



HOBBY AREA DISTRICT

HADistrict.org

SPRING - 2022



Charles Watts

Chairman - Hobby Area Management District

Message from the Chairman Charles Watts

As a business manager in the neighborhood's hospitality industry and as the new chairman of the Hobby Area District volunteer board, I'm pleased and humbled to present this report on the public service activities carried out by the District in 2021. It was a year of unforgettable challenges due to the pandemic, but also one of great progress.

The report is also evidence that the District has moved into 2022 and beyond with renewed dedication to improve even further on its successes and to keep listening to input from Hobby Area businesses, property owners and residents.

Management districts are grassroots government entities that often don't make big news. They usually don't strive to, either. So, we are often asked, "What does the Hobby Area District do?"

This report answers the question in detail. The District enhances law enforcement patrols, deploys mobile security cameras, promotes businesses, picks up litter, erases graffiti on commercial buildings, beautifies and maintains esplanades, leverages the area's unique identity as a dynamic and historic traveler's gateway to Houston, amplifies public services information, donates goods to support needy children and families, and works with elected officials, such as those who oversaw the interventions at encampments of homeless people under Gulf Freeway underpasses.

By following state law, the District carries out these missions through open-to-the-public meetings and open records.

But that's not all the district does. Please go online to HADistrict.org to learn more and sign-up for e-mail updates.

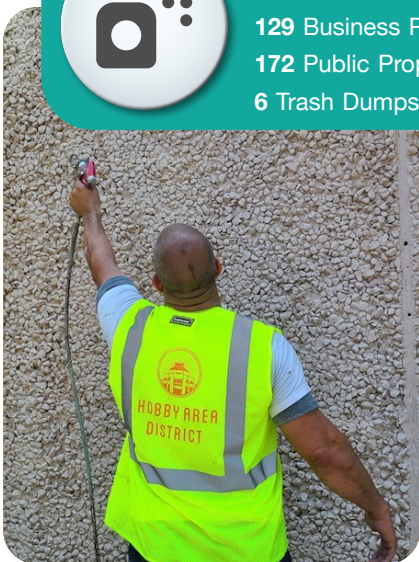
Like so many of you, my career is affected by what happens in the District every day. This viewpoint will guide my service to you.

Sincerely,
Charles Watts



Graffiti Abatement

The District removed graffiti from:
129 Business Properties
172 Public Properties
6 Trash Dumpsters



Highly sophisticated security tools protect Hobby businesses



Security for commercial properties has evolved far past just surveillance cameras and armed guards as business owners face the threats of illegal dumping, theft, burglaries, loitering and vandalism. Sirens, loudspeakers, armed officers and K-9 units can deter criminal activity, but to get ahead of the threats, business owners need expert help.

To protect businesses in its area, the Hobby Area District contracts with Zaladium Analytics to provide and monitor mobile surveillance camera towers and permanent cameras at illegal dumping sites.

The mobile surveillance towers are among businesses every three months.

READ MORE:
HADistrict.org/security-tools



Public Safety Programs

35 Trespass Affidavits Filed
5 Crime Cameras in use
2 Illegal Dumping Cameras in use



Hobby Area District provides increased police presence

The Hobby Area District hosted several presentations for our community and businesses. Among the topics that were covered were:

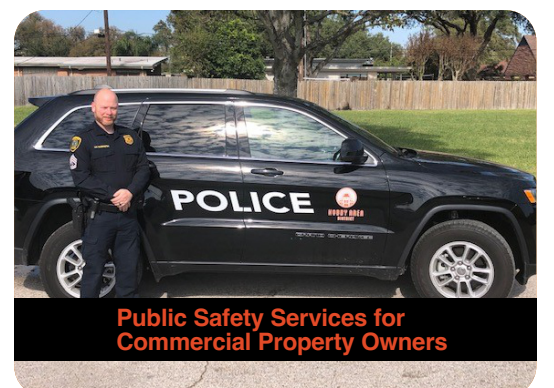
B2B Presentations

- Hurricane Preparedness
- Human Trafficking
- Active Shooter Training
- Catalytic Converter Theft

The Hobby Area District is ramping up **police patrols** and investing in new and better technology, like **mobile surveillance cameras** that capture clearer video, as the nation hopes to get emerge from the COVID-19 pandemic and get busier again.

