

*A presentation by the
Downtown Bryan Association
to the Bryan City Council
February 14, 2017*



The Downtown Bryan Association is committed to showcasing its historic downtown by coordinating events for local residents as well as visitors to the area.

These activities contribute to the Mission and Vision statements for the City of Bryan.

Downtown Bryan is a recognized Texas Cultural District.



Mission Statement

The City of Bryan is committed to providing financially efficient municipal services to improve the quality of life and develop a community where all citizens are proud to live.

Vision Statement

Bryan is a thriving, diverse, historic City where people are proud of their heritage, compassionate to one another, and enjoy their family-oriented community to the fullest.

The Downtown Bryan Association is a non-profit organization whose mission is to create, cultivate, and showcase the commerce, culture, and community of our Downtown District by preserving the past and building a vibrant future.

DBA Board of Trustees

Kristy Petty – Chairman

Scott Delucia – Vice-Chairman

Melba Tucker-Arden – Secretary

Ben Hardeman – Treasurer

Buck Buchanan

Rene Graham

Henry Mayo

Cindy Roberts

Stephanie Sale

Greta Watkins

Randy Haynes (ex-officio)

Shannon Overby (ex-officio)

The all-volunteer Board meets on the third Thursday of each month.



DBA Staff

Executive Director – Sandy Farris

Events Manager – vacant

Graphic Design/Events Assistant – Jessie Ayers

Office Manager – vacant

Office hours: 9 a.m. – 5 p.m. Mon-Fri.

Activities & Events Coordinated by the Downtown Bryan Association

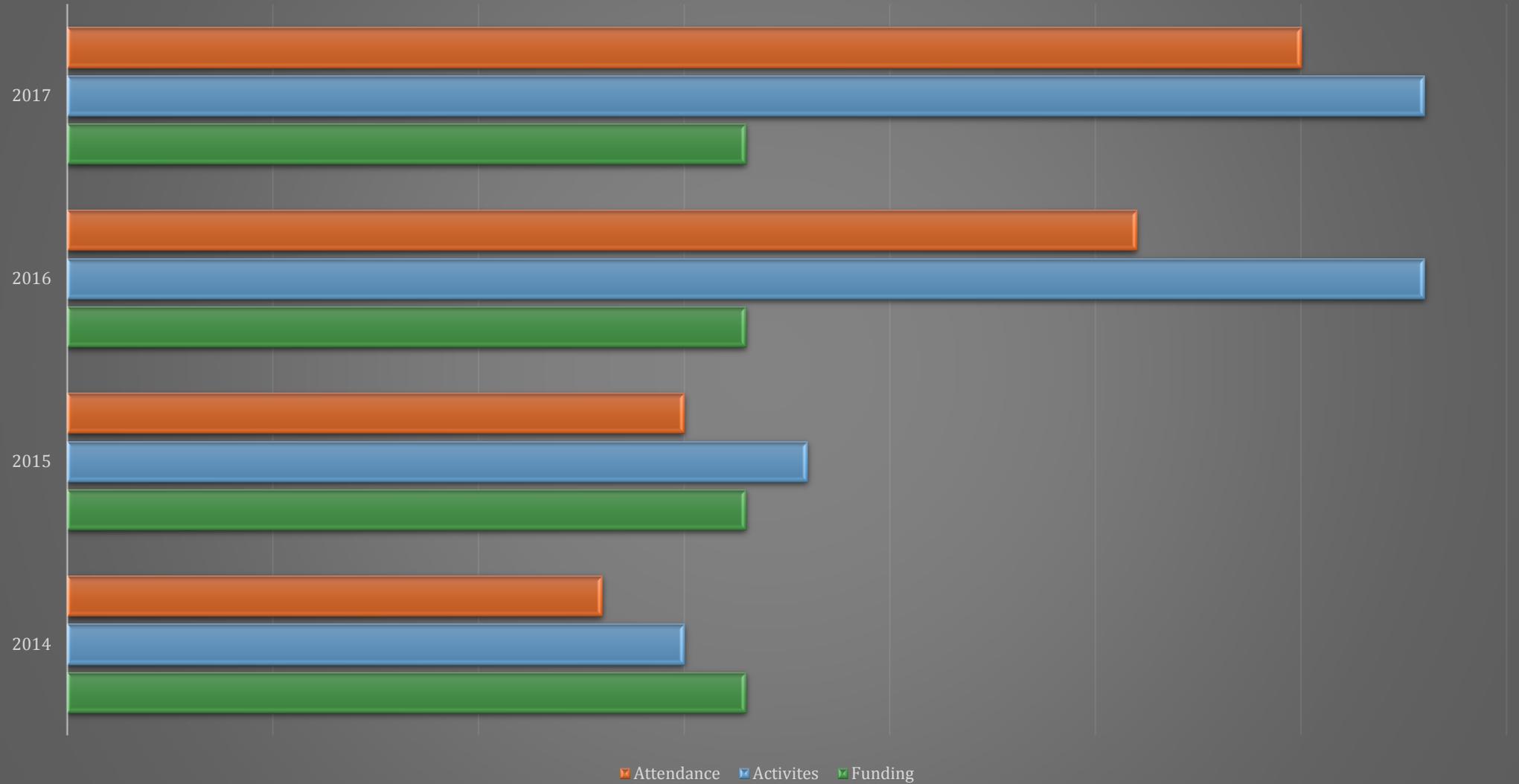
- 2004 – 2010: First Friday (12)
- 2010 – 2013: First Friday, Downtown Street & Art Fair, Lights On, Downtown Lighted Christmas Parade (15)
- 2013 – 2014: First Friday, Downtown Street & Art Fair, Lights On, Downtown Lighted Christmas Parade, Texas Reds Steak & Grape Festival (16)
- 2014 – 2017: First Friday, Downtown Street & Art Fair, Lights On, Downtown Lighted Christmas Parade, Texas Reds Steak & Grape Festival, ShakesBEER, Spring Sip & Shop, FirkinFest, Summer Sunset Concert Series, Cheers to Craft Beer, Football Fridays, Wine & Wassail Walk (33 in 2016 & 2017)

