

CITY OF AUSTIN ECONOMIC DEVELOPMENT DEPARTMENT

PLACE BASED ECONOMIC
DEVELOPMENT

**SOULY AUSTIN
NEIGHBORHOOD
BUSINESS DISTRICTS**



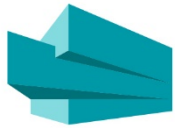
FEBRUARY 2019

Agenda

- Welcome/Introduction
- City of Austin Economic Development Department
- What is Souly Austin?
- Case Studies
- 2019-2020 Application
- Questions?

City of Austin Economic Development Department


PROSPERITY FOR ALL **PEOPLE** · PROSPERITY FOR **BUSINESS** · PROSPERITY FOR **COMMUNITIES**



Cultural Arts

CITY OF AUSTIN
ECONOMIC
DEVELOPMENT

Executes programs and initiatives that **integrate arts** into economic development, tourism, community development and commercial neighborhood revitalization strategies.

 Cultural Arts
Funding Program

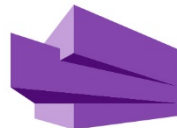


Global Business & Expansion

CITY OF AUSTIN
ECONOMIC
DEVELOPMENT

Increases jobs and investment in Austin through business attraction and by assisting local businesses with international expansion and trade.


 Business Expansion
& International
Program



Music & Entertainment

CITY OF AUSTIN
ECONOMIC
DEVELOPMENT

Develops and executes initiatives that accelerate the **growth of Austin's music and entertainment industry** infrastructure, by focusing on job creation, talent export, trade development, and industry revenue growth.


 Music Venue
Assistance



Redevelopment

CITY OF AUSTIN
ECONOMIC
DEVELOPMENT

Facilitates innovative partnerships and projects to **re-invigorate Austin's existing built environment**, binding neighborhoods and business hubs into civic urban villages.


 Commercial Corridor
Enhancement



Small Business

CITY OF AUSTIN
ECONOMIC
DEVELOPMENT

Provides opportunities, **programs and resources to Austin's local businesses and entrepreneurs**, helping them expand their opportunities at home and throughout the world.

 Family Business Loan
Program



Heritage Tourism

The Heritage Tourism Division **promotes tourism and the convention industry** through preservation, restoration, and rehabilitation of historic properties, buildings, structures, objects, monuments, sites or districts (historic property or historic properties)

WHAT IS 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 through the development of Merchants Associations.

Why Place-based Economic Development?

Within a place-based approach, we think small scale in order to shape a bigger picture, intervening strategically in order to create a larger landscape of mutually reinforcing spaces and initiatives that supports a broader, more inclusive prosperity for all citizens.

- Access to jobs, creation of jobs and retention
- Access to quality day to day services such as medical care or financial institutions, and amenities such as religious organizations and creative spaces
- Transportation access and choices
- Creation of safe, walkable and bike friendly places that promote activity resulting in health, social and economic benefits
- Industry development opportunities (specifically, tourism, creative sectors, culinary, etc.)
- Parking Management Solutions
- Private investment
- Increase in sales, taxes and patrons
- Provide business development opportunities
- Lower vacancy rates
- Preserving community character
- Decreased crime
- Provide access and enhance to culture and history
- Foster and retain diversity
- Foster community leadership and involvement

Districts and Place-Based Economic Development

Districts are areas of concentrated economic activity that include a mix of retail, restaurants, personal services, and office or coworking space.

- Businesses operating in districts generate positive economic spillovers through:
 - Enhanced Pedestrian Infrastructure
 - Coherent and Attractive Streetscaping
 - Shared Branding and Promotional Campaigns
 - Events
- Walkable commercial districts generate increased sales, command commercial rent premiums, and generate higher commercial and residential property values.
- Districts create authentic experiences enhancing the competitive advantage for retailers.
- District business mixes should include anchor attractors along with experiential services and retail including:
 - Personal services such as nail and beauty salons.
 - Health and fitness facilities such as yoga, massage and meditation studios, as well as traditional gyms.
 - Restaurants.
 - Cinemas and theaters that present plays, concerts, comedy shows, lectures and more.
 - Art galleries and stores.
 - Community asset drivers such as historic sites, cultural centers, and institutional anchors.



City Council Districts Served: 1, 3, 4, 7, 9

35
TOTAL LEGACY
BUSINESSES
IN THE DISTRICTS (20+
YEARS)



4,130
ESTIMATED JOBS
IN THE DISTRICTS

Sales Tax
Increase:
\$1.5 Million

Property Tax
Information:
\$1.52 Million
(2018)

Souly Austin Core Components



COMMUNITY ORGANIZING

- Assist businesses in the formation of a District Merchants Association
- Build consensus and capacity
- Provide formation resources
- Foster Leadership
- Identify District vision and priorities



ENHANCING PLACE

- Coordinate enhancements that support safe, walkable/bicycle friendly districts
- Promote and retain the unique cultural and historical assets Austin has to offer
- Creation of complete communities



ECONOMIC GROWTH

- Promote a socially and economically healthy Austin through programs, projects, and policy that support business development
- Collaborate with other City departments
- Foster partnerships

Community Organizing

Merchants Associations

A merchants association is a group of businesses that collaborate around enhancing and stabilizing their neighborhood business district.