The District has hired off-duty Houston Police Department officers to patrol its area and recently signed a contract with Jerry Garcia, the new Precinct Two constable, to provide four additional deputies to patrol duty.

READ MORE: HADistrict.org/police-presence



Public Safety Services for Commercial Property Owners



HPD

28,816 Miles Driven
584 Calls Received
5,012 Businesses Checked
217 Reports Filed

Constable

5,697 Calls Received
232 Businesses Checked
4:12 Min Average En Route Duration

DISTRICT SERVICES: HADistrict.org/public-safety/patrol-services/

Family-owned landscaping company plants and cleans around the Hobby District

Sonia Chavez of SMC Landscape Services takes pride in the fact that her crews are the ones who clean, mow and landscape the major corridors of the Hobby area, including the Broadway corridor and segments of the Gulf Freeway and Monroe Boulevard.

“We enjoy working with the Hobby Area District staff and we are happy that our work **keeps the District looking beautiful**,” Chavez said recently. “We pick up the litter, do the landscaping and keep the Metro bus shelters clean.”

SMC Landscaping has been working with the District since 2018 and was the original landscaping company for the beautification of Broadway.

READ MORE: HADistrict.org/landscaping



Landscape Maintenance

207 Bags of yard clippings

10,350 Lbs of clippings

23 Bandit signs removed

LITTER ABATEMENT AND SPECIAL PROJECTS CREW



327

Street
Cleaned in
Miles

522

ROW
Delittered in
Miles

1,121

ROW
Mowed in
Miles

329

Bus Shelter
Trash Bags
in LBS

2,717

Street
Sweeping
in Miles

1,837

Litter
Abatement
in Miles

1,212

Litter
Collected
in LBS

2,920

Bandit
Signs
Removed

AROUND THE DISTRICT



The Hobby Area District presented a check in the amount of \$400,000 for the TIRZ 8 Mosley Road Improvements.



The Hobby Area District supports local businesses! If you would like a HAD sticker for your business, e-mail us.



The District donated 80 bicycles to the HPD and BakerRipley Give-Away events.



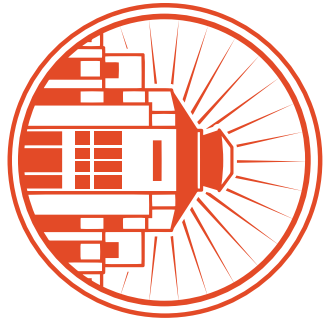
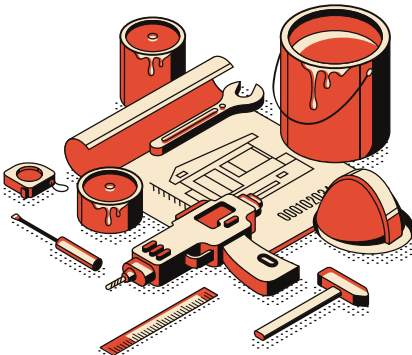
Back-to-School events received 1,000 backpacks with school supplies from the District.

Two Matching Grant Programs

Both grants will be eligible for all HAD assessment payers.

LEARN MORE:
HADistrict.org/grants

Apply Today



HOBBY AREA DISTRICT
8866 Gulf Freeway, Suite 380
Houston, TX 77017
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Contact us if you would like to see your business featured in one of our stories or to learn more about our services to our community.

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Email: info@HADistrict.org | We're here to serve. Please reach out if you have questions, concerns, ideas or want to find ways to become more involved in your community.