



SOULY AUSTIN PROGRAM APPLICATION

Upon completion, please submit this application to **soulyatx@austintexas.gov** with supporting documentation. For additional information please visit **www.austintexas.com/SoulyATX**

APPLICANT INFORMATION

Please provide name and contact information for applicant’s main point of contact.

NAME: _____

BUSINESS REPRESENTING: _____

POSITION: _____

EMAIL ADDRESS: _____

PHONE: _____

DISTRICT LOCATION

Provide a map with boundaries or list E/S/W/N boundaries below.

CITY COUNCIL DISTRICT: _____

MINIMUM OF FIVE (5) BUSINESSES IN BUSINESS LEADERSHIP TEAM

Include a list with a minimum of five business leaders in your district, including business name, business address, and business contact name. If your district has 5+ business leaders, attach list to application. The Business Leadership Team plays a key role in the formation of the district merchant association, including attending legal trainings and developing the association bylaws.

SUGGESTED DISTRICT BOUNDARIES

Proposed Neighborhood Business District boundaries should include a commercial corridor focus area no more than one (1) mile long, or a commercial node area no more than a quarter mile long and a quarter mile wide. Furthermore, proposed district should have no fewer than 20 and no more than 110 brick-and-mortar businesses. Exceptions may be taken.

1 WHY DO BUSINESSES IN YOUR AREA WANT TO FORM A DISTRICT MERCHANTS ASSOCIATION?

Provide a one page response discussing existing business collaboration, expected participation impact, overall goals of forming your merchants association, and your district's needs.

2 WHAT ARE YOUR DISTRICT'S TOP THREE (3) PRIORITIES?

3 ARE THERE ANY LEGACY BUSINESSES IN YOUR DISTRICT?

If so, please name them and include addresses. Legacy is defined as businesses who have been in operation in an area for over 20 years.

4 HOW DOES YOUR PROPOSED NEIGHBORHOOD BUSINESS DISTRICT CONTRIBUTE TO AUSTIN'S ECONOMY?

5 WHAT ARE THE ASSETS OF YOUR DISTRICT?

A neighborhood business district's assets and anchors can serve as key players in the development of thriving commercial areas as they sustain the cultural soul, rich history, and economic vibrancy of the area.

6 HOW CAN SOULY AUSTIN HELP ACHIEVE YOUR GROUP'S GOALS AND DISTRICT VISION?

7 HOW WILL YOU ENGAGE BUSINESSES IN THE AREA TO SUPPORT THIS EFFORT?

ATTACH ANY LETTERS OF SUPPORT FROM BUSINESSES OR COMMUNITY MEMBERS (OPTIONAL)

APPLICATION SUBMISSION DATE: _____