 12/5/17; we will forward payment to the assessment office when we receive it.

Isiah Hunt 13-16 assessments \$131.98, 6611 Bellfort St.– 0600770090016

We have intervened in a suit filed by Harris County; we will monitor the case.

Isiah Hunt 13-16 assessments \$126.00, Lot 18, Block 9 on Northdale St – 0600770090018

We have intervened in a suit filed by Harris County. Judgment was signed on 5/9/17; the judgment is final. A judgment letter has been sent but there has been no response; an abstract of judgment has been filed. The county set the property for tax sale on 9/5/17 but the sale was cancelled due to Hurricane Harvey. A new sale date was set for 11/7/17 but the county taxes were paid so the sale was cancelled.

Isiah Hunt 13-14 assessments \$63.00, Lot 17, Block 9 on Northdale St – 0600770090017

We have intervened in a suit filed by Harris County. A judgment that includes the 2013 and 2014 assessments was signed on 11/17/15. The judgment is final; a judgment letter has been sent but there has been no response. The county set the property for tax sale but the sale was cancelled because the county taxes were paid in full.

- Where appropriate, delinquent 2017 assessments are included in the above suits.

Paid in full:

Rose Valley Properties LLC \$969.14, 6210 Waltrip St.-0872090000025

Michael Larocca & Robert Whitehead \$187.52, 8244 Lookheed St. (2 accounts)-0650500040014, 0650500040015

Jesus R. Parra \$124.55, 6826 Lindbergh St.-0620310050003

Bland Ridley \$105.94, Lots 2, 3, 5 & 6 in Block 1 on Westover St.-0741530010002, 0741530010003, 0741530010005, 0741530010029

2016 accounts:

In addition to other accounts listed on this report, there are 21 accounts with 2016 base assessments ranging from \$8 to \$304. Demand letters have been sent, we are trying to reach each owner by phone and we are contacting lienholders, where appropriate.

Other accounts:

Ham's Aviation Maintenance Service Inc. 13-16 assessments \$2,940.70, improvements only account at 8703 Telephone Rd – 0432280000031

We have spoken to Carla Ham who said they left Houston many years ago and that Million Air is now the owner of this location. This is a building on City owned land at Hobby Airport. We have told HCAD what we know and we have asked them twice to let us know what they know about this account and they have not replied, the County tax office has over \$200,000 due on this account, it is odd that HCAD is unresponsive and nothing seems to have been done on this. A tax service contacted us on 5/18 and again on 6/23 for a payoff balance.

Gregory T. Duffy 13-16 assessments \$1,298.60, 8102 Braniff St.-0690030090001

Our demand letters have been returned by the post office; we have not been able to find a good mailing address. The county filed suit and a judgment was signed in 2007. There is now over \$220,000 due to the county but a new suit has not been filed.

- In addition to the accounts listed above, there are 20 accounts with base assessments between \$18 and \$1,143; 14 of the accounts are less than \$300. Demand letters have been sent, we are trying to reach each owner by phone and we are contacting lienholders, where appropriate. Due to the size of the accounts, further action is not recommended at this time.

If you have any questions, please feel free to contact me.

A handwritten signature in black ink, reading "Carl O. Sandin". The signature is fluid and cursive, with a small dot at the end.

Carl O. Sandin



Email: csandin@pbfcm.com

Office: 713-802-6965 (Direct Line)

Mobile: 713-824-1290

Fax: 713-862-1429

**RESOLUTION WAIVING AUTOMATIC RESIGNATION OF BOARD MEMBER
FOR ABSENTEEISM FROM MEETINGS OF THE BOARD OF DIRECTORS OF
HOBBY AREA MANAGEMENT DISTRICT**

WHEREAS, Hobby Area Management District (the "District") operates pursuant to Chapter 49, Texas Water Code; Chapter 375, Texas Local Government Code; and Chapter 3834, Texas Special District Local Laws Code; and

WHEREAS, Chapter 49.052(h), Texas Water Code, provides that a person is considered to have resigned from serving as a member of the Board of Directors of the District (the "Board") if the person fails to attend three consecutive meetings of the Board, and that the remaining Board members by majority vote may waive the resignation if fairness requires that the absences be excused on the basis of illness or other good cause; and

WHEREAS, the Board of Directors has convened on this date within the District at a meeting open to the public and wishes to waive the resignation of one or more board members who failed to attend three consecutive meetings; Now, Therefore,

BE IT RESOLVED BY THE BOARD OF DIRECTORS OF HOBBY AREA MANAGEMENT DISTRICT THAT:

By majority vote of the remaining directors, the District hereby waives the resignation of Todd Szilagyi, and finds that fairness requires that there is good cause to excuse the absences of such person from meetings of the Board.

PASSED AND APPROVED this 12th day of April 2018.

Chairman, Board of Directors

ATTEST:

Secretary or Vice Chair, Board of Directors

(SEAL)



HOBBY AREA DISTRICT

EXECUTIVE DIRECTOR'S REPORT

OCTOBER 12, 2017-APRIL 12, 2018

COMMITTEE CALENDAR

Community Development Committee (Formally, "Environmental, Urban Design and Mobility")

The Community Development Committee met on November 9th; January 11th and March 8th

Economic Development Committee (Formally "Business and Environmental Development")

The Economic Development Committee met on November 9th; January 11th and March 8th

Public Safety Committee

The Public Safety Committee met on November 9th; January 11th and March 8th

Marketing and Communications Committee

The Marketing and Communications Committee met on March 8th

COMMITTEE & STAFF ACTIVITY

General

- The Hobby Area District's Public Hearing was held on Monday, November 6th.
- Budget presented and Approved, Thursday, December 14th
- Annual Holiday Social, Thursday, December 14th
- State of the District
 - 2017 review/2018 outlook, and
 - Keynote speaker Tom Lambert, CEO, Metro, Thursday, February 8th

Community Development

- A bus shelter contract was awarded to Neon Electric Company. Since eight bus shelters will not have adequate light the Board recommended staff contact property owners to identify those interested in paying for installation of solar light kits. Brixmor and Broadway Casa Apartments entered into an agreement and has paid for the District to maintain the lights for the 10-year life of the bus shelter. The METRO Board has considered a construction and maintenance agreement and the District should receive a reimbursement of \$215,900 for design, construction and installation of the bus shelters. Additionally, the District will be reimbursed for 50% of ongoing regular trash pick-up. NEC is making prototypes for each the full and mini shelter and has ordered the trash cans. Staff reviewed prototypes of a full and mini shelter on April 9, 2018.



HOBBY AREA DISTRICT

- The Bellfort Station RFP asked for a bold vision with a series of projects to transform the Hobby area. As a practical matter, the vision must be achievable with a roadmap of improvements. The RFP was released on September 22, 2017 with proposals due on December 18, 2017. Four proposals were received and considered by a Selection Committee, which the Board President nominated to review proposals and interview finalists. The Committee recommended the SWA Group be awarded the project and the Board approved at the February board meeting. Currently, staff is working with SWA to provide contacts for the Study Advisory Committee, small group and community meetings.
- So far this year, the Special Projects Crew picked up 21,000 lbs. of trash along 562.2 miles of right-of-way, removed 941 bandit signs, and mowed 192.3 miles of right-of-way throughout the District. The Landscaping Crew watered newly planted trees, removed 141 bandit signs, picked up 23,350 lbs. of trash and yard waste, and weeded the medians on Broadway Street. The Gulf Freeway Crew picked up 1,250 lbs. of trash, 64 bandit signs, and mowed 14.49 miles of right-of-way on the south-bound right-of-way along I-45.

Economic Development

- The District posted an Economic Development Strategic Plan & Target Industry Study RFP on June 1 to the Texas Economic Development Council website and sent announcement to 37 consultants. The RFP deadline was June 30 and the District received five proposals. A selection committee was formed to review the proposals and recommended Avalanche Consulting be awarded the contract. The Board authorized staff and the legal counsel to negotiate a contract with Avalanche at the August 10 meeting. A contract was executed on September 15. So far, Avalanche has delivered the following:
 - Competitive Assessment, which contains a thorough evaluation of the Hobby Area District's competitive position. The consulting team conducted a thorough evaluation of the District's demographic and economic trends. In addition to examining quantitative data, the team also facilitated focus groups and interviews with over 60 stakeholders, and an online survey that received 114 responses. Based on the results of the research, the consulting team developed a map of the District's competitive assets and a SWOT Analysis to reveal the strengths, weaknesses, opportunities, and threats related to the District's economic development potential.
 - Target Industry Study begins with a brief review of the industry trends within the Hobby Area District, as well as the broader Houston metropolitan area. This analysis builds on the competitive strengths identified in the Competitive Assessment to help identify target industry clusters that present the greatest opportunities for primary job growth. The report continues with a discussion of how and why target industries are identified and the recommended target industry clusters and niche sectors for the District's future economic development efforts. The report concludes with target cluster profiles. These profiles provide an overview description of each cluster, global factors affecting the industry, local and regional employment and salary trends, a summary of the factors that affect the industry's growth, and sales messages that explain why the industry makes sense in the Hobby Area District.



HOBBY AREA DISTRICT

- The Draft Strategic Plan begins with a unified vision for the District's future. Next, a series of goals and tactics are presented, providing recommendations on ways to improve the District's economic opportunities by building on strengths, addressing challenges, and growing its target industries. The report concludes with organizational recommendations for the Hobby Area District and an implementation plan that outlines timeline, task assignments, and metrics. The Strategic Plan Steering Committee met on April 5th to review the document and consider revisions to the plan. The Economic Development Committee will consider the final document and consider recommendations at a future Board meeting.
- The Business Ambassador program has verified the existing business list of existing businesses and developed contacts within the District. Mario Ramirez has led this effort and has attributed contacts to verified businesses. Currently, staff are working on business networking events, on-site meetings, and including local companies at HobbyFest.
- When Hobby Area Management District staff work with a business for the purposes of economic development a project is initiated and fall into one of three categories—attraction, retention, and expansion. If the company does not currently exist in the District it is an attraction project. If the company is in the District but considering relocating it is a retention project. If the company is in the District and plans to add capacity, facilities, or workforce it is an expansion project. To date, the District has worked on 9 projects (6 attraction, 1 expansion and 2 retention). Currently, there are 7 active projects, 1 lost and 1 won.

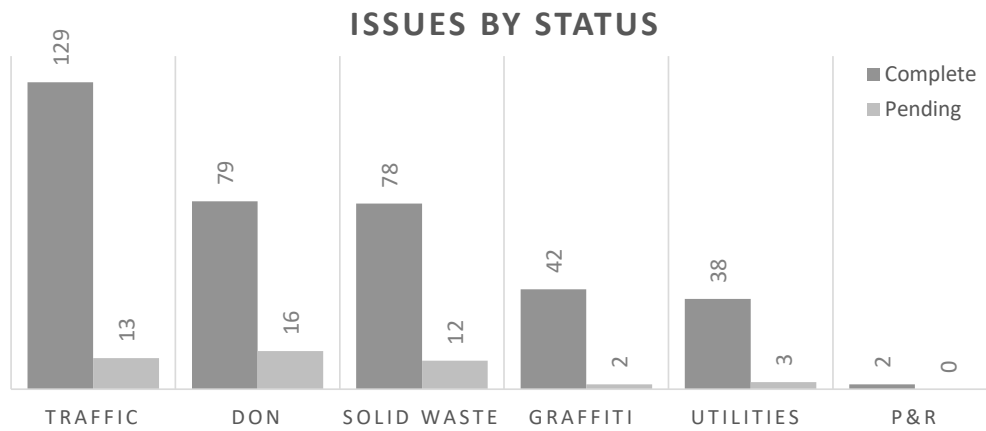
Public Safety

- Received updates from SEAL Security on patrol activities in the District. Written reports provided to the committee and posted on the District's website. SEAL Security has assisted in several site specific "surge" operations which have helped reduce vice and drug related activities along the airport corridors. There were educational, enforcement, and human traffic rescue aspects of the program. The project will be repeated several times per year and may move from location to location as crime moves - until banished from the District – at least that's our plan!
- The HPD PIP meeting for the apartment community continues to meet and build participation. District staff and Tina DeFiore, HAA, RCR Director, help organize and keep the meetings on track, but various apartment communities are providing the lunches and HPD is providing the presentations. On average about 25 people representing 9 different communities are regularly participating.
- Houston Police Department provided an update to crime stats and their activities. The Hobby Area showed a decline in Part 1 Crimes of 15% which was 33% better than the citywide decline. The district purchased three patrol bicycles for exclusive use in the Hobby area



HOBBY AREA DISTRICT

- The Hobby Area District contracts with the Greater East End Management District (GEEMD) to conduct a weekly survey along major thoroughfares or specific areas as directed by staff. Subsequently, GEEMD reports identified issues to the appropriate agency for action. To date, 414 issues have been reported with 88.9% closed in an average of 31 days. The following is a breakout of each issue category by its status.





HOBBY AREA DISTRICT

Marketing and Communications

This newly formed committee will focus on executing comprehensive marketing and branding plans that effectively support and communicate District activities and initiatives. We will also emphasize the areas below:

- Media and Communications
- Marketing/Branding
- Website Redevelopment
- Special Events
- Stakeholder Relationships
- Civic Engagement

Thursday, March 8, 2018 served as the first scheduled committee meeting. Members include Mr. Keyur Amin, Committee Chair, Mr. Darryl Bailey, Mr. Vic Zachary and Mr. Danny Perkins, Chairman of the Board. Staff Lead for this committee will be Ms. Gabrielle “Gabby” Dirden.