Benefits of Organizing

- **Unified voice** as businesses to work with City and other partners
- **Cohesive vision** for short, medium and long term activities that benefit the district
- Development of **economic strategy** to ensure district stability and enhancements
- Positive **economic return** through partnerships and unified promotions
- **Engagement** of all business types
- **Leadership** development



**BUSINESSES
ENGAGED: 992**

**BUSINESS
VOLUNTEER
HOURS: 1,766**

**AVERAGE
PARTICIPATION
RATE: 80%**

**TECHNICAL
TRAINING:
42.5 Hours**



Enhancing Place



Economic Growth
Promote business diversity, resilience, job growth and partnerships to support neighborhood business district. Economic market data informed.



Connectivity & Transportation
Enhance walkability, improve access to parking for employees and patrons and create more connections to diverse transit options.



Music, Culture & Arts
Preserve and grow businesses and institutions that express the rich cultural heritage of the city through live music, creative space and public art.



Beautification & Aesthetics
Enhance the public realm through lean and capital enhancements that promote a safe and attractive cohesive environment.



Economic Growth

- Business development opportunities
- Increase in sales
- Increase in mixed beverage tax
- Ticket sales
- Access, creation and retention of jobs
- Industry development including local entrepreneurship, tourism and creative sector including live music
- Lower vacancy rates
- Private investment
- Local business preservation
- Decrease in crime
- Increase in walk score
- Partnership development



EAST 12TH STREET BUSINESS CORRIDOR WITH THE CITY OF AUSTIN PRESENTS

East 12th Street, Return and Discover

A FESTIVAL OF FOOD, FAMILY AND FUN | #RD12ATX
All we need is you.

THE FESTIVAL WILL KICK OFF AT 11:15 AM WITH REMARKS FROM COUNCIL MEMBER HOUSTON AND CITY MANAGER MARC A. OTT AT MISSION POSSIBLE

MUSIC SCHEDULE

12:30-1:30 PM	HUSTON-TILLOTSON UNIVERSITY JAZZ QUARTET PERFORMANCE AT URBAN CO-LAB
1:30-2:30 PM	SORE MAN SAM AT BIG EASY BAR AND GRILL
2:30-3:30 PM	ZOUNGHTON AT POLE CIRCLE BAR
3:30-4:30 PM	MICHAEL HALE TRIO FEATURING MAC MAINTOSH AT KING BEE LOUNGE
4:30-5:30 PM	MUCH QUEEN AT DOZEN STREET

MULTIPLE PERFORMANCES BY SPECTRUM THEATRE AT MISSION POSSIBLE
WESTERN AFRICAN STYLE DRUM CALL AND DANCE AT MISSION POSSIBLE

EVENTS

HISTORICAL TALKS AT THE W.H. PASSON HOUSE
12:00 PM - FRED MOORE: 12TH STREET AS A HISTORICALLY IMPORTANT EAST AUSTIN CORRIDOR
1:00 PM - DR. ESHE COLE: SACRED BURIAL GROUNDS: AFRICAN AMERICAN CEMETERIES
2:00 PM - TOUR OF THE W.H. PASSON HOUSE
3:00 PM - HARRISON EPPRIGHT: 12TH STREET'S KEYWAY
4:00 PM - HUSTON-TILLOTSON UNIVERSITY SPEAKER

FOOD OPTIONS

FOOD TRUCKS: RED WHIPS, PAKAL, RIB MAJESTY 300
PARTICIPATING RESTAURANTS: SAMS BBQ, BALLOWAY'S SANDWICH SHOP, BIG EASY BAR AND GRILL, PEARLIE'S KITCHEN, FULL CIRCLE BAR

ACTIVITIES

CHILDREN'S ACTIVITIES INCLUDING ARTS AND CRAFTS, BOUNCE HOUSE, PARTICIPATING BUSINESSES INCLUDING HOUSE OF ELEGANCE AND IDEAL BARBERSHOP
8PM THE FUN DOES NOT STOP. JOIN US AT BOWEN MARSHON FIELDS FOR A HUSTON-TILLOTSON BASE BALL GAME.
MUSIC AND COMMUNITY

