

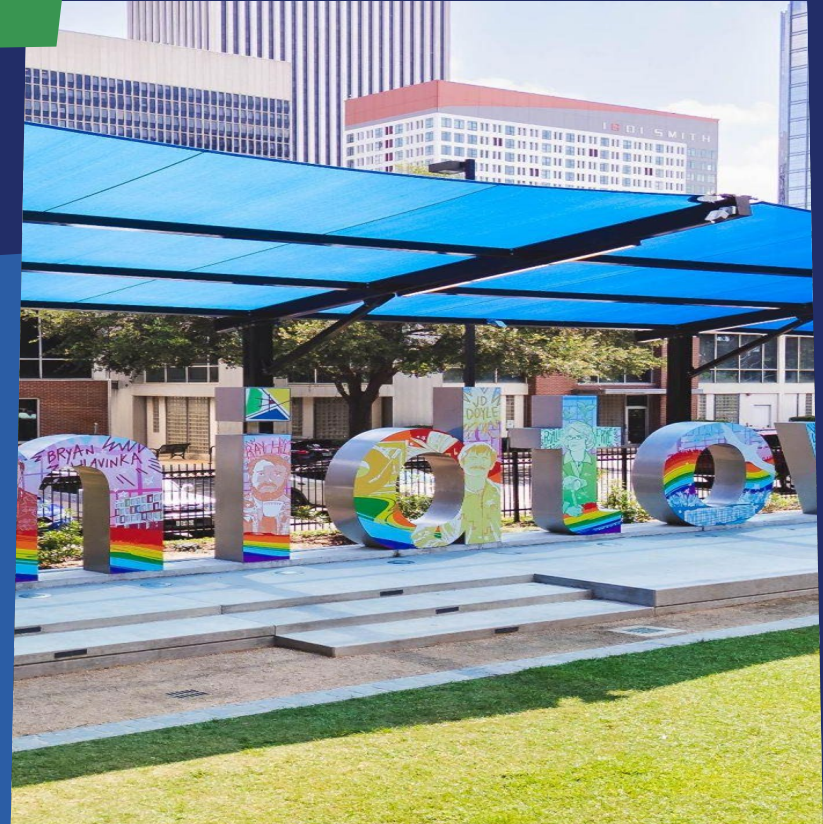
Midtown By The Numbers

Presented by:

Midtown Leadership

Introduction

Over the past decade, MMD and MRA have demonstrated measurable leadership in building a walkable, inclusive and artistically-vibrant urban district, right in the heart of the city. As we plan for the next ten years of progress, we want to build on the positive momentum established over the past 10 years, and the success stories that Midtown is enjoying today. We focus on the three core service areas of the 2025 SIP, realizing all areas of service impact the economic development of the community.





Public Safety – Core Service

Community public safety is the highest priority of Midtown Houston. Leadership continues to take action to enhance community public safety in ways that empower our residents, businesses and visitors by providing them access to law enforcement officials and partnering with law enforcement agencies to develop initiatives that enhance the overall security and well-being of Midtown. This forward-looking focus follows from the successful public safety initiatives of the past decade and the numbers tell the story.

BY THE NUMBERS

642 Rehoused homeless individuals since 2020

43% Funding increase for public safety

\$2.2M Invested in public safety last year

23% Crime decrease, while population increased by 44%

20% Drop in violent crime

53.9% YOY increase in SEAL incident reports



Service & Maintenance – Core Service

The maintenance and cleanliness of the community is a core service area of the Midtown Management District and its Board. We understand that keeping a community clean and well maintained creates an environment in which the goal of public safety can be best achieved. Midtown Houston continues to prioritize the service and maintenance of the community in ways that enhance Midtown's pedestrian nature, viability and image by providing well-maintained public spaces and public rights-of-way. The District has demonstrated its focus on this service area through numerous examples.

BY THE NUMBERS

\$750k Investments in service improvements in 2024

133% Funding increase in last 10 years

2,350 Miles of ROW mowed

23,030 Bags of trash removed

1.15M Pounds of trash removed

7,712 Bags of leaves removed

530 Graffiti sites abated

Previous 12 mos



Economic Development- Core Service

Midtown Houston's new Economic Development Committee was formed to elevate our local business owners by implementing strategies and initiatives that improve the economic well-being of Midtown. The goal of this core service area is to attract investment and opportunities for Midtown businesses and future developments, attract visitors to bring custom to Midtown's retail and hospitality sector, and to emphasize to the community the importance of supporting local establishments using Midtown-sponsored programming to drive sustainable economic growth.

Economic Development – Core Service

Complementing Midtown Houston's urban planning successes, Midtown is driving economic vitality through strategic investments and marketing initiatives. The District offers small business improvement grants, develops business directories, and implements co-branding and storytelling campaigns that spotlight Midtown's local entrepreneurs.