Items for Discussion:

- Committee Name:
- Public Affairs Committee
- Marketing Committee
- Public Affairs & Marketing Committee
- Marketing and Communications Committee

Board Photos: Thursday, April 12, 2018. All Board members will have professional head shots taken. Please attend the next Board meeting in Business attire.

➤ **Public Affairs:**

○ ***Harris County Improvement District #9 Naming:***

- Harris County Improvement District #9 is the official name of our organization. The name Hobby Area District is widely used for our marketing and branding of our organization, although through staff research, we have found that no documents exist declaring us as Hobby Area District. According to Chapter 375 Local Government Code; the Board has the authority to name Harris County Improvement District #9, whatever name it sees fit. Staff is recommending that the Public Affairs Committee selects Hobby Area District as the official name of our organization and proceed with voting on this recommendation at our next Board meeting scheduled for Thursday, April 12, 2018. Moving forward, staff will work with our appointed legal representation to complete any legal filings necessary. The Marketing and Communications Committee voted to recommend to the Board to officially name Harris County Improvement District #9 as The Hobby Area District.

○ ***Mini Murals:***

- Currently the Hobby Area District is home to 22 mini murals in partnership with UP Art Studio. Recently Up Art was awarded the TIP (Tourism Incentive Program) Grant by Houston First. The award was for \$10,000, on the condition they have a match of \$20,000. UP Art Studio has partnered with B-Cycle and Hotel Ylem and Omni Hotels to create Mini Murals tour



HOBBY AREA DISTRICT

packages, ranging from self-guided bicycle and driving tours to organized artist-led tours. The Mini Murals are wide-spread throughout Houston, and the project benefits locals as much as visitors. They are requesting funding from past sponsors, such as Hobby Area District. Proposed sponsorship levels are detailed in the Mini Murals TIP matching Grant Document. Staff is recommending we support the Mini Mural project at either the \$2,500 or \$5,000 level. Committee recommended to proceed with the \$5,000 level sponsorship.

○ **Identity Markers:**

- Current identity markers on Broadway boast a Scenic Houston and Hobby Area District theme. To broaden our reach and welcome visitors to our Gateway; we will develop a marketing program in conjunction with GHCVB (*Greater Houston Convention and Visitors Bureau*) to highlight different events, conferences and conventions that take place in the Houston area. Ex: signage produced for Super Bowl 51. Next Steps: Staff to set-up meeting with GHCVB VP of Tourism-Jorge Franz. Also need to develop joint HAD-CVB identity marker strategic plan.

➤ **Communications & Media**

○ **BRE change to H2O(Hobby to Opportunities):**

- In coordination with the Community and Economic Development team, H2O aims to conduct personalized visits to area businesses, informing them of District services, aid in their growth and development and listening to concerns. Upon approval of BRE to H2O change with the CEDC committee, staff will work to develop 3 logos branding the new program. Updated marketing materials will be produced to broadcast the new look and feel of the program.

○ **New HAD Video:**

- District staff will coordinate with a videographer to highlight specific businesses in the area. This video will be used as a marketing tool for our BRE program in addition to a new “About Us” video for the District.

○ **March 2018 Content Calendar:**

- A Look Ahead:
 - Bellfort Station feature story
 - Botanical Garden feature story
 - H2O Plan Overview feature
- Week of March 5th:
 - A Look Ahead (original content)
 - HobbyFest sponsorship solicitation post
 - March 8: International Women’s Day-Highlight Women Board Members
- Week of March 12th
 - Volunteer opportunities in Houston for Spring Break
 - “Staycation” ideas near Hobby District
 - Solicitation for HobbyFest Scholarship applicants



HOBBY AREA DISTRICT

- o Week of March 19th
 - Botanic Garden feature (tie it into Spring Equinox, 3/20)
 - HobbyFest post: Video of last year's event
 - H2O name change announcement and program overview feature
- o Week of March 26th
 - 27th: Steering committee for Target Industry Study live social media updates
 - Bellfort Station feature story
 - Countdown to HobbyFest begins - event post will go up, press release can be posted on social
- o **April 2018 Content Calendar:**
 - o April 2 - 6
 - Monday: National Volunteer Month (volunteer opportunities through the City of Houston)
 - Tuesday: TBD (maybe something about Southwest flying to Hawaii soon?)
 - Thursday: HobbyFest
 - o April 9 - 13
 - Monday: **Hobby District Library Round-up (original content)**
 - Tuesday: HobbyFest editorial (original content, but on the HobbyFest Contract, not Hobby District)
 - Thursday: Something about International Day of Human Spaceflight and the Spaceport
 - o April 16 - 20
 - Monday: **Where to Find Public Art in Hobby District (original content)**
 - Tuesday: National Poetry Month - information on Houston's Poet Laureate program
 - Thursday: HobbyFest TBD
 - Friday: HobbyFest
 - o April 23 - 27
 - Monday: Recognition of Allen T. Johnson scholarship recipients
 - Tuesday: Arbor Day reminder, talk about Trees for Houston (and tie-in to the beautification project)
 - Thursday: Photo gallery from HobbyFest
 - Friday: Video from HobbyFest
 - o April 30 - May 4
 - Monday: Bellfort Station feature (original content)
 - Tuesday: TBD
 - Thursday: TBD
 - Friday: TBD

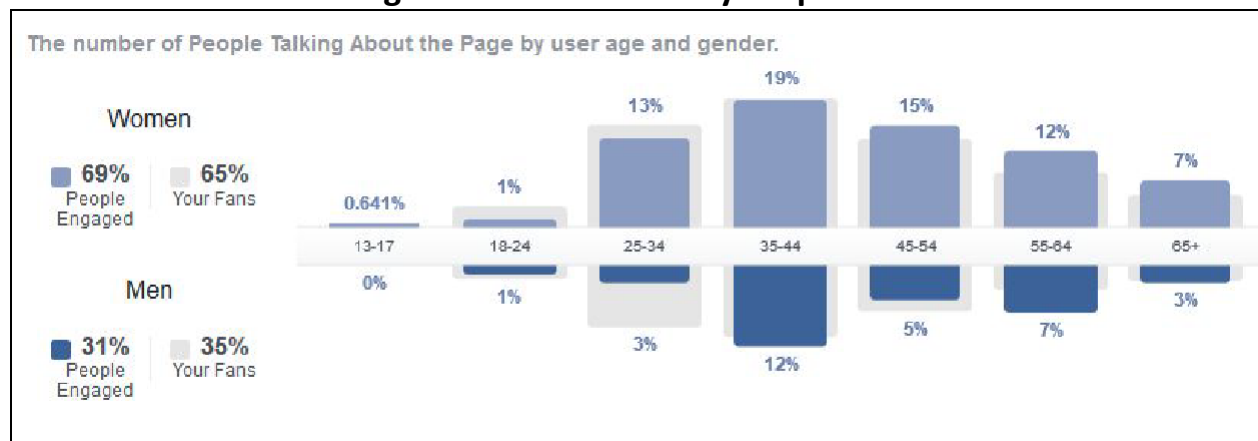


HOBBY AREA DISTRICT

o **Social Media Metrics:**

- o March 8 - April 4, 2018
- o Total Reach: 2,730
- o Total Engagement from Posts: 844

Demographics of People Engaged: Page Reach from January 1-April 14





HOBBY AREA DISTRICT

Total Reach

The number of people who had any content from your Page or about your Page enter their screen.



Top Posts

<https://www.facebook.com/hadistrict/posts/1879428172101572>

Total reach: 1,194

Total engagement: 61



Hobby Area District

Published by Ambrose McDowell [?] · March 28 at 11:47am · 🌐

With spring flowers and plants in bloom, it's the perfect time to dream about what the Houston Botanic Garden—coming to the area soon—will have in store.



Houston's First Botanic Garden More Than Just A Stroll In The Park - Hobby Area Management District

More than just a green space, botanic gardens provide an educational experience far beyond just a stroll in the park. The curated plant collections and gardens...

HADISTRICT.ORG

👤 1,194 people reached

Boost Post



HOBBY AREA DISTRICT

<https://www.facebook.com/hadistrict/posts/1861544347223288>

Total reach: 635

Total engagement: 32



Hobby Area District

Published by Ambrose McDowell | ? | March 12 at 12:10pm - "

More nonstop flights at William P. Hobby Airport? Yes, please.



Southwest Airlines to add more nonstop flights from Houston's Hobby Airport - Houston Business Journal

Additionally, the airline launched its previously announced daily service between Hobby and Milwaukee's General Mitchell International Airport on March 8....

BIZJOURNALS.COM

11. 635 people reached





HOBBY AREA DISTRICT

<https://www.facebook.com/hadistrict/posts/1872720839438972>

Total reach: 597

Total engagement: 41



Hobby Area District

Published by Ambrose McDowell [?] · March 22 at 9:10am · 🌐

Proud to see that William P. Hobby Airport earned another 4-star rating from Skytrax for the third year in a row! Fun fact: Houston is now the only city in the Western Hemisphere with two airports with 4-star ratings by the worldwide rating agency.



Bush, Hobby airports earn 4-stars from top rating agency

On Wednesday, Houston's two main airports earned an honor that Mayor Sylvester Turner says no other city in the Western Hemisphere can claim.

KHOU.COM

👤 597 people reached

Boost Post

<https://www.facebook.com/hadistrict/posts/1870839272960462>

Total reach: 469

Total engagement: 32



Hobby Area District

Published by Ambrose McDowell [?] · March 20 at 2:10pm · 🌐

Congratulations to Dover Place Apartments, now Blue Star Certified!



Blue Star Certified Apartments Highlight Safe and Healthy Communities In the District - Hobby Area Management District

HADISTRICT.ORG

👤 469 people reached

Boost Post



HOBBY AREA DISTRICT

Twitter Metrics:

4.4K impressions over this 28-day period

Hobby Area District @HADistrict Have complaints, worries or comments on Houston area traffic and transportation? Your voice can help shape the future of the region. Upcoming public meetings, led by @HGACmpo, can be found here http://2045rtp.com/events-calendar.aspx ... #2045RTP pic.twitter.com/hHGEGcmkNJ	Impressions	931
	Total engagements	20
	Likes	7
	Link clicks	6
	Retweets	3
	Media engagements	2
	Profile clicks	2

Hobby Area District @HADistrict Little nugget of Texas history, y'all. https://twitter.com/HobbyAirport/status/978976029271314432	Impressions	265
	Total engagements	3
	Likes	3

March Website Report:

Pageviews for March 1-31, 2018

3,089

Pageviews

Last Month: 1,480

1:13

Avg. Session

Duration (min)



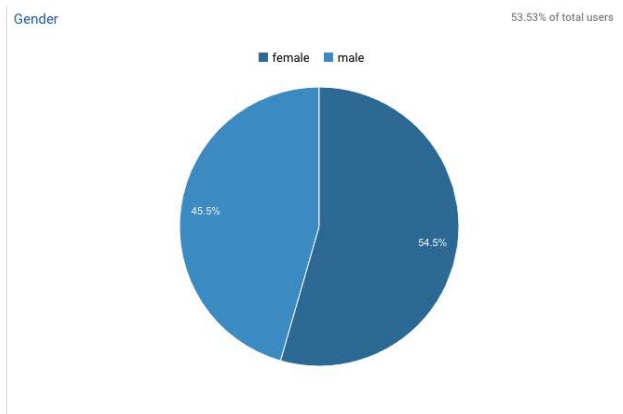
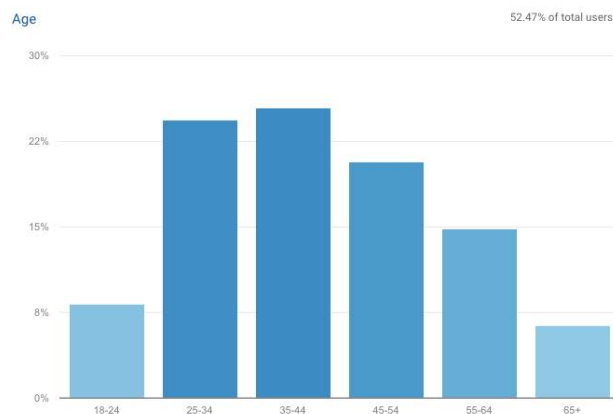


HOBBY AREA DISTRICT

Top 5 Most Viewed Pages

Home page	372
HobbyFest	339
A look ahead – 2018 in the Hobby Area District	181
Houston’s first botanic garden more than just a stroll in the park	158
HobbyFest Information	116

Visitor Information



➤ **Events**

○ **State of the District 2018 Report:**

- Attendees: 127
- Total Sponsorship: \$5,600
- Jet Aviation-Gold (\$750)
- Houston Airport System (\$750)-check pending
- SEAL-Silver (\$500)
- Scenic Houston-Silver (\$500)
- HAA-RCR-Silver (\$500)-check pending
- Clark Condon-Silver (\$500)
- Allen Boone Humphries-Silver (\$600)
- Gateway Ace-Silver (\$500)-paid CC
- SMC Logistics-Silver (\$500)
- DoubleTree (\$500)-check pending
- Individual Ticket Sales: \$450.00



