

## ACTIVATION AWARD

**Souly Austin supports the vision of a Merchants Association by providing seed funding for organizational development and district projects.** The Souly Austin Activation Award is a small grant provided to the business district upon formation of the business district's merchants association. The award provides direct resources to support the district in building upon the economic vibrancy and sustainability of the district.

### Award Goals Include:

- Support district development activities
- Provide initial seed funds for association formation/activities
- Nurture cohesive, collaborative, consensus amongst association
- Develop project management capacity
- Support projects/activities in District Economic Strategy

### Project Description

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The South Congress Merchants Association (SCMA) Activation Award was awarded in July 2018 upon successful formation of their merchants association. SCMA allocated their Activation Award funding towards two major projects that contributed to updating the visual appeal to physical street infrastructure, as well as updating district marketing collateral through a new brochure.

The SCMA Board identified district branding opportunities through the development of customized street signs. Activation Award funds contributed to the design, fabrication, and installation of custom street signs throughout the South Congress District extending from Live Oak Street to 1000 South Congress. The project was accomplished through a partnership with the Austin Transportation Department providing signage parameters and installation services. The project allowed city departments to collaborate on a new district enhancement process that may be available to other merchant associations and community groups. This work included the support of two (2) local designers.

The second major project was the creation of a South Congress brochure, highlighting all of the businesses in the District. The brochure was professionally designed by a local Austin designer, who also mapped the District. A local photographer produced



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high-quality photographs for the brochure for each business. Narrative content for the brochure was developed by the SCMA leadership. The brochure will be maintained and reprinted through partnership with the South Congress Improvement Association.

These projects support major goals of Souly Austin, the Economic Development Department, and the City of Austin, including revenue generation for small, local businesses, supporting Austin-based artists and creative professionals, promoting pedestrian-oriented amenities and wayfinding, and preservation and stabilization of culture and music venues and small, local businesses.



### Metrics

Number of District Businesses Engaged - 88

Number of Partners - 5

Number of Creative Artists Engaged - 2

Media/News Hits - Ongoing

Dollars Leveraged - \$5,000

Volunteer Hours - Estimated 100



#### June's All Day

June's All Day is a neighborhood cafe & bar situated on a sunny corner of South Congress Avenue. June's offers breakfast, lunch, and grab-and-go paninis & coffee by morning, with an all-day brunch menu late into the evening. Enjoy June's frequently changing wine & beer program from their patios, patio, ideal for picnic watching and hanging with your pals. This casually styled venue features a vintage jukebox, city barge-style seating, and a long marble bar.

1722 S CONGRESS AVE. | (512) 476-1722  
[junesallday.com](http://junesallday.com)

#### Hi-Tech Automotive

Born and raised in Austin, Hi-Tech has been around since 1987. It's a fun, fun, and fun side shop offering automotive repair & body work on cars, light trucks, RVs, and more. We're proud to have been named "Best of Austin" by Austin Magazine, and we're proud to have been named "Best of Austin" by Austin Magazine. Our customers are a part of the family. We're proud to have been named "Best of Austin" by Austin Magazine, and we're proud to have been named "Best of Austin" by Austin Magazine.

1811 S CONGRESS AVE. | (512) 441-9933  
[hi-tech-austin.com](http://hi-tech-austin.com)



#### Hudson Meat Market

Proudly serving historic South Congress Avenue for 50 years, Hudson Meat Market produces a variety of smoked sausages and meat products for food service and retail customers, and offers processing services to the Texas wild game hunters. Stop in and see them in action!

1800 S CONGRESS AVE. | (512) 445-6411  
[hudsonmeatmarket.com](http://hudsonmeatmarket.com)

#### Capital City Automotive

Looking for a reliable and trustworthy auto repair shop in the Austin area? Look no further! Capital City Automotive offers top of the line service for your vehicle at home and reasonable rates, providing everything from major engine overhauls to basic oil and scheduled maintenance.

1812 S CONGRESS AVE. | (512) 447-2886  
[capitalcityautostein.com](http://capitalcityautostein.com)

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### District Strategy Alignment:

- **Economic Growth Strategies 4.1.** Create printed material to distribute to guests that can later be incorporated into the district's online presence.
- **Economic Growth Strategies 4.2.** Prioritize locations for strategic placement of physical wayfinding displays. Focus on district's gateways, natural gathering spaces, large parking locations, etc.

### Challenges:

- Adherence to contractual deadlines
- Lack of board capacity to implement projects
- Lack of clear communication of design standards delayed production
- Business turnover effected printed material development

### Successes:

- Business participation and support of project development
- Partnership with City Departments for project involvement
- Development of new place enhancing project opportunities