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**NEWS RELEASE – For Immediate Distribution**

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**Midtown Management District Reveals Plans for Next 10 Years**

*Public to weigh in on updates at quarterly meeting*

**Houston, TX** (February 2, 2015) – The Midtown Management District will give an in-depth presentation updating residents on the Midtown 10-year Service and Improvement Plan and Assessment Plan (2015-2014). The presentation will take place at the District's Quarterly Evening Board of Director's meeting **Wednesday, February 4<sup>th</sup> at 6:00 p.m. in the Central Bank Community Room located at 2217 Milam at Webster.**

The meeting provides the first opportunity for stakeholders to review the Service Plan and for property owners in the Midtown District to sign petitions of support. The Marketing Committee and the Urban Planning Committee will provide updates, and there will be an open dialogue session where stakeholders can provide input. Additionally, the Cultural Arts and Entertainment Committee will discuss the general process for developing the Midtown Cultural Arts Master Plan. The plan will provide direction for the Cultural Arts and Entertainment designation and will require community input.

"This is a great opportunity for residents and business owners to get a first look at the Service Plan," said Matt Thibodeaux, Midtown Management District executive director. "We want as many stakeholders as possible to be engaged in planning the future of Midtown to ensure that the area is attractive for families, working professionals, seniors and visitors."

The Midtown Management District has conducted focus groups, held interviews and hosted community meetings to gather input and support for the proposed 2015 – 2024 Service and Improvement Plan and Assessment Plan.

Midtown is a thriving mixed-use community that exemplifies the unique experience of urban living in Houston. It is arguably the area's most diverse neighborhood, while its cultural arts, living options and business opportunities have become the city's most-prized.

The 10-Year Service and Improvement Plan and Assessment Plan is only one step in the advancement of Midtown, which is located southwest of Downtown Houston, bordered by Neartown, U.S. Highway 59 and Interstate 45.

The next meeting where residents and business owners will have an opportunity to review the Service Plan will be held in March. Details about that meeting will follow in future communications.



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**Parking is available at Central Bank. Please look for the visibly posted Midtown banner at the entrance to the parking lot, and use the Webster side gate for entrance to free parking.**

**ABOUT THE MIDTOWN MANAGEMENT DISTRICT**

Midtown Houston is comprised of two organizations committed to making Midtown a model of urban living in the center of Houston, Texas. The two organizations are the Midtown Redevelopment Authority / Tax Increment Reinvestment Zone No. 2 and the Midtown Management District. These organizations undertake projects with widespread benefit to the area that are beyond the ability of individual property owners to provide. Both organizations share the common vision of shaping Midtown into a thriving, pedestrian-friendly urban community, but the responsibilities of each organization differs. For more information about the Midtown Management District, please visit [www.houstonmidtown.com](http://www.houstonmidtown.com) or call 713-526-7577.

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