HOBBY AREA DISTRICT

- o Event Expenses: Doubletree: \$7,781.90
- o Total Revenue: \$6,050.00
- o Cost of Event (Expenses Minus Revenue): \$1,731.90
- o Approved Event Budget: \$10,000
- o **HobbyFest 2018 Report:**
- o Event Date: Saturday, April 21, 2018. 10:00AM-4:00pm. 8402 Nelms St, Houston, TX 77061
- o Sponsors to-date:
 - o Houston Airport System-Kid's Activities-*approx. value-\$10,000* (PLATINUM)
 - o Houston Airport System (Staff Time)-*approx. value-\$10,000* (PLATINUM)
 - o World Duty Free Group-\$5,000 cash; est. \$23k in-kind donations and raffles. (PLATINUM)
 - o Signature Flight Support-Event Space (GOLD)
 - o Coca-Cola-official event beverage sponsor-est. value \$9,000 (PLATINUM)
 - 140 cases of water
 - Honest Tea
 - Coffee
 - Vico
 - Topo Chico
 - Assorted soft drinks
 - o Southwest Airlines (SILVER)
 - o Green Mountain Energy-\$1,000 cash
 - o Wing Aviation-\$2,500 cash
 - o Twisted Mister-\$250 cash
 - o Paradies-\$2,500 cash
 - o Texas FSS-\$1,500 cash. \$1,000 donated in janitorial services
 - o AIM-\$1,500
 - o BB&T-\$1,500
 - o SMC Logistics-\$1,000
 - o NSP-amount pending
 - o Powell-amount pending
 - o Gateway Ace-Keyur Amin-Propane for Food Trucks

TOTAL CASH SPONSORSHIPS: \$16,750

TOTAL IN-KIND SPONSORSHIPS: \$53,000

- o Booth Vendors to-date:
 1. Garden Villas Radio Station
 2. 1940s (outside)
 3. Monster (outside)



HOBBY AREA DISTRICT

4. Coca-Cola (outside)
 5. Green Mountain Energy
 6. Cabela's
 7. METRO (outside)
 8. AAA of Texas
 9. Gateway Ace
 10. ASCE Houston
 11. USO
 12. Wing Aviation
 13. Camp Hope
 14. McDonald's
 15. VCare-official First Aid for festival! Offering health screenings, glucose, blood pressure, also information regarding clinic services
 16. Texas FSS
 17. Broadway Perfect Dental
 18. HNTB US 290 Program
 19. AIM
 20. HPD
 21. Houston Botanic Garden
 22. UBreakiFix
 23. Scentsy
 24. Airline Replicas
 25. Sterling High School
 26. Baker-Ripley
 27. Verde Communities
 28. Inprint Poetry Buskers
 29. Organization of Black Aerospace Professionals
 30. Signature Flight Support
 31. BB&T
 32. X-Wireless
 33. SMC Logistics
 34. Hobby Rotary
- o Confirmed Activities To-Date:
- o Monster Truck
 - o Aviation Institute of Maintenance
 - o Disney Cars-4
 - o 1940s Air Terminal Museum Aircraft 3-4
 - o HPD and ARFF vehicles
 - o HAS Emergency Vehicle (no attendees allowed in this year)
 - o Boy Scouts: Aviation Merit Badge, Fire Safety Merit Badge, Crime Prevention Merit Badge and Emergency Preparedness Merit Badge



HOBBY AREA DISTRICT

- o MAC Princess Makeovers
- o Cotton Candy, Popcorn and Shaved Ice Vendor
- o 2-jumpy slides, 2-tattoo artists, 2-face painters, 1-Rockwall, 1-balloonist, mechanical bull
- o Lone Star P-17 Stearman
- o Mustang (pending Friedman)
- o McDonald's Ronald McDonald Car
- o SCA-Hot Rods and
- o Million Air-TBD
- o Marine aircraft-EFD
- o Centerpoint Truck
- o Various Statics from Signature Tenants
- o Confirmed Raffle Prizes to-date:
 - o Flight Safety Simulator
 - o MAC Cosmetics basket
 - o PGA basket
 - o Dylan's Candy basket
 - o Four Families Gift Cards
 - o Various electronics (Bluetooth speakers and headphones)
 - o 2 Designer Luggage sets
 - o Belkin gift basket
 - o Various brand liquor basket 21+
 - o Rocky Mountain Chocolate factory basket
 - o St. Arnold's gift basket valued at \$150
 - o Various designer men and women sunglasses
 - o Coca-Cola basket
 - o Desigual purse and wallet
 - o 3 Monster Drones
 - o Johnson Space Center gift basket
 - o PGS gift basket
 - o Kong Dog accessory basket
 - o Houston Astros Corporate Suite Tickets
 - o Alley Theatre Tickets (2)
 - o Sports Memorabilia Basket
 - o MC Sweets Basket
- o Goodie bag items (first 1,000 attendees will receive a goodie bag)
 - o Hobby District backpacks
 - o 2500 pixie sticks, DumDums, Warheads
 - o Keychains
 - o Pens



HOBBY AREA DISTRICT

- o Pencils
 - o HAD branded trinkets
 - o Coloring Sheets
 - o Jewelry
 - o Crayons
 - o Airheads
 - o Maze Cards
 - o Southwest Airline bears
 - o Cellphone sleeves
 - o Jason's Deli kids' food coupons
 - o 1000 Desigual 20% off coupons
- o Free Lunch Update: The first 1,000 attendees will receive a free food ticket at the tent located by the inflatable at the event entry. Food will be offered through the duration of the event as long as attendees have a ticket. Need to determine three separate ticket colors to be handed out that coordinated with each specific truck. Once free tickets for that specific truck are all handed out, that truck is available to sale food throughout the entire festival event. Food will be available from 11:00am to 3:30pm
 - o 3 Food Trucks:
 - o BBQ Plate: Brisket and sausage with potato salad and baked beans
 - o Taco Plate: 2 tacos (beef or chicken) served with rice and beans
 - o Burger or Chicken Sandwich served with fries
- o Ticket Allotment:
 - o Two trucks will be allotted 333 tickets and the remaining truck 334
 - o In order to facilitate guests of HobbyFest committee members and Hobby Area District Board members we will allocate 150 red food truck tickets. Each board member and committee member are allotted 4 tickets each. All other VIPs, sponsors, etc. will eat in the VIP/Sponsor/Volunteer/Event Staff tent
- o Media and PR
 - o Mayor Sylvester Turner and CM Robert Gallegos confirmed as attending (12:00noon arrival time)
 - o 365 Houston
 - o Facebook, Twitter, Instagram (also developing SnapChat filter for event day)
 - o Hadistinct.org website and lfy2houston.com
 - o Glenbrook Valley Newsletter
 - o Fox News
 - o HTownHappyHour.com - Things to Do in Houston
 - o Social in Houston
 - o Houston Mama



HOBBY AREA DISTRICT

- o Cavvy Savvy
 - o CW39
 - o SpinGo.com
 - o The Woodlands Breaking News
 - o Houston Heights News
 - o Breaking Houston News
 - o Montrose Breaking News
 - o Spring Tomball Breaking News
 - o Downtown Houston News
- o Scholarship Update: 6 students invited to present on Thursday, April 12th-5:00pm at the Hobby Area District Office.
 - o Cindy Castillo-University of Houston
 - o Jason Wright-Atascocita High School
 - o Sara Hammond-Sam Houston State University
 - o Olajumoke Omosebi-Texas Southern University
 - o Jakorrie White-Sterling High School
 - o Jennifer Guzman-Sterling High School
- o Scholarship Presentation Judges:
 - o Tai Nguyen-New South Parking
 - o Gina Trevino-World Duty Free Group
 - o Dennis Beedon-Twisted Mister Productions
 - o Caroline Schneider-HAS
 - o Mario Ramirez-HAMD
 - o Richard McCurley-HOU

S.E.A.L. Security

Hobby Area District

Incident Summary

2018

Incident:	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	YTD
Alarm	4	1	1										6
Animal	2	0	2										4
Arrest	1	2	0										3
Assault	1	3	1										5
Assistance	8	5	5										18
Burglary/Habitation	0	3	0										3
Burglary of Vehicle	0	4	0										4
Business Contacts*	7	32	904										943
Calls to Hotline	56	69	75										200
Constituent Contacts*	140	990	853										1983
CTW	1	5	1										7
Damage/Defacement	0	3	2										5
Disturbance/Noise	2	3	2										7
EMS	0	2	0										2
Information	5	0	1										6
Robbery	3	0	0										3
Solicitor	3	0	5										8
Suspicious Activity	3	1	3										7
Suspicious Person	12	18	16										46
Suspicious Vehicle	9	9	6										24
Theft	4	5	2										11
Vehicle Collision	0	1	1										2

**The Business and Constituent Contacts tallies are based on forms filed with incomplete data and thus are suspected to be vastly underreported.*

Hobby Area Management Hotline – 713.489.6300

Call the Hobby Area Management Hotline to report suspicious activity or anything that seems out of place.

HOBBY AREA MANAGEMENT DISTRICT
(HARRIS COUNTY IMPROVEMENT DISTRICT NUMBER NINE)
CITY OF HOUSTON HARRIS COUNTY, TEXAS

AGENDA MEMORANDUM

TO: Hobby Area Management District Board of Directors

FROM: Executive Director

SUBJECT: Agenda Item Materials

3. Receive an Update and Recommendations from the Marketing and Communications Committee
 - a. Consider a Resolution Changing the Name of the District from “Harris County Improvement District #9” to “Hobby Area District” as recommended by the Marketing and Communications Committee

RESOLUTION CHANGING THE NAME OF
HARRIS COUNTY IMPROVEMENT DISTRICT NO. 9

WHEREAS, Harris County Improvement District No. 9 (the "District") has been legally created by a special Act of the Texas Legislature and is a political subdivision of the State of Texas; and

WHEREAS, Section 375.096 (d), Texas Local Government Code, authorizes the District to change its name by resolution; and

WHEREAS, the District desires to change its name to "Hobby Area District"
Now, Therefore,

BE IT RESOLVED BY THE BOARD OF DIRECTORS OF HARRIS COUNTY
IMPROVEMENT DISTRICT NO. 9 THAT:

Effective upon approval hereof, the name of Harris County Improvement District No. 9 is hereby changed to "Hobby Area District." A copy of this Resolution shall be provided to the Texas Commission on Environmental Quality, the City of Houston, and all other regulation authorities.

PASSED AND APPROVED this 12th day of April, 2018.

Chairman, Board of Directors

ATTEST:

Secretary, Board of Directors

(SEAL)

CERTIFICATE FOR RESOLUTION

THE STATE OF TEXAS §
 §
COUNTY OF HARRIS §

I, the undersigned officer of the Board of Directors of Harris County Improvement District No. 9 hereby certify as follows:

1. The Board of Directors of Harris County Improvement District No. 9, convened in regular session on the ____ day of April, 2018, inside the boundaries of the District, and the roll was called of the duly constituted officers and members of the Board to-wit:

Danny R. Perkins	Chairman
Helen Bonsall	Vice Chairman
Todd Szilagyi	Director
Jesus H. Saenz, Jr.	Director
Ann Collum	Director
Sue DeHaven	Secretary
Keyur Amin	Director
Joe Ed Nelson	Director
Darryl Bailey	Director
Vic J. Zachary	Director
James Brown	Director

and all of said persons were present except Director(s) _____, thus constituting a quorum. Whereupon, among other business, the following was transacted at the meeting: a written

RESOLUTION CHANGING THE NAME OF
HARRIS COUNTY IMPROVEMENT DISTRICT NO. 9

was introduced for the consideration of the Board. It was then duly moved and seconded that the resolution be adopted, and, after due discussion, the motion, carrying with it the adoption of the resolution, prevailed and carried unanimously.

2. A true, full and correct copy of the aforesaid Resolution adopted at the meeting described in the above and foregoing paragraph is attached to and follows this certificate; that the Resolution has been duly recorded in the Board's minutes of the meeting; that the persons named in the above and foregoing paragraph are the duly chosen, qualified and acting officers and members of the Board as indicated therein; that each of the officers and members of the Board was duly and sufficiently notified

officially and personally, in advance, of the time, place and purpose of the aforesaid meeting, and that the Resolution would be introduced and considered for adoption at the meeting, and each of the officers and members consented, in advance, to the holding of the meeting for such purpose; that the meeting was open to the public as required by law; and that public notice of the time, place and subject of the meeting was given as required by Chapter 551, Texas Government Code, and Section 49.063, Texas Water Code.

SIGNED AND SEALED the ____ day of April, 2018.

(SEAL)

Secretary, Board of Directors

HOBBY AREA MANAGEMENT DISTRICT
(HARRIS COUNTY IMPROVEMENT DISTRICT NUMBER NINE)
CITY OF HOUSTON HARRIS COUNTY, TEXAS

AGENDA MEMORANDUM

TO: Hobby Area Management District Board of Directors

FROM: Executive Director

SUBJECT: Agenda Item Materials

4. Review the Economic Development Steering Committee's DRAFT Report on the Economic Development Strategic Plan Study and Provide Staff Direction or Take Other Action as Appropriate



HOBBY AREA DISTRICT STRATEGIC PLAN **DRAFT**

APRIL 10, 2018

Page 65 of 114



HOBBY AREA DISTRICT
Where New Things Are Taking Flight!



About the Strategic Plan & Target Industry Study

The Strategic Plan and Target Industry Study will guide the Hobby Area District's economic development efforts over the next five years, resulting in value-added and sustainable economic growth with a clear path toward increasing revenue and creating permanent jobs in the District. The strategic planning process entails three distinct phases:

Phase 1: Discovery

This phase of the project began with an in-depth review of existing studies to ensure the Strategic Plan and Target Industry Study are cohesive with other regional economic development efforts. The consulting team then conducted a thorough evaluation of the District's demographic and economic trends. In addition to examining quantitative data, the consulting team facilitated focus groups and interviews with over 60 regional stakeholders and conducted an online survey that received 114 responses. An inventory of capital and incentives was also conducted. Based on the results of the research, the consulting team developed a SWOT Analysis to summarize the strengths, weaknesses, opportunities, and threats in the District.