Organization Funding from City of Bryan

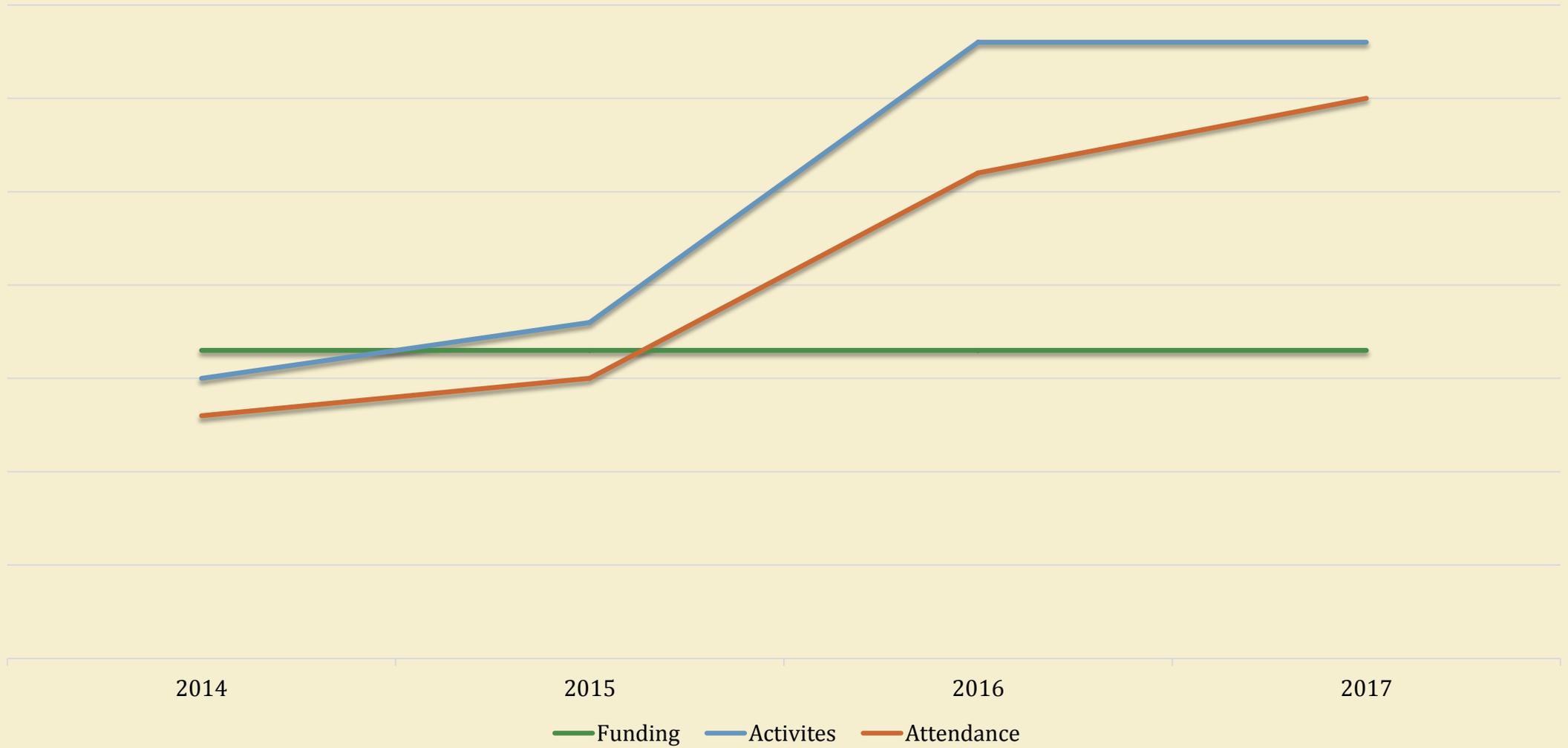
	DBA Funding	Texas Reds Funding
FY'14	\$165,000	\$127,000
FY'15	\$165,000	\$110,000
FY'16	\$165,000	\$110,000
FY'17	\$165,000	\$110,000

