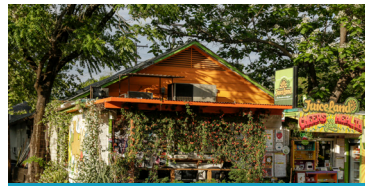




Taqueria Chapala



Juice Land



Juniper



East Cesar Chavez Business District

The East Cesar Chavez District is a culturally diverse district that celebrates everything that is Austin.

CITY COUNCIL
DISTRICT:

3

The East Cesar Chavez neighborhood business district is located on the east side of Austin, between I-35 and Pleasant Valley. One of the oldest districts in Austin, its unique character blends cultural influences from the diverse community that calls this place home. Though the City of Austin has grown and changed around it, East Cesar Chavez still retains the roots that have helped Austin flourish.

For the best Tex-Mex in town, look no further than the legendary, aptly named Juan in a Million, where there's never a shortage of music, horchata and the Don Juan taco, the largest taco in Austin. If vegan options are what you seek, try Mr. Natural, where dietary restrictions don't mean restricting flavor; their Tres Leches was voted as the Best by the Austin Chronicle.

It wouldn't be Austin without good BBQ, and East Cesar Chavez has one of the best; La Barbecue continues to attract visitors from all over the state for its juicy pork ribs, glistening, soft brisket and homemade chipotle slaw.

This neighborhood is known for promoting art and movement, with SprATX providing a safe workspace and opportunities to up-and-coming artists, and SkyCandy, specializing in aerial acrobatics and circus arts programs for all ages.

East Cesar Chavez still offers all the basic amenities for residents. Hispatax offers tax and bookkeeping services for both small businesses and residents. Marfiel's Tailor doesn't miss a stitch with their fine European alteration and tailoring services. For those wishing to debut a stylish new look, visit Viany's Beauty Salon, a neighborhood favorite for over 31 years. With something to offer everyone, it's no wonder people are talking about East Cesar Chavez.

About Souly Austin

Souly Austin is a place-based economic development program focused on creating and retaining strong, vibrant, culturally rich and diverse neighborhood business districts throughout Austin. Neighborhood business districts contribute to the soul and economic vibrancy of Austin. They provide access to jobs, day to day services and amenities, entertainment, food, culture, history, community and more.

Offering tools and resources to businesses to form their own neighborhood business district merchants association, the Souly Austin approach serves as a model to build capacity, consensus and a vision for these districts that contribute to the soul and economic vibrancy of Austin.

Outreach

Souly Austin provides an all-inclusive approach to building capacity and consensus in neighborhood business districts. Through robust outreach and education, business leaders are cultivated and relationships and partnerships are developed to support the formation of district merchants associations.



TRAINING
HOURS: 5.5



BUSINESS
VOLUNTEER
HOURS: 231



EXPENSES:
\$61,589



Juan in a Million

Number of Businesses in District	120
Number of Rounds of Outreach	19
Number of Meetings	13
Number of Steering Committee/Board Meetings	10
Number of Partners	2
Active Participation to Date*	66%

*Active participation refers to percentage of businesses that have attended meetings, voted in Board elections, or district names/key priorities, participated in major events through Souly program, or are members of Merchant Association

Data collected and updated by the City of Austin's Economic Development Department in July 2018.

East Cesar Chavez Merchants Association

The East Cesar Chavez business owners began working with the Souly Austin program in 2016 and formed their merchants association in 2018.