Phase 2: Target Industry Study

In Phase 2, the consulting team reviewed the District's overall business environment, including assets and challenges that affect how well target industries will perform. The consulting team provided an overview of potential industry clusters, sectors, and specific industries. The target list also considers the stage of development and provides a balance of entrepreneurship, retention, expansion, and recruitment opportunities.

Phase 3: Strategic Plan

The final phase of the strategic planning process begins with a unified vision for the District's future. Next, a series of goals and tactics are presented, providing recommendations on ways to improve the District's economic opportunities by building on strengths, addressing challenges, and growing its target industries. A timeline for implementation, task assignments, and metrics will be provided.

About this Report

The Strategic Plan begins with a unified vision for the District's future. Next, a series of goals and tactics are presented, providing recommendations on ways to improve the District's economic opportunities by building on strengths, addressing challenges, and growing its target industries. The report concludes with organizational recommendations for the Hobby Area District and an implementation plan that outlines timeline, task assignments, and metrics.

Project Partners

The Strategic Plan and Target Industry Study was developed by Avalanche Consulting and CDS in partnership with the Hobby Area District and local stakeholders.

Avalanche Consulting

Avalanche Consulting is the nation's premier economic development strategist. We are deeply driven to make a positive impact and seek clients who are equally inspired to energize their economies. Since it was established in 2005, Avalanche Consulting, Inc. has provided strategic planning services to more than 200 communities throughout the US. (www.AvalancheConsulting.com)

CDS

CDS Community Development Strategies was formed in 1971 for the purpose of providing professional market and economic research and consulting services. Specialties include market feasibility and market planning for real estate and economic development. We assist our clients in identifying opportunities and evaluating the conditions and trends that influence project feasibility, site location, design criteria, and financing. (www.CDSMR.com)

Hobby Area District

The Hobby Area District is a special purpose district created in 2007 by the Texas Legislature at the request of commercial property owners. It provides services and improvements to strengthen the District's local economy, enhance property values, and improve quality of place. (www.HADistrict.org)

Community Stakeholders

Development of the Strategic Plan and Target Industry Study included an online survey of over 114 participants, interviews and focus groups with more than 60 local stakeholders, and three 1.5-hour workshops with a 35-member project Steering Committee.

Steering Committee

Avalanche Consulting, CDS, and the Hobby Area District would like to thank the Steering Committee for helping inform and guide the development of this Strategic Plan and Target Industry Study. This group of stakeholders represents a wide swath of the District and helped ensure that the strategic plan reflects the perspectives of local residents and businesses.

Steering Committee Members

Keyur Amin, Gateway Ace Hardware
Darryl Bailey, Kingdom Counseling Services
Helen Bonsall, DoubleTree by Hilton
James Brown, Powell Industries
Ann Collum, Glenbrook Valley
Frances Dyes, East End Chamber of Commerce
Amanda Edwards, City of Houston
Peter Ellen, Amegy Bank of Texas
Robert Gallegos, City of Houston
Sylvia Garcia, Texas Senate
Sonny Garza, Tax Increment Reinvestment Zone #8
Lance Gilliam, Harris County Commissioner Precinct 1
John Gorczynski, Texas Senate
Karen Gregory, CenterPoint Energy

Allatia Harris, San Jacinto College
Cassie Jones, Baker-Ripley Neighborhood Center
Rogelio Marroquin, Houston Community College
Richard McCurley, Houston Airport System
Peter McStravick, Houston First
Joe Edd Nelson, Hobby Area District
Danny Perkins, ESC Polytech Consultants
Jeremy Pissell, Flight Safety International
Rita Pradier, Aviation Institute of Maintenance
Cheryl Widener, BB&T
Sherry Weesner, Scenic Houston
Josh Yaroudy, Atlantic Aviation
Vic Zachary, Southwest Airlines

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GOALS &
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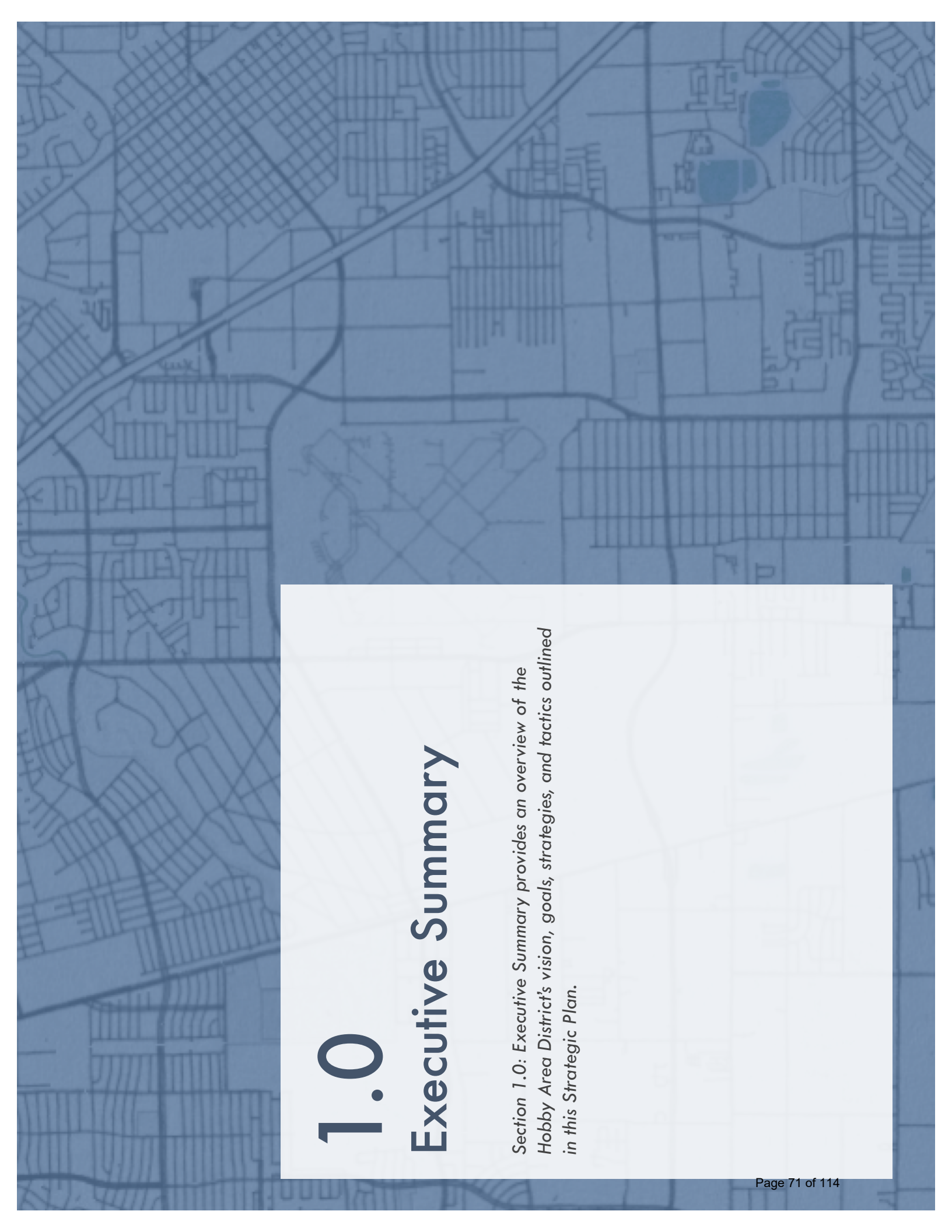
10

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1.0

Executive Summary

Section 1.0: Executive Summary provides an overview of the Hobby Area District's vision, goals, strategies, and tactics outlined in this Strategic Plan.

INTRODUCTION

The Hobby Area District is in a highly competitive location, centrally positioned in Houston, one of the nation's most thriving centers of global commerce. With Hobby Airport at its core and downtown Houston just minutes away, the accessibility and relative affordability that characterize the District provides an advantage that few other places can offer. However, the District needs strategic investments for it to fully leverage its competitive location.

Improving the Hobby Area District's image is paramount to successfully recruiting and retaining businesses. Specifically, **improving crime and safety** is a top priority for District stakeholders. When asked what one action would radically improve the District, survey respondents cited increasing safety and security most often. Similarly, **elevating the overall aesthetics** of the District via design standards and beautification initiatives will further improve the image of the community as an attractive destination to live and work.

District's strategic location and robust infrastructure allow businesses to easily connect to the Houston region, US, and world. **Building upon and maintaining this infrastructure** is key to recruiting, expanding, and retaining target industries in the District. Connection is also an important characteristic for residents. Stakeholders cited the need for a dedicated community gathering space and other avenues that **foster a sense of community** in the District.

The District is in close proximity to acclaimed educational institutions, including Houston Community College, San Jacinto Community College, Texas Southern University, and University of Houston. However, high rates of poverty and relatively low educational attainment levels in the District illustrate that residents are not connected to educational offerings in the region. **Providing opportunities for residents to obtain in-demand skills**, starting at the PreK-12 level, will raise overall prosperity in the District for residents and businesses alike.

(continued)

INTRODUCTION

A key role of the Hobby Area District is leading business recruitment, retention, and expansion activities. These activities ultimately create a more prosperous community by increasing revenue and creating permanent jobs in the District. Formalize **business retention and expansion (BRE) activities** and **invest in dedicated internal and external marketing campaigns**. Successful economic development marketing initiatives must begin at home. Having a dedicated internal marketing strategy is just as important as promoting the District to external audiences. **Celebrating the rich history of the District through a storytelling campaign** in conjunction with external marketing campaigns will further enhance the District's image.

The Hobby Area District must **convene and communicate with key partners** across the District, City, and Houston region to effectively leverage opportunities and address challenges. This Strategic Plan cannot be implemented by the Hobby Area District alone. A **collective impact approach**, in which leaders from various sectors can convene and take action around shared goals, will allow the District to make an even greater impact as it grows into a thriving, prosperous destination for residents and businesses alike.

EXECUTIVE SUMMARY

VISION: The Hobby Area District is a connected and competitive community where businesses and residents thrive.

GOAL 1: ATTRACTIVE

The Hobby Area District is a safe and attractive destination for businesses and residents.

- 1.1 Improve overall aesthetics of the District through infrastructure improvements and beautification initiatives.
- 1.2 Improve real and perceived safety in the District.
- 1.3 Increase quality housing options in the District.

GOAL 2: CONNECTED

The Hobby Area District is connected by robust infrastructure and a strong sense of community.

- 2.1 Invest in infrastructure improvements that enhance connection in the District, including roads, rail, and broadband.
- 2.2 Invest in catalyst projects identified in the Livable Centers Study that create a sense of community and serve target industry needs.

GOAL 3: TALENTED

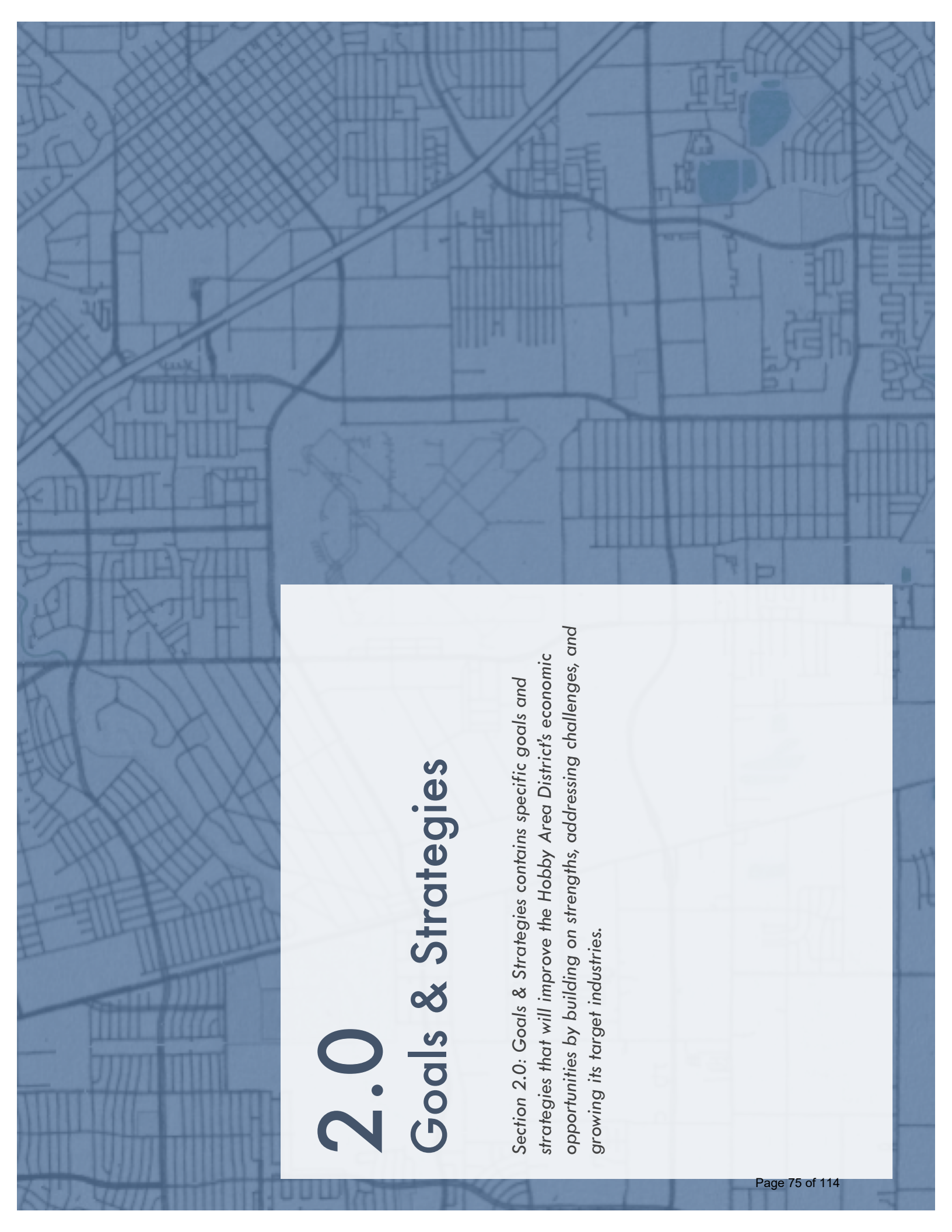
The Hobby Area District boasts a skilled and prosperous workforce.