BY THE NUMBERS

>\$3B Appraised property value in Midtown TIRZ 2 as of 2025

106% Increase in taxable revenue in Midtown TIRZ 2 since 2014

Urban Planning

Midtown Houston continues to set the pace for innovative urban planning that prioritizes livability, safety and sustainability. Midtown's urban planning efforts are shaping a more connected and vibrant district through initiatives such as enhanced walkability projects, participation in the city's "Vision Zero" program to eliminate traffic fatalities, improved pedestrian safety infrastructure, and environmentally conscious programs like the e-Cycle recycling initiative. These combined efforts reflect a forward-thinking approach to urban development that balances growth with community well-being.

Cultural Arts

Midtown Houston is a culturally historic community—one of only seven Cultural Arts Districts in the city—and has held a Texas Cultural Arts District designation since 2012. Midtown is home to more than 200 cultural arts organizations including arts-related businesses and presenters. 14 flagship organizations in Midtown are eligible to receive funding from the Texas Commission on the Arts because they are in the boundaries of a state designated cultural district. Here are some of those cultural arts powerhouses: Lawndale Art Center, Houston Center for Contemporary Craft, The Ensemble Theatre, MATCH, Community Artists' Collective, MUSIQA, Silambam Houston, Dance Source and MORE.

BY THE NUMBERS

14 Local organizations qualify for grants

\$2.4M Grant funding received by qualified organizations in the Midtown Cultural Arts and Entertainment District over the past 10 years

\$161M Economic impact

4,306 Jobs generated

29 Public art installations

Community Input

Through public hearings and direct outreach, Midtown Management District leadership has heard from members of the Midtown community, as the 2025 Service Improvement Plan has been in draft form. From the Midtown Super Neighborhood #62, specifically, MMD has received input in the form of “six essential changes,” which are outlined as follows, alongside responses from the MMD:

Responses to Community Feedback

Request

Status

Allocate 80% of the **SIP budget** to three essential priorities: Public Safety, Service & Maintenance, and Economic Development.

There is no “SIP budget” - only an estimated expenditures chart. Based on reallocations to Economic Development from Cultural Arts, the chart now reflects 70% for the three core service areas, combined.

Within 90 days of approval implement a public safety plan that enforces city ordinances and promotes tangible safety improvements.

Incorporated the plan. We are not authorized to enforce city ordinances. Community collaboration needed. Can guarantee beginning the process within 90 days of approval. This is a 2-step process: RFQ and RFP.

Within 90 days of approval launch a robust economic development plan that attracts and retains high-quality businesses in Midtown.

Incorporated – Community collaboration needed. Can guarantee beginning the process within 90 days of approval. This is a 2-step process: RFQ and RFP.

Responses to Community Feedback

Request	Status

The MMD budget reflects above-average Administrative costs that needs to be significantly decreased.

Administrative costs for management districts in Texas can vary widely, for a general district - without an accompanying Redevelopment Authority/TIRZ - they often fall in the range of 15%–20% of the total annual budget. For 2025 budget Midtown Management District is at 11%. The MMD is not a non-profit; we are a governmental agency responsible for maintaining large scale public infrastructure projects installed by the MRA/TIRZ; because of that, we have additional maintenance requirements and reporting processes.

- *Economy of scale*
- *Scope of Services*

Responses to Community Feedback

Request	Status

Develop and regularly monitor Key Performance Indicators (KPIs) for all SIP areas and committee goals to ensure transparency and measurable progress.

Incorporated – Community collaboration needed.

- Community determines the KPIs/Metrics
- MMD will place a tab on the website for KPIs/Metrics
- Review KPIs/Metrics at budget session to determine future project needs
- Share KPIs/Metrics and the year's budget at the February Annual Meeting
- Moving forward, every five years present relative documentation at a State of Midtown

Responses to Community Feedback

Request	Status
<p>Shorten the SIP timeframe from 10 years to 5 years, similar to other management districts.</p>	<p><i>There are multiple reasons that the MMD strongly advises a 10-year Service and Improvement Plan:</i></p> <ul style="list-style-type: none"><i>• Alignment with industry standards</i><i>• Long-term project planning & implementation</i><i>• Financial & Funding Stability</i><i>• Stronger Community & Stakeholder Confidence</i><i>• Flexibility</i><i>• Responsibilities to other Midtown organizations: MRA/TIRZ; Cultural District – 14 TCA eligible organizations; Parking Benefit District; MPC</i><i>• City of Houston Maintenance agreements for their park spaces and infrastructure enhancements</i>
<p>Ensure the MMD Board is composed of Midtown stakeholders—people who live, work (not just “agents of owners”), or own property in Midtown.</p>	<p><i>Criteria currently upheld as part of the state statute – shown on the SIP</i></p>