Current Board of Directors

Chris Applegate, SHED Barber & Supply

2400 E. Cesar Chavez Suite 312

Micky Kibbe, Swoon Salon

911 E. Cesar Chavez Street

Jesus Mendoza, Mr. Natural

1901 E. Cesar Chavez Street

Brandon Testa, Craftsman

2000 E. Cesar Chavez Street

Partnerships

- Austin Transportation Department
- Cap Metro
- The Library Foundation



La Barbecue



161,869
COMMERCIAL
SQUARE
FOOTAGE



294
ESTIMATED JOBS
IN THE DISTRICT



120
BUSINESSES
IN THE DISTRICT



LEGACY
BUSINESSES

MISSION FUNERAL
HOME

MR. NATURAL

JUAN IN A MILLION

EAST 1ST GROCERY

TAQUERIA CHAPALA

MARFIEL'S TAILOR

VIANY'S BEAUTY SALON



\$292,691,094
PROPERTY TAX
INFORMATION
(2018)



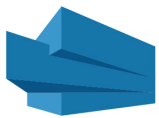
22
CULTURAL &
HISTORIC ASSETS



\$282,841
SALES TAX
INFORMATION
(2018)

Neighborhood business districts play a critical role in meeting the needs of our community. When Austin fosters vibrant and successful neighborhood business districts, social, economic and community benefits can be produced. Benefits and economic outcomes of neighborhood business districts locally and nationwide include:

- Increase in sales and taxes
- Increase in pedestrian and bike activity
- Access to day to day services and amenities
- Access to jobs and job creation opportunities
- Preserving and promoting history and culture
- Industry development including tourism and local entrepreneurs
- Attracting and retaining talent
- Decreased Crime
- Lower vacancy rates



Economic
Development
CITY OF AUSTIN

Discover East Cesar Chavez



Mr. Natural



District Murals



The Vegan Nom



Jumpolin

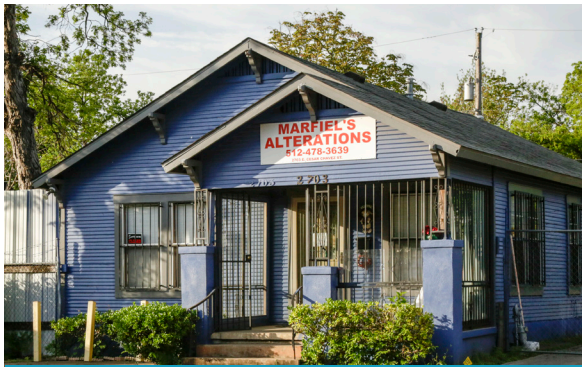
The City of Austin is committed to compliance with the Americans with Disabilities Act. Reasonable modifications and equal access to communications will be provided upon request.

East Cesar Chavez District Priorities

The East Cesar Chavez Neighborhood Business District is currently working with Souly Austin to preserve a small-scale, friendly atmosphere, and deepen the cultural heritage of the area through beautification projects that include public art, gateways and pocket parks. The merchants association promises to build a strong, inclusive network of communication and growth between all businesses in East Cesar Chavez.

Public Right of Way Enhancements

Improving the public right-of-way is a major priority for businesses. This includes improving pedestrian and bike connectivity and safety, as well as aesthetic enhancements to reinforce a shared district identity. East Cesar Chavez merchants are working to install bicycle and transit infrastructure, improve sidewalk connections between the district and local amenities, develop public spaces for art and festivals, improve crosswalks, develop wayfinding systems, and deploy public murals and decorative utility box wraps.



Marfiel's Alterations

Retention, Preservation and Affordability

Preserving small businesses and cultural venues is a major concern for leaders in the District. Increasing rents and taxes make it difficult for small, local businesses and cultural venues to thrive. Business leaders want to ensure that their District is affordable for retailers, restaurants, and venues. East Cesar Chavez leaders are especially concerned about rents and taxes putting long-established legacy businesses at risk of displacement from their neighborhood community, as well as the District's mix of homegrown arts and creative businesses.

Business District Identity

Developing shared events and place branding is important to businesses in the District. They want to reinforce public perception of their District as a local hub for culture and commerce. Businesses want to develop district-wide events that celebrate the heritage of the district and the vibrancy of its arts and culture.

Heritage and Culture

Businesses are deeply focused on honoring the heritage and culture of their District and its surrounding neighborhoods. They are working to integrate this history and culture into public placemaking and wayfinding projects. East Cesar Chavez businesses want to focus on this through artistic installations, district-wide festivals, and advocacy on behalf of legacy businesses.