- 3.1 Further align education programs with target industry needs.
- 3.2 Connect residents with resources that will help them gain in-demand skills.

GOAL 4: CELEBRATED

The Hobby Area District is recognized as a desirable place to live and work.

- 4.1 Expand the District's business retention and expansion (BRE) program.
- 4.2 Develop a storytelling initiative that generates civic pride in the District.
- 4.3 Craft a dedicated external marketing campaign to attract target industries to the District.



2.0

Goals & Strategies

Section 2.0: Goals & Strategies contains specific goals and strategies that will improve the Hobby Area District's economic opportunities by building on strengths, addressing challenges, and growing its target industries.

GOAL 1: ATTRACTIVE

GOAL 1: The Hobby Area District is a safe and attractive destination for businesses and residents.

Improving crime and safety in the District is a top priority for stakeholders. When asked what one action would radically improve the District, survey respondents cited increasing safety and security most often. Similarly, improving overall aesthetics of the District via design standards and beautification initiatives will improve the image of the community as an attractive destination to live and work.

Strategy 1.1: Improve overall aesthetics of the District through infrastructure improvements and beautification initiatives.

Recommended Partners: TXDOT, City of Houston, Harris County, Scenic Houston, Houston First, Local Employers, Houston Botanic Garden, Trees for Houston

- Repair and maintain roads throughout the main corridors of the District.
 - Build on the success of the Broadway Street redevelopment to revitalize other corridors in the District. Prioritize high-traffic corridors that serve as gateways to the District, such as Airport Boulevard and Telephone Road. In addition to roadway repairs, consider aesthetic improvements such as landscaping and burying utility lines as well as pedestrian access via sidewalks and bike lanes.
 - Create a program that brings together management districts, Scenic Houston, Houston First, and other partners that can leverage funding from TXDOT to invest in landscaping and trash pickup along major corridors. Add and extend Scenic Districts along key corridors.
 - Invest in signage that helps distinguish the Hobby Area District as a gateway to Houston along major corridors. Follow guidelines outlined in the Livable Centers Study.

GOAL 1: ATTRACTIVE

- Incentivize redevelopment of blighted properties and maintenance of existing storefronts and businesses throughout the District.
 - Develop design standards for signage and façade improvements. Provide general property maintenance guidelines to all businesses in the District.
 - Enact a policy that provides TIRZ funding to those who follow the design standards and property maintenance guidelines.
 - Work with the City to acquire blighted properties near Sims Bayou that could be redeveloped as park space or used for flood mitigation.

Strategy 1.2: Improve real and perceived safety in the District.

Recommended Partners: Houston Police Department (HPD), City of Houston, SEAL Security, Harris Constable Precinct #1, Civic Clubs

- Work with local representatives to advocate for increased Houston Police Department (HPD) presence in the District. Continue contracting with a third-party security service to supplement HPD presence.
- Continue participating in HPD programs that remove homeless encampments and provide those in need of shelter and other social services with assistance.
- Work with the City of Houston and HPD to eliminate spaces that harbor criminal activity.
- Support and publicize HPD's Positive Interaction Program (PIP).

GOAL 1: ATTRACTIVE

Strategy 1.3: Increase quality housing options in the District.

Recommended Partners: City of Houston, Private Developers

- As infrastructure improvements are made throughout the District, share opportunities with private developers to incentivize new high-quality developments, such as mixed-use residential opportunities within the Bellfort Station catalyst project outlined in the following section.
- Work with HPD to implement a Blue Star Multi-Housing Program in apartment complexes in the District.
- Create an “Apartment Life” initiative as part of the District’s Public Safety Committee. Programs can include job fair and career assistance programs, health and safety seminars, tips about marketing apartment complexes on social media, and information about the property maintenance guidelines outlined above.

BEST PRACTICES

Princeton, Kentucky's "Let's Paint the Town!"

Princeton, Kentucky's "Let's Paint the Town!" project was a historic preservation and downtown revitalization effort. The objectives were to enhance the downtown historic area, promote an appreciation for preservation, and stimulate economic development. The effort was achieved through donated funds and volunteer labor. Over 6,000 volunteer hours were clocked, 50 downtown businesses were restored and over 120 sponsors donated over \$65,000 to the effort. The project not only cleaned up the downtown area, but also enhanced civic pride by engaging volunteers to participate in the revitalization process. Foot traffic increased downtown, which subsequently increased investment interest. The project was recognized at the National Main Streets Conference as one of the "25 Great Marketing Ideas" in the country.

Hamilton, Ohio, Consortium for Ongoing Reinvestment Efforts

The City Manager of Hamilton, Ohio, has led the charge to fund quality of life improvements through the Consortium for Ongoing Reinvestment Efforts (CORE), a \$6.2 million public-private redevelopment non-profit funded by the Hamilton Community Foundation, the City of Hamilton, First Financial Bank, and US Bank. By leveraging a variety of financial tools and pulling from a pool of capital, the CORE Fund maximizes results and minimizes risk on its investment. More than \$130 million has been invested by public and private sectors in Hamilton since 2010. Projects includes Art Space Hamilton, Mercantile Lofts renovation, Community First Solutions (a health and wellness services provider), The Mill business incubator, 17 neighborhood initiatives, and the demolition of 130 blighted buildings. This resurgence has resulted in developers investing in Hamilton without assistance from the CORE Fund, creating a sustainable future for the city.

GOAL 2: CONNECTED

GOAL 2: The Hobby Area District is connected by robust infrastructure and a strong sense of community.

The District's strategic location and robust infrastructure allow businesses to easily connect to the Houston region, US, and world. Building upon and maintaining this infrastructure is key to recruiting, expanding, and retaining target industries in the District. Connectivity is an important characteristic for residents and stakeholder, which cited the need for a dedicated community gathering space and other avenues that foster a sense of community in the District.

Strategy 2.1 Invest in infrastructure improvements that enhance connection in the District, including roads, rail, and broadband.

Recommended Partners: TXDOT, Gulfgate TIRZ, City of Houston, Harris County, CenterPoint Energy/Utility Partners, Hobby Airport, Local Employers, METRO, Broadband Providers

- Advocate for repair and maintenance of roads throughout the District.
 - Form a "Connected" Task Force of key partners that can advocate for infrastructure investments in the District.
 - Conduct feasibility studies of key corridors to determine estimated cost and priority of repairs. Share findings with local government representatives to assist with advocating for funding from TXDOT.
 - Develop a unified plan prioritizing infrastructure investments, such as addressing flooding concerns at major corridors. Communicate this investment and maintenance plan with residents and businesses in the District. For example, coordinate timing of repairs with utility partners to avoid digging up newly paved roads.
 - Consider advocating for heavy haul designation to divert truck traffic away from main thoroughfares while ensuring roads can support the heavy loads of truck traffic.

GOAL 2: CONNECTED

- Continue to advocate to extend the METRO purple rail line to Hobby Airport, further connecting the District to the rest of the Houston region.
- Work with local broadband providers to upgrade Wi-Fi access throughout the District. Ensure broadband infrastructure is considered when planning for new developments, such as the Bellfort Station project.
- Work with public works entities in the City to maintain drainage systems to prevent flooding, address flood plain restrictions, and meet water retention requirements.

Strategy 2.2 Invest in catalyst projects identified in the Livable Centers Study that create a sense of community and serve target industry needs.

Recommended Partners: Private Developers, Local Businesses, Residents, City of Houston, Corporate Philanthropists, Community Foundations

- Conduct a market analysis for Bellfort Station to determine demand for potential uses of this catalyst project. Determining the best mix of offerings at Bellfort Station will ensure the area can be self-sustaining and spur additional private investment rather than being fully funded by the District.
 - Long term, follow a similar approach to other catalyst projects outlined in the Livable Centers Study, such as the Industrial Hub and Walkable Broadway.
- In addition to retail, residential, and business space, ensure future catalyst projects include a dedicated community gathering space to help foster a stronger sense of community in the District.
 - Utilize retail leakage data to market the District as a desirable location for restaurant and retail offerings.
 - Consider establishing a farmers market in the District that offers affordable produce and community events.
 - Explore the feasibility of relocating the Harbach-Ripley Neighborhood Center to a more central location in the District.

GOAL 2: CONNECTED

- Take target industry needs into consideration when evaluating potential use of catalyst projects.
 - Consider including a makerspace as part of the Industrial Hub development to serve Advanced Manufacturing firms.
 - Consider including modern, high-quality office space in developments on Broadway Street and/or Airport Boulevard that can serve Professionals Services firms.

Mueller Development in Austin, TX

Many mixed income communities, such as the Mueller development at Austin's old airport, have become highly successful and sought-after communities. The Robert Mueller Municipal Airport Reuse Plan was executed by a private-public partnership between the City of Austin and Catellus Development Group. It revitalized the entire neighborhood, including the addition of park space, retail, restaurants, and a weekly farmers market. Events are hosted under the old airport hangar throughout the year, creating a distinct sense of community. The Mueller development has attracted an influx of private development to the area, further enhancing quality of life for everyone in the community.

Heath Hub in Heath, TX

Heath Hub is an upcoming entertainment and restaurant venue in Heath, TX that is being spearheaded by the Heath Economic Development Corporation (HEDC) and Heath Municipal Benefits Corporation (HMBC). Heath City Council approved an Economic Development Assistance Agreement in December 2016 to help fund the project. Heath Hub will occupy 2.5 acres of land and include a unique restaurant concept, outdoor gathering space, and plentiful parking. The Economic Development Assistance Agreement allows the HEDC and HMBC to contribute \$500,000 during key phases of development, which will ultimately cost approximately \$5 million. Heath Hub will pay back the HEDC and HMBC 1.5% of net sales from the businesses operating at the premises until a total amount of \$250,000 is reached. Additionally, the City, HEDC, and HMBC will receive revenue from sales and property taxes. Heath Hub will be a unique entertainment destination for Heath residents and is projected to create 120 jobs with a monthly payroll of \$200,000.

GOAL 3: TALENTED

GOAL 3: The Hobby Area District boasts a skilled and prosperous workforce.

The District is in close proximity to acclaimed educational institutions, including Houston Community College, San Jacinto Community College, Texas Southern University, and University of Houston. However, high rates of poverty and relatively low educational attainment levels in the District illustrate that residents are not connected to educational offerings in the region. Providing opportunities for residents to obtain in-demand skills, starting at the PreK-12 level, will raise overall prosperity in the District for residents and businesses alike.

Strategy 3.1 Further align education programs with target industry needs.

Recommended Partners: Local School Districts, Higher Education Representatives, Workforce Developers, HR Representatives from Local Employers, Nonprofits

- Assemble a “Talented” Task Force to convene educators, employers, workforce developers, and other talent-related stakeholders.
 - Create a formal communication system between employers and educators, including PreK-12 and higher education representatives.
- Generate awareness of existing education programs that are successfully meeting local employers’ workforce needs.
- Identify gaps in program offerings to determine what new programs and curriculum should be created to address current and future workforce needs.
 - Meet with local PreK-12 schools to identify basic curriculum and resource needs.
 - With the growing use of technology across a variety of sectors, future workforce needs will rely heavily on STEM skills. Ensure STEM programs are continuously being developed and adapted to target industry needs across PreK-12 and higher education offerings in the District.
 - Encourage the integration of soft skills training across PreK-12 and higher education curriculum.

GOAL 3: TALENTED

- Encourage the expansion of apprenticeship programs that can be customized to target industry needs.
 - Use the “Talented” Task Force as a platform to connect employers to resources about creating and funding new apprenticeship programs.
- Host a District-wide career fair each semester that connects students with local job opportunities.
- Consider establishing a virtual “career center” that markets job openings for local employers in the District.

Strategy 3.2 Connect residents with resources that will help them gain in-demand skills.

Recommended Partners: BakerRipley, Other Local Nonprofit Organizations, Churches, Libraries, Local School Districts, Community Colleges, Trade Unions, Local Employers

- Connect residents with local and regional programs related to early childhood education, child care services, nutrition, and transportation, such as the BakerRipley and Collaborative for Children.
 - Distribute information about these services in locations that reach District residents, such as via local nonprofits, libraries, and churches, to name a few.
- Conduct an awareness-building initiative throughout PreK-12 schools to provide information about career opportunities in the District.
 - Establish a mentoring program that connects local employers with middle and high school students. Employers can visit local schools to educate students about job opportunities, provide one-on-one coaching, and deploy hands-on learning activities.

GOAL 3: TALENTED

- Raise awareness of employment opportunities with skilled trade unions. Partner with trade unions to bring training into the District at local PreK-12 schools or community centers.
- Utilize resources available on www.UpSkillHouston.org, an online tool used by the region to change perceptions and improve awareness about middle-skills careers across Greater Houston.