- DBA funding has remained the same since FY'14, with a small reduction in Texas Reds funding in the same timespan.
- DBA events and activities have more than **doubled** in this timespan (previous slide), with no additional funding.

DBA Funding & Activities



DBA Funding & Activities



Of the **33** events coordinated by the DBA, **28** are free to attend.

The DBA is committed to preserving these events as opportunities which enhance the quality of life of the citizens of this community, as well as those who visit and experience all that our town has to offer.

The **quality of life** in downtown refers to the vibrancy, livability and aesthetics of the downtown environment for all residents, visitors, businesses and workers. It is vital to retaining and attracting people to live, work and play in our community and includes elements such as beauty, lakes, parks, recreation, arts & culture, safety, cleanliness, good schools, job opportunities and ease of movement.

Revenue-generating events

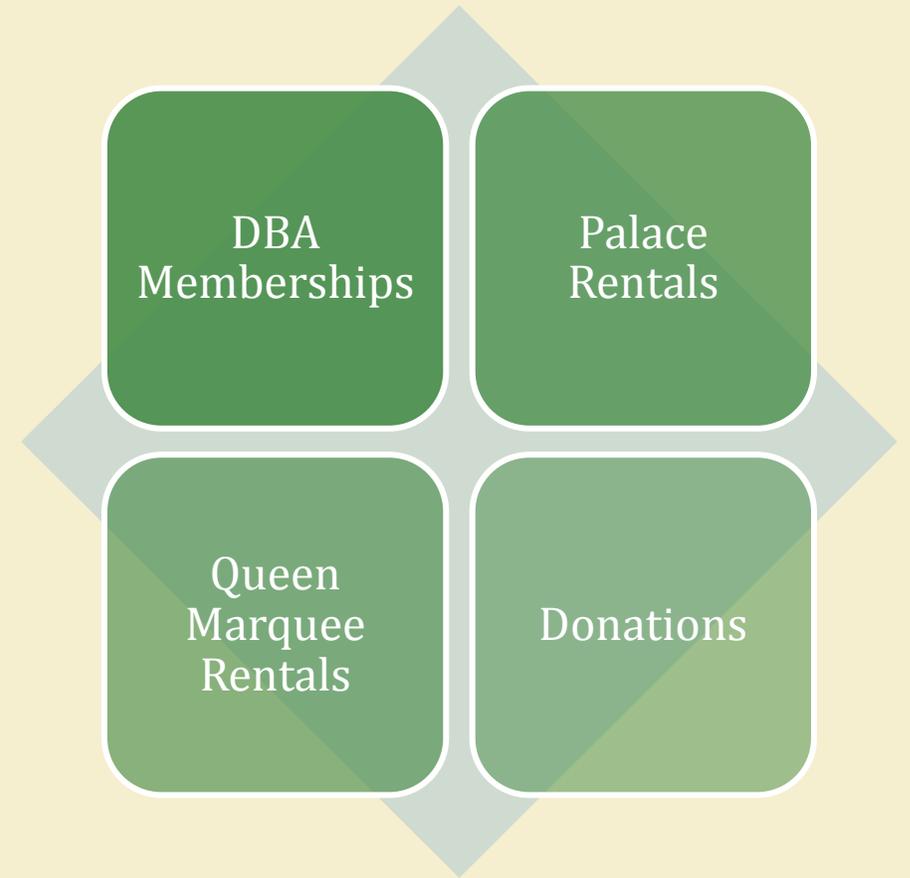
- Downtown Street & Art Fair – minimal revenue from artist booth fees goes to marketing. Event is free to attend.
- Texas Reds – *revenue goes back to festival, not the DBA operating account.
- Wine/craft beer tasting events – minimal revenue after hard costs (glassware, marketing, supplies).



Other revenue sources *

These areas generate a small percentage of the DBA operating budget.