BEST PRACTICES

Upstate SC Alliance STEAM Mentor Program

The Upstate SC Alliance developed a mentor program at a local middle school to increase students' interest in STEAM subjects and expose them to careers in manufacturing and engineering. Rather than just inviting manufacturers to Career Days, they created a hands-on and immersive experience to create a lasting impression. The program began with a Mentor Fair in which representatives from twelve local companies set up booths similar to a Career Fair format, except it was the sixth grade students who selected the company they wanted to work with. Projects were then developed that reflected real-world scenarios in their industry. Company mentors worked with their group of students on the project four times during the school year. The projects incorporated many different roles and career types that are present in modern manufacturing, including research, design, finance and management. Each project taught students how all the functions come together and how to work towards a common goal. The program was successful at engaging students and creating a better understanding of careers in manufacturing and engineering.

CodeON Charleston

CodeON Charleston is a coding program that provides basic tech education to kids age 8 to 10 in a low-income, underserved neighborhood of Charleston, SC. It operates in Laundry Matters, the only laundromat in walking distance for residents. A portion of the facility was turned into a community center due to its easy access. Laptops, tablets, and Wi-Fi routers were donated by local tech companies, whose employees also volunteer to teach. Establishing CodeON in Laundry Matters has been a successful way to build trust in the neighborhood and provide access to tech education to young students.

GOAL 4: CELEBRATED

GOAL 4: The Hobby Area District is recognized as a desirable place to live and work.

A key role of the Hobby Area District is leading business recruitment, retention, and expansion activities. Expanding the District's capacity to serve local employers by formalizing business retention and expansion (BRE) activities and investing in a dedicated external marketing campaign will ultimately create a more prosperous community by increasing revenue and creating permanent jobs in the District. That being said, successful economic development marketing initiatives must begin at home. Having a dedicated internal marketing strategy is just as important as promoting the District to external audiences. Celebrating the rich history of the District through a storytelling campaign in conjunction with external marketing campaigns will further enhance the District's image.

Strategy 4.1 Expand the District's business retention and expansion (BRE) program.

Recommended Partners: Local Employers, Greater Houston Partnership

- Expand the District's business ambassador program, H2O: Hobby to Opportunity in order to connect with a broader group of employers in the District.
 - Connect with employers in person. Develop a site visit and meeting calendar that allows District staff to consistently meet with local businesses.
 - Conduct an annual survey of businesses to better understand their needs.
 - Consider investing in a sales management tool that will help track touch points with existing businesses and prospects.
- Host events to foster connections and networking across the District.
 - Host quarterly networking events to educate businesses about the Hobby Area District's mission and services. Include creative additions to the events, such as a gift basket raffles that include Hobby Area District promotional items and local business offerings.

GOAL 4: CELEBRATED

- Continue hosting an annual State of the District event. Consider adding a business appreciation component to celebrate local employer success.
- Invite local businesses to sponsor or host these events.
- Utilize Greater Houston Partnership's BRE resources to compliment the activities of the District.
- Raise awareness of entrepreneurial and small business resources in the region. Consider establishing a networking group dedicated to entrepreneurs and small businesses in the District.

Strategy 4.2 Develop a storytelling initiative that generates civic pride in the District.

Recommended Partners: Residents, Local Employers, Property Owners, Civic Clubs, Churches, Schools, Rotary Clubs, Hobby Airport, East End Chamber

- Educate the community about the role of the Hobby Area District, such as who the District is, what the organization does, and how it serves the community.
 - Promote success stories in the District that the community may not be aware of, such as business recruitment, expansion, and startup announcements; unique attractions such as mini-murals; and new developments such as the Vibe Hobby coworking space.
 - Develop a media kit that can be shared with District partners, such as property owners and local employers.
- Provide a platform for residents to share positive stories about the District, such as through its social media platforms.
 - Kick off the campaign by celebrating the stories shared through the citizen survey.
 - Use a campaign hashtag to track stories, such as #HappyHobby.

GOAL 4: CELEBRATED

- Establish a “Celebrated” Task Force that will help spearhead the storytelling campaign. Ask Task Force members to share their own stories on social media and recruit their networks to do the same.
- Continue successful community engagement events such as HobbyFest.
 - Ask residents to share their pictures of HobbyFest on social media using the campaign hashtag.
 - Capture photographs and video testimonials during HobbyFest that can be used in marketing materials.

Strategy 4.3 Craft a dedicated external marketing campaign to attract target industries to the District.

Recommended Partners: Greater Houston Partnership, Team Texas

- Invest in a website update for the Hobby Area District.
 - Issue an RFP to hire a website developer. Consider working with a Houston-based designer/developer.
 - Develop intuitive navigation for the website that makes it easy for target audiences to find key information. Consider main navigation pages such as About the District, Business Assistance, Data, Available Real Estate, and Target Industries.
 - Hire a photographer and videographer to capture photos and video testimonials from primary employers in the District.
 - Update marketing content to reflect the sales messages outlined in the Target Industry Study. Create dedicated pages for each target industry. Include information such as top employers, key datasets and competitive advantages, workforce and training programs that support each industry, and available sites and buildings.

GOAL 4: CELEBRATED

- Develop social media campaigns for each target industry.
 - Continue utilizing Twitter and Facebook. Consider adding a LinkedIn company page for the District to share target industry-related updates and connect with key decision-makers.
 - Coordinate social media campaigns in conjunction with events such as HobbyFest, inbound events/familiarization tours, and outbound mission trips/events.
- Generate earned media for the District. Distribute press releases to regional and national publications, such as Houston Business Journal, Area Development, and Site Selectors Magazine.
 - Partner with organizations such as Greater Houston Partnership and Hobby Airport on media relations activities.
- Participate in inbound events and familiarization tours hosted by Greater Houston Partnership and Texas Office of Economic Development and Tourism that are aligned with the District's target industries.
 - When developing itineraries for inbound events and familiarization tours, coordinate with Greater Houston Partnership to schedule one-on-one meetings with target industry decision-makers in the District.
 - Host inbound events with real estate and development organizations such as NAIOP to highlight properties and development opportunities in the District.
 - Leverage the FBOs located in the District to conduct aerial tours of the Houston region.
 - Arm local hotels with information for guests staying in the District, such as restaurant offerings, hike and bike trails, or attractions such as the 1940 Air Terminal Museum, Houston Botanic Garden, or a self-guided mini-murals tour.

GOAL 4: CELEBRATED

- Attend select mission trips, conferences, and trade shows that are aligned with the District's target industries. Leverage partnerships with Greater Houston Partnership and Team Texas.
 - Consider investing in the \$5,000 Team Texas Marketing Package for sponsorship and event attendance opportunities.
 - Participate in events with Team Texas that are aligned with the District's target industries such as the Advanced Design & Manufacturing Expo, MRO Americas, IMTS Conference & Expo, and FabTech Conference & Expo.
 - Participate in events that allow the District to directly connect with site consultants, such as Southern Economic Development Council Meet the Consultants events and Team Texas road shows.

EVALUATING EVENT ATTENDANCE

Establish a system for evaluating an event's return on investment and adjust schedules each year based on your findings. Sample metrics include:

- ✓ We acquired the attendee list and contact information for attendees.
- ✓ The location of the event is in a target market geography.
- ✓ The event was attended by decision-makers (versus other economic development professionals or marketing/sales representatives).
- ✓ We met one-to-one with top executives and decision-makers.
- ✓ The event directly generated leads or prospects.
- ✓ Speakers and exhibits expanded our team's knowledge of the industry, making us better at communicating with industry executives.
- ✓ We generated publicity while we were at the event.
- ✓ There were unique sponsorship or marketing opportunities to help the District stand out.
- ✓ The event was not prohibitively expensive.

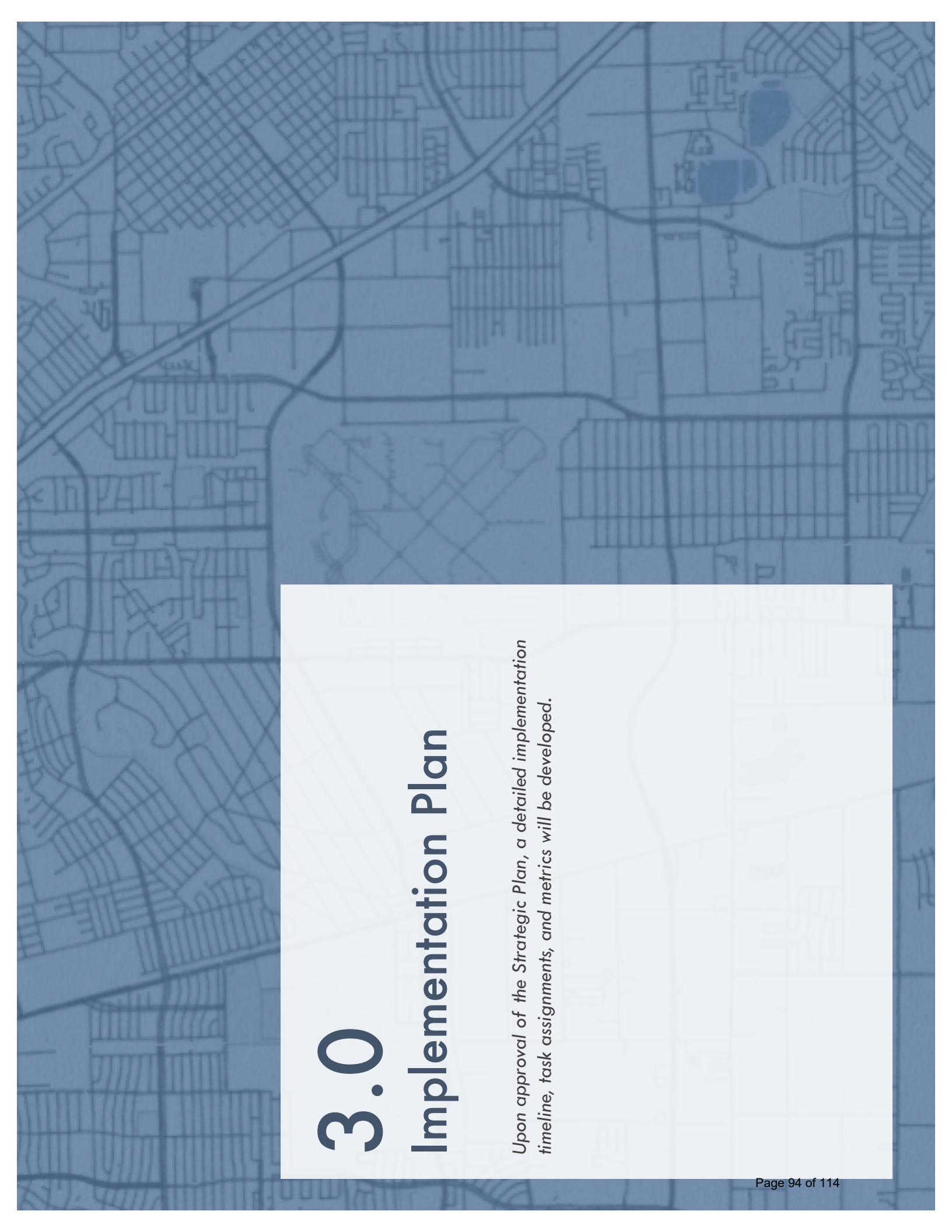
BEST PRACTICES

Greater Richmond Partnership Business First

Business First is a collaborative initiative between the Greater Richmond (VA) Partnership and local governments. It embraces a customer service focus in which businesses share their opportunities and concerns through a formal, shared survey questionnaire. The information is then shared in a process at alerts organizations in the region (e.g., utilities, developers, educators, public office holders) when a company has a need that could jeopardize its presence in the region. This allows the Greater Richmond Partnership to proactively address business needs.

Charleston Regional Development Alliance

The Charleston Regional Development Alliance (CRDA)'s newly designed website is visually appealing, easy to navigate, and highlights the region's assets in a compelling way. Designed with target audiences in mind, the website includes dedicated pages for each industry. A combination of key sales messages, powerful statistics, imagery, and video help CRDA make a compelling case for the Charleston region as a location for its target industries. The website provides key information for businesses, such as workforce data, available land and infrastructure, and tax information. It also provides information about living in the region, including lifestyle amenities, education, and housing. In 2016, CRDA won an IEDC Silver Excellence in Economic Development Award for its redesigned website.



3.0

Implementation Plan

Upon approval of the Strategic Plan, a detailed implementation timeline, task assignments, and metrics will be developed.

Implementing the recommendations outlined in this Strategic Plan will require increased operational capacity for the Hobby Area District. However, this Strategic Plan cannot be implemented by the District alone. A collective impact approach, in which leaders from various sectors can convene and take action around shared goals, will allow the District to make an even greater impact as it grows into a thriving, prosperous destination for residents and businesses alike.

HOBBY AREA DISTRICT OPERATIONS

Hire at least two additional staff for the Hobby Area District.

- Hire an Administrator role that can support staff, allowing the Executive Director, Director of Community and Economic Development, and Director of Communications, Public Affairs and Support Services to focus on their key roles and responsibilities.
- Hire a Field Services role that can assist the Director of Community and Economic Development with business retention and expansion (BRE) and business recruitment activities.

Continue existing board committee activities.

- Continue to ask board members to participate on board committees. Board committees should be operationally-focused and open for board member participation.
- Continue activities of the four current board committees: Public Safety, Economic Development, Community Development, and Marketing and Public Affairs.

TASK FORCES

Assemble task forces that can address initiatives requiring broader community collaboration.

- Task forces should be volunteer-based and organized around key initiatives outlined in this Strategic Plan. We recommend forming task forces around the four goals of this Plan: Attractive, Connected, Talented and Celebrated.
- The Hobby Area District can serve as a convener for task forces. Identify key partners and experts across various sectors to serve on each task force. The recommended partners outlined in each strategy provides an example of the types of representatives that should be considered for each task force.
- During initial task force meetings, identify ways to leverage existing programs, strengthen partnerships, and deploy shared resources.

Establish consistent lines of communication across key partner organizations.

- When convening task forces, include educational programming that covers top issues, priorities, and opportunities about each topic. Invite subject matter experts to provide additional background information. For example, have a TXDOT representative speak about upcoming transportation projects in the District during a Connected Task Force meeting or a community college representative and employer speak about a successful apprenticeship program during a Talented Task Force meeting. This will help task forces make decisions using a shared information platform, create a sense of urgency, develop a shared mission, and build a consistent line of communication needed for successful collaboration.
- Share updates on progress through the Hobby Area District's marketing tools, such as press releases, blog posts, and social media posts to celebrate wins and keep the community updated. Similarly, celebrate accomplishments during the annual State of the District meeting.

IMPLEMENTATION METRICS

Implementation metrics monitor whether action items contained in the Strategic Plan are completed in a timely manner. When tasks are completed, the Hobby Area District can place a checkmark next to each item in the supplemental implementation tables. At the end of every year, adjust the timing for each tactic as needed. The lifespan of an economic development strategic plan is typically five years. At that point, target industries should be re-evaluated and the overall course of action refreshed.

ECONOMIC PERFORMANCE METRICS

Economic performance metrics track outcomes and indicate the local economy is healthy and growing. They include:

OVERALL ECONOMIC DEVELOPMENT ACTIVITY

- Number of qualified leads
- Number of prospect visits
- Number of won projects
- Total new jobs created
- New jobs created by target industry
- Total capital investment
- Capital investment by target industry

(continued)

GOAL 1: ATTRACTIVE

- Residential & commercial property values
- Number of available housing units
- Property & violent crime rates

GOAL 2: CONNECTED

- Transportation-related capital improvement expenditures
- Commute times
- Satisfaction rating for roadway quality/congestion (utilize annual employer survey recommended on page 23)

GOAL 3: TALENTED

- Total population growth
- Population growth ages 25-44
- Educational attainment rates
- Unemployment rate
- Household income growth
- Pre-K-12 school rankings

GOAL 4: CELEBRATED

- Number of visits to HAD website
- Average length of stay by visitors on HAD website
- Number of social media followers
- Frequency of campaign hashtag (#) mentions
- Number of positive HAD media mentions
- Number of qualified leads generated by targeted marketing campaigns

The following timeline is a preview of projects the District and its partners can undertake in Year 1. Upon approval of the Strategic Plan, a full 5-year timeline of projects will be created. This will be supported by detailed implementation tables that outline each strategy, lead and partner organizations, timeline, and metrics.

PRE-IMPLEMENTATION: MONTHS 1-3

Task forces should be assembled before the District begins full implementation of this Strategic Plan. This “pre-implementation” step will take approximately three months to complete.

- Assemble four Task Forces: Attractive, Connected, Talented, Celebrated.
- Select one initiating project for each Task Force. Identify project co-chairs that can move each project forward.
- Determine next steps for each project, including stakeholders that should participate, project milestones, and resources needed.
- Host initial Task Force meetings that outline immediate next steps. Include educational programming that is project-specific to ensure the task force is working from the same information platform.

YEAR 1 PROJECTS

The following projects are suggested for the first year of implementation.

ORGANIZATION

- Hire Administrator and Field Services role to support District staff.

(continued)

GOAL 1: ATTRACTIVE

- Create a program that brings together management districts, Scenic Houston, Houston First, and other partners that can leverage funding from TXDOT to invest in landscaping and trash pickup along major corridors.
- Work with local representatives to advocate for increased Houston Police Department (HPD) presence in the District. Continue contracting with a third-party security service to supplement HPD presence. Continue participating in HPD programs outlined on page 12.

GOAL 2: CONNECTED

- Under the guidance of the “Connected” Task Force, conduct feasibility studies of key corridors to determine estimated cost and priority of repairs.
- Continue to advocate to extend the METRO purple rail line to Hobby Airport, further connecting the District to the rest of the Houston region.
- Conduct a market analysis for Bellfort Station to determine demand for potential uses of this catalyst project.
- Work with public works entities in the City to maintain drainage systems to prevent flooding, address flood plain restrictions, and meet water retention requirements.

GOAL 3: TALENTED

- Create a formal communication system between employers and educators via the “Connected” Task Force.
- Connect residents with local and regional programs related to early childhood education, child care services, and transportation.

GOAL 4: CELEBRATED

- Expand the District’s business ambassador program, H2O: Hobby to Opportunity in order to connect with a broader group of employers in the District. Host events to foster connections and networking across the District. Utilize Greater Houston Partnership’s BRE resources to compliment the activities of the District.
- Educate the community about the role of the Hobby Area District. Provide a platform for residents to share positive stories about the District. Continue successful community engagement events such as HobbyFest.

YEAR 2 PROJECTS

GOAL 1: ATTRACTIVE

- Develop design standards for signage and façade improvements. Provide general property maintenance guidelines to all businesses in the District.
- Create an “Apartment Life” initiative as part of the District’s Public Safety Committee.

GOAL 2: CONNECTED

- Develop a unified plan prioritizing infrastructure investments, such as addressing flooding concerns at major corridors. Share findings of feasibility studies of key corridors with local government representatives to assist with advocating for funding from TXDOT.
- Upon completion of the Bellfort Station market analysis, identify opportunities to fulfill target industry and community needs in future catalyst projects.

GOAL 3: TALENTED

- Identify gaps in program offerings to determine what new programs and curriculum should be created to address current and future workforce needs.
- Encourage the expansion of apprenticeship programs that can be customized to target industry needs.

GOAL 4: CELEBRATED

- Invest in a website update for the Hobby Area District.
- Continue BRE & internal marketing activities.

YEAR 3 PROJECTS

GOAL 1: ATTRACTIVE

- Invest in signage that helps distinguish the Hobby Area District as a gateway to Houston along major corridors.

GOAL 2: CONNECTED

- Work with local broadband providers to upgrade Wi-Fi access throughout the District.
- Continue advocacy efforts for repair and maintenance of roads throughout the District.
- Continue moving forward with the Bellfort Station catalyst project based on market analysis findings.

GOAL 3: TALENTED

- Conduct an awareness-building initiative throughout PreK-12 schools to provide information about career opportunities in the District.
- Continue convening the “Talented” Task Force to ensure educational programs are aligned with employer needs.

GOAL 4: CELEBRATED

- Develop social media campaigns for each target industry.
- Generate earned media for the District. Distribute press releases to regional and national publications.
- Participate in inbound events and familiarization tours hosted by Greater Houston Partnership and Texas Office of Economic Development and Tourism that are aligned with the District’s target industries.
- Attend select mission trips, conferences, and trade shows that are aligned with the District’s target industries.
- Continue BRE & internal marketing activities.

YEAR 4 PROJECTS

GOAL 1: ATTRACTIVE

- As infrastructure improvements are made throughout the District, share opportunities with private developers to incentivize new high-quality developments.

GOAL 2: CONNECTED

- Continue advocacy efforts for repair and maintenance of roads throughout the District.
- Continue moving forward with the Bellfort Station catalyst project based on market analysis findings.

GOAL 3: TALENTED

- Host a District-wide career fair each semester that connects students with local job opportunities.
- Continue convening the “Talented” Task Force to ensure educational programs are aligned with employer needs.

GOAL 4: CELEBRATED

- Raise awareness of entrepreneurial and small business resources in the region. Consider establishing a networking group dedicated to entrepreneurs and small businesses in the District.
- Continue BRE, internal, and external marketing campaigns using the marketing toolkit assembled in Years 1-3.

YEAR 5 PROJECTS

GOAL 1: ATTRACTIVE

- As infrastructure improvements are made throughout the District, share opportunities with private developers to incentivize new high-quality developments.

GOAL 2: CONNECTED

- Continue advocacy efforts for repair and maintenance of roads throughout the District.
- Continue moving forward with the Bellfort Station catalyst project based on market analysis findings.

GOAL 3: TALENTED

- Consider establishing a virtual “career center” that markets job openings for local employers in the District.
- Continue convening the “Talented” Task Force to ensure educational programs are aligned with employer needs.

GOAL 4: CELEBRATED

- Continue BRE, internal, and external marketing campaigns using the marketing toolkit assembled in Years 1-3.

IMPLEMENTATION TABLES

ATTRACTIVE

GOAL 1: The Hobby Area District is a safe and attractive destination for businesses and residents.

	STRATEGY	PRIMARY RESPONSIBILITY	PARTNERS	PRIORITY	TIMING											
					2018				2019				2020			
					Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
✓																
	STRATEGY 1.1: Improve overall aesthetics of the District through infrastructure improvements and beautification initiatives.															
	Repair and maintain roads throughout the main corridors of the District.	TXDOT, City of Houston, Harris County	Hobby Area District, Scenic Houston, Houston First, Houston Botanic Garden, Trees for Houston	Mid-Term												
	Incentivize redevelopment of blighted properties and maintenance of existing storefronts and businesses throughout the District.	Hobby Area District, City of Houston	Local Employers	Mid-Term												
	STRATEGY 1.2: Improve real and perceived safety in the District.															
	Work with local representatives to advocate for increased Houston Police Department (HPD) presence in the District. Continue contracting with a third-party security service to supplement HPD presence.			Immediate												
	Continue participating in HPD programs that remove homeless encampments and provide those in need of shelter and other social services with assistance.	HPD, City of Houston, SEAL Security, Harris Constable Precinct #1	Hobby Area District, Civic Clubs	Immediate												
	Work with the City of Houston and HPD to eliminate spaces that harbor criminal activity.			Immediate												
	Support and publicize HPD's Positive Interaction Program (PIP).			Immediate												
	STRATEGY 1.3: Increase quality housing options in the District.															
	As infrastructure improvements are made throughout the District, share opportunities with private developers to incentivize new high-quality developments.	Hobby Area District, City of Houston	Private Developers	Long-Term												
	Work with HPD to implement a Blue Star Multi-Housing Program in apartment complexes in the District.	HPD	Hobby Area District	Immediate												
	Create an "Apartment Life" initiative as part of the District's Public Safety Committee.	Hobby Area District	Apartment Property Owners	Mid-Term												

IMPLEMENTATION TABLES

CONNECTED																
GOAL 2: The Hobby Area District is connected by robust infrastructure and a strong sense of community.																
	STRATEGY	PRIMARY RESPONSIBILITY	PARTNERS	PRIORITY	TIMING											
					2018			2019			2020			2021		
					Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
✓	STRATEGY 2.1 Invest in infrastructure improvements that enhance connection in the District, including roads, rail, and broadband.															
	Advocate for repair and maintenance of roads throughout the District.	TXDOT, City of Houston, Gulfgate TIRZ	Hobby Area District, Harris County, CenterPoint Energy/Utility Partners, Hobby Airport, Local Employers	Immediate												
	Continue to advocate to extend the METRO purple rail line to Hobby Airport, further connecting the District to the rest of the Houston region.	METRO	Hobby Area District, City of Houston	Immediate												
	Work with local broadband providers to upgrade Wi-Fi access throughout the District. Ensure broadband infrastructure is considered when planning for new developments, such as the Belfort Station project.	Broadband Providers	Hobby Area District	Mid-Term												
	Work with public works entities in the City to maintain drainage systems to prevent flooding, address flood plain restrictions, and meet water retention requirements.	City of Houston, Gulfgate TIRZ	Hobby Area District	Immediate												
	STRATEGY 2.2 Invest in catalyst projects identified in the Livable Centers Study that create a sense of community and serve target industry needs.															
	Conduct a market analysis for Belfort Station to determine demand for potential uses of this catalyst project.	Hobby Area District	Developers, City of Houston	Immediate												
	In addition to retail, residential, and business space, ensure future catalyst projects include a dedicated community gathering space to help foster a stronger sense of community in the District.	Hobby Area District	Developers, City of Houston, Corporate Philanthropists, Community Foundations	Mid-Term												
	Take target industry needs into consideration when evaluating potential use of catalyst projects.	Hobby Area District	Developers, Local Businesses, City of Houston	Mid-Term												