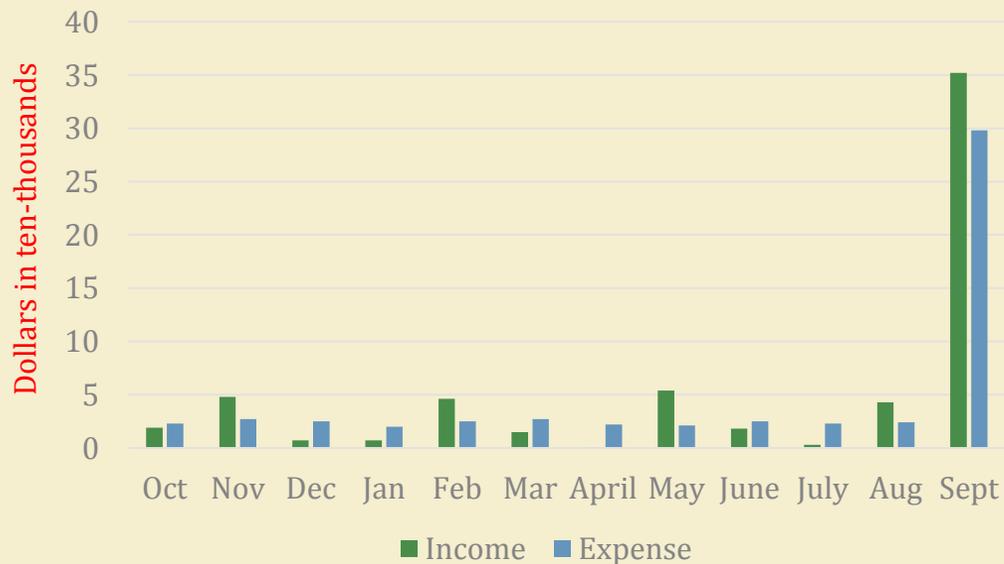
*Excludes COB funding



Expenses

- Salaries account for approximately 50% of DBA expenses. Currently, DBA does not offer benefits or retirement. In 2016, three staff members logged 700+ hours working at events outside of office hours.
- Events and related expenses comprise approximately 30% of the budget.
- The remaining 20% includes marketing, insurance and office expense.

2016 Income/Expense



Nov, Feb, May, Aug – COB quarterly funding;
Sept – Texas Reds (independent of DBA Operating budget)

Why invest?

The City of Bryan has invested millions in the revitalization of Downtown to make it attractive to developers, owners, merchants, residents, patrons and visitors.

- Authentic environment
- Walkability
- Eclectic atmosphere
- Active, vibrant activities
- A sense of community
- Tangible longevity in historic structures

Competition?

The rise of simulated downtowns

The simulated city is the new place to be. It's a manufactured copy of our downtowns, and can be found in theme parks and places where people congregate to experience the sidewalk in its current incarnation.

The simulated city carries no urban institutional hardware: no visible governmental facilities, religious institutions, schools or civic centers clutter the street wall. The simulated city makes itself the chief enterprise: a mecca of retail, dining, and entertainment. It has cherry-picked the good stuff from the old urban form, presenting a cosmetically perfect face without blemish or quirk.

– *www.newgeography.com*

A local project yet to be completed bills itself as “Brazos Valley’s Premier Community Destination” and lists a handful of chain restaurants and two boutique hotels as tenants.

Another project in progress offers retail and restaurant space adjacent to a lake, wellness center and other amenities.

“Economic Impact of Historic Preservation in Texas”

Ch. 2 Heritage Tourism

A study commissioned by the Texas Historical Commission - Collaborative effort between the Rutgers University & UT-Austin 1999 & 2015

“Business and leisure travelers to Texas who cited “visit a historic site” as a primary activity directly spent close to \$7.3 billion in 2013, accounting for approximately 12.5 percent of total direct travel spending in Texas. “

“Businesses locate in Texas for numerous reasons, and the state’s quality of life is increasingly one of them. Historic preservation offers attractive and economical spaces for business, stable and interesting historic neighborhoods, lively Main Streets and revitalized downtowns. In turn, these tax-paying properties enhance our quality of life and directly improve the economic well-being of all Texans.”

Additional funding is necessary to sustain the present level of activity.

Needs & Estimated Annual Cost

- Personnel \$100,000
 - Additional full/part-time staff (office, marketing & events)
 - Benefits for employees
- Increased outer-market advertising \$25,000
 - Primary focus on general tourism
 - Secondary focus on event-specific marketing
- Events \$15,000
 - Supplement hard costs not covered by sponsorships or revenue
- Downtown appearance \$10,000
 - Contract with local company to provide weekly cleanup service for sidewalks, streets/curbs, planted areas



The Downtown Bryan Association is a 501(c)3 non-profit.
www.downtownbryan.com
979-822-4920