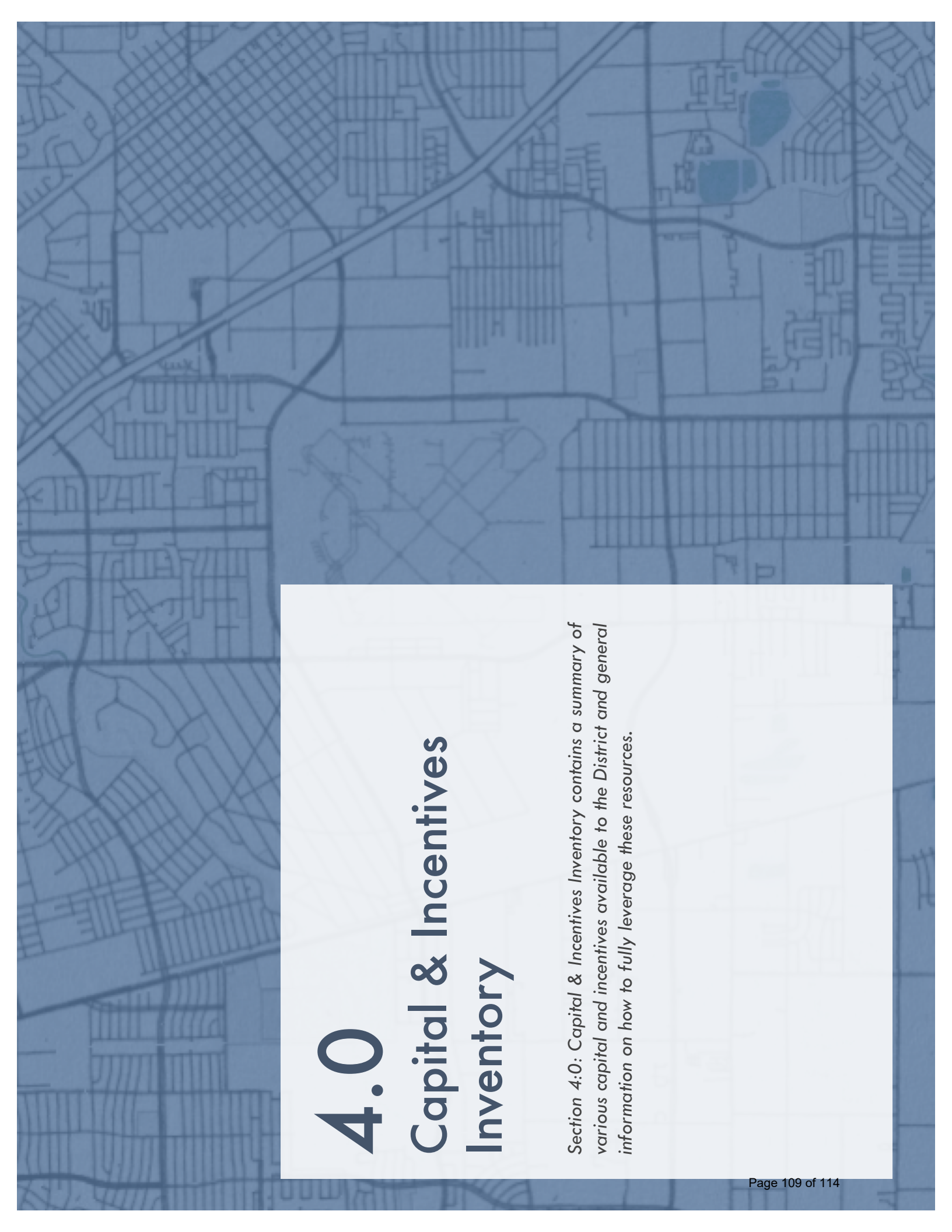
IMPLEMENTATION TABLES

TALENTED																
GOAL 3: The Hobby Area District boasts a skilled and prosperous workforce.																
✓	STRATEGY	PRIMARY RESPONSIBILITY	PARTNERS	PRIORITY	TIMING											
					2018			2019			2020			2021		
					Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
	STRATEGY 3.1 Further align education programs with target industry needs.															
	Assemble a "Talented" Task Force to convene educators, employers, workforce developers, and other talent-related stakeholders.	Hobby Area District	Local School Districts, Higher Education Representatives, Workforce Developers, HR Representatives from Local Employers, Nonprofits such as BakerRipley & Urban League	Immediate												
	Identify gaps in program offerings to determine what new programs and curriculum should be created to address current and future workforce needs.	Local Employers	Local School Districts, Higher Education Representatives, Workforce Developers	Mid-Term												
	Encourage the expansion of apprenticeship programs that can be customized to target industry needs.	Local Employers	Local School Districts, Higher Education Representatives, Workforce Developers, Nonprofits	Long-Term												
	Host a District-wide career fair each semester that connects students with local job opportunities.	Local Employers, Higher Education Representatives	Hobby Area District	Long-Term												
	Consider establishing a virtual "career center" that markets job openings for local employers in the District.	Local Employers, Higher Education Representatives	Hobby Area District	Long-Term												
	STRATEGY 3.2 Connect residents with resources that will help them gain in-demand skills.															
	Connect residents with local and regional programs related to early childhood education, child care services, and transportation	Local Nonprofit Organizations	Hobby Area District, City of Houston, BakerRipley, Libraries, Churches	Immediate												
	Conduct an awareness-building initiative throughout PreK-12 schools to provide information about career opportunities in the District.	Local School Districts, Community Colleges, Trade Unions	Hobby Area District, Local Employers	Mid-Term												

IMPLEMENTATION TABLES

CELEBRATED

GOAL 4: The Hobby Area District is recognized as a desirable place to live and work.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
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4.0

Capital & Incentives Inventory

Section 4.0: Capital & Incentives Inventory contains a summary of various capital and incentives available to the District and general information on how to fully leverage these resources.

SPECIAL CAPITAL SOURCES

Community Reinvestment Act

Banking institutions overseen by the Federal Reserve have to undergo an assessment of their efforts to comply with the Community Reinvestment Act (CRA), originally passed in 1977. A number of banks in the Houston area actively seek opportunities for deploying capital that support their CRA rating. Connecting new or growing small businesses, particularly those emerging from the District's lower-income populations, to the CRA activities of these banks will increase their likelihood of outside investment to support their operations and growth.

New Markets Tax Credit

Instituted by the Federal Department of the Treasury, the New Markets Tax Credit (NMTC) is an incentive for financial intermediaries certified as Community Development Entities (CDEs) to allocate investment capital into businesses and activities that benefit economically underserved locations and populations. According to the U.S. Department of the Treasury's Community Development Financial Institutions Fund website (www.cdfifund.gov), nearly all of the Hobby Area District is covered by Census tracts eligible for NMTC investments.

Foundations / Philanthropy

Houston is notable for the role of philanthropic organizations in community improvement. Major foundations such as the Houston Endowment, Brown Foundation, and others focus on areas such as education and environmental improvements. While the competition for grants from these institutions is intense, letters and commitments of support and participation from established organizations that have good track records in generating desired results help to increase the attractiveness for funding, as does the opportunity to produce measurable results. It should be noted that some grant opportunities may only be available to private nonprofit organizations, so it may be beneficial for the District or the local community to create its own 501(c)(3) in order to carry out specific funding and grant application objectives.

(continued)

Foundations / Philanthropy, continued

Other philanthropic and nonprofit organizations already exist in Houston that may also be able to carry out improvements and programs. For example, Scenic Houston was a major partner in the planning and implementation of Broadway Street landscape and streetscape improvements. The Houston Parks Board is overseeing and helping to fund the Sims Bayou Greenway. BakerRipley also has a facility in the District, with services primarily focused on health and wellness. This organization also runs programs related to education, employment, and immigration assistance at their other locations.

Gulfgate TIRZ

The City expanded the Gulfgate Tax Increment Reinvestment Zone (TIRZ) in 2014 to include much of the commercial properties, multifamily properties, and public rights of way within the Hobby Area District. The TIRZ covers the Broadway Street and Telephone Road corridors, plus most of the Airport Boulevard corridor. Only the southeastern quadrant of the District lacks TIRZ coverage.

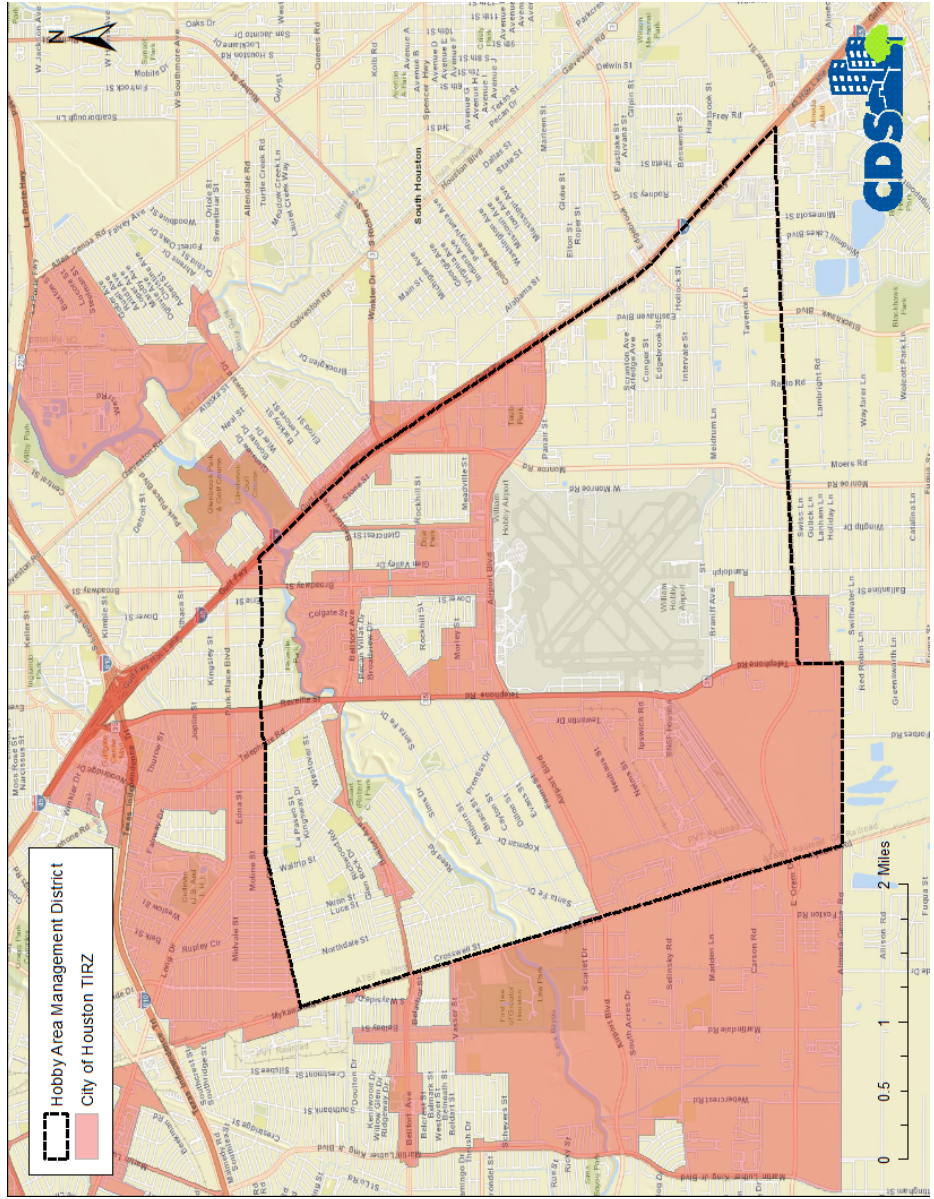
In a tax increment reinvestment zone, the increment of property tax (sale taxes are used in some zones instead) generated by increases in assessed value from either new development or value appreciation above a base year amount is set aside for funding of projects within the zone's geographic boundaries. The Gulfgate TIRZ (technically the Gulfgate Redevelopment Authority, a local government corporation) has a project plan that envisions \$119.5 million in projects, approximately \$84 million of which would occur within the 2014 expansion area (some of which falls outside the Hobby Area District's boundaries, though the District might obtain some economic benefits from projects in nearby locations). The areas along Broadway, Bellfort, Telephone, Dixie, and Mykawa are all specifically mentioned as locations of anticipated TIRZ spending.

(continued)

CAPITAL & INCENTIVES INVENTORY

Gulfgate TIRZ, continued

The TIRZ primarily funds capital improvements, and is mostly limited to public infrastructure and facilities, though TIRZs can assist private properties for certain purposes (demolition, for example) and can also acquire private properties. Through the Gulfgate Redevelopment Authority, TIRZ-backed tax-exempt public debt can be issued to fund projects whose cost exceeds funds immediately available on hand. The TIRZ could be a valuable source of capital for street improvements, parks, trails, and public community centers in the District, as well as acquisition and demolition / abatement of blighted or abandoned properties. The current termination date of the zone is 2044.



INCENTIVES

Chapter 380 Agreements

Chapter 380 of the Texas Local Government Code gives cities the ability to enter into agreements with private businesses to facilitate economic development. Allowed activities under this statute include grants, loans, land conveyance (in reinvestment zones), and reimbursements from tax revenue. While the statute is fairly flexible, certain means of using Chapter 380 agreements have come to be considered “best practices.” Most prominently, the agreement to reimburse a business from the incremental tax revenues (property or sales tax) generated by the activities of that business (including development of real property) over a certain period of time has become relatively standardized. The agreement must commit the business to satisfying particular economic development objectives, and can include performance metrics (beyond incremental tax generation) which must be achieved for the business to receive or retain the benefits being conferred by the city.

The ability to use sales taxes generated by the business (or businesses if the agreement is with the developer / owner of a multi-tenant real property) means that cities can use Chapter 380 agreements to facilitate desired retail development that has not been otherwise achieved by the market on its own. Other land uses involved in Chapter 380 agreements often use incremental property tax generation rather than sales tax.

Tax Abatements

The Texas Legislature has authorized cities, counties, and special districts to offer tax abatements to businesses making investments in expansion, modernization, or relocation through September 1, 2019. Areas of economic decline and high poverty are prioritized by the City of Houston, which must be the lead agency to offer an abatement. The City must designate that area as a “reinvestment zone” – this can be done outside the existing TIRZ area in the District.

(continued)

CAPITAL & INCENTIVES INVENTORY

Tax Abatements, continued

The minimum amount of taxable property value increase for expanded or rehabbed properties is \$1 million for deteriorated or demolished property and \$5 million for other development. It should be noted that abating real property taxes within the TIRZ could be counter-productive because tax increment revenue would be taken away from TIRZ general spending funds. Another requirement of the City is that at least 25 permanent jobs are created or retained by the project. However, for business investments outside the TIRZ boundaries in the District, this would not be a conflict.