SATURDAY, SEPT. 10TH

Media Hits:
122

New Private
Investment:
\$93,550

Partnerships:
45

Cultural &
Historical
Assets:
124



Celebrating Successes



District Highlights

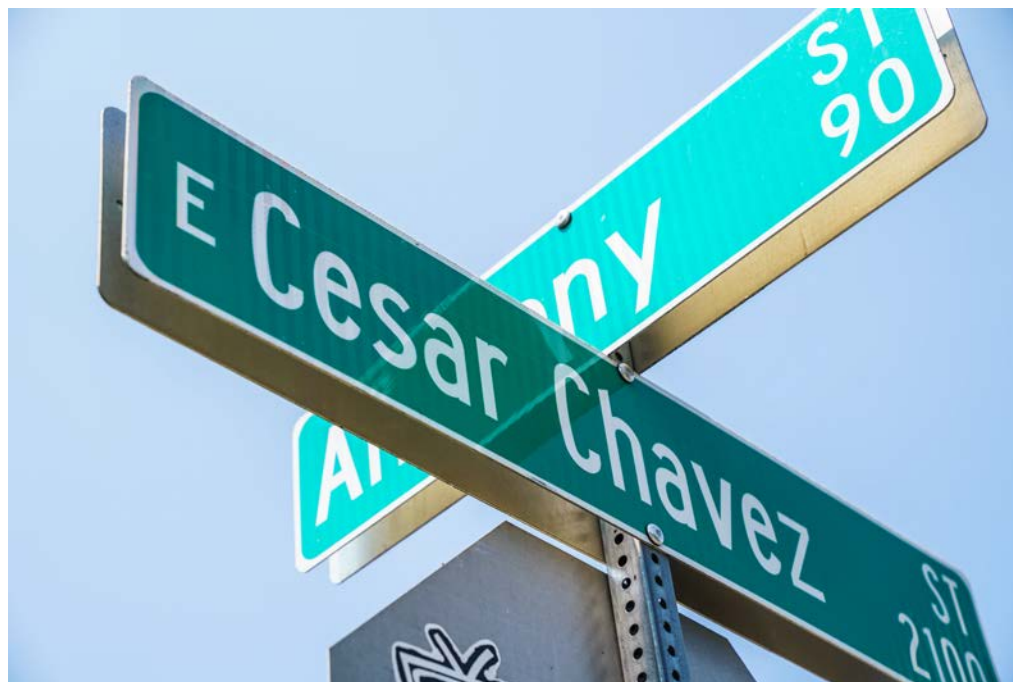
- Establishment of partnerships to enhance district events
- Inclusivity in outreach through translation services
- Diversity of board members





District Highlights

- Strength and involvement of legacy businesses
- Preservation and enhancement of cultural heritage
- Cultural sensitivity considerations
- Participation Rate



12th

EAST AUSTIN 



District Highlights

- Diversity of Board Members
- Perseverance in a rapid changing District
- Successful implementation of reoccurring events
- Establishment of partnerships to preserve and highlight the cultural significance of district





District Highlights

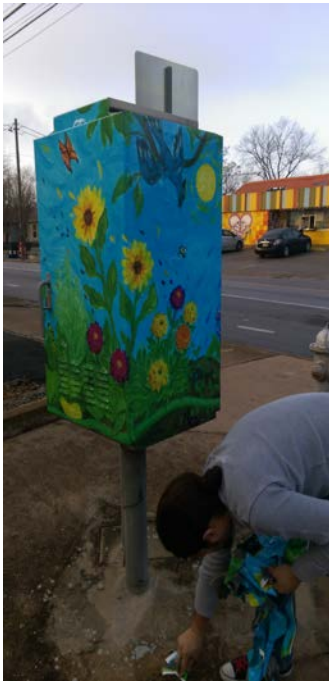
- Organizational input to positively impact policy decisions (Parking)
- Development of partnerships to strengthen district identity
- Adopted communication networks to improve district interactions





District Highlights

- Impact of transitional leadership
- Presence of legacy businesses to anchor district
- Organizational input to spur positive impact to transportation needs (Bike lanes)
- Creativeness in Programming





District Highlights

- Fiscal Sponsorship to secure first Executive Director
- Exposure on National Panels and Statewide events, (American Planning Association, Urban Land Institute, SXSW, Music Cities Summit, peer cities etc.
- Vast and diverse stakeholder participation and on-going partnerships
- Policy execution; Sound extension pilot



TWO ANNUAL
SIGNATURE MUSIC
EVENTS: FREE WEEK
+ HOT SUMMER
NIGHTS.



\$180K+
FUNDRAISING
ANNUALLY PAYS
LOCAL ARTISTS &
COVERS ADMIN
COSTS.



18M+ AUDIENCE
IMPRESSIONS FOR
HSN ALONE. *
GIANT NOISE DATA



\$500K+ ANNUAL
ECONOMIC
IMPACT.



HOW TO GET INVOLVED?





Year to Year Services

Year 1

- Support Business Outreach and Consensus Building
- Merchant Association Formation Assistance
- Development of District Strategy
- Development of District Logo and Tagline
- Development and Implementation of Placemaking Project
- Upon formation, Activation Award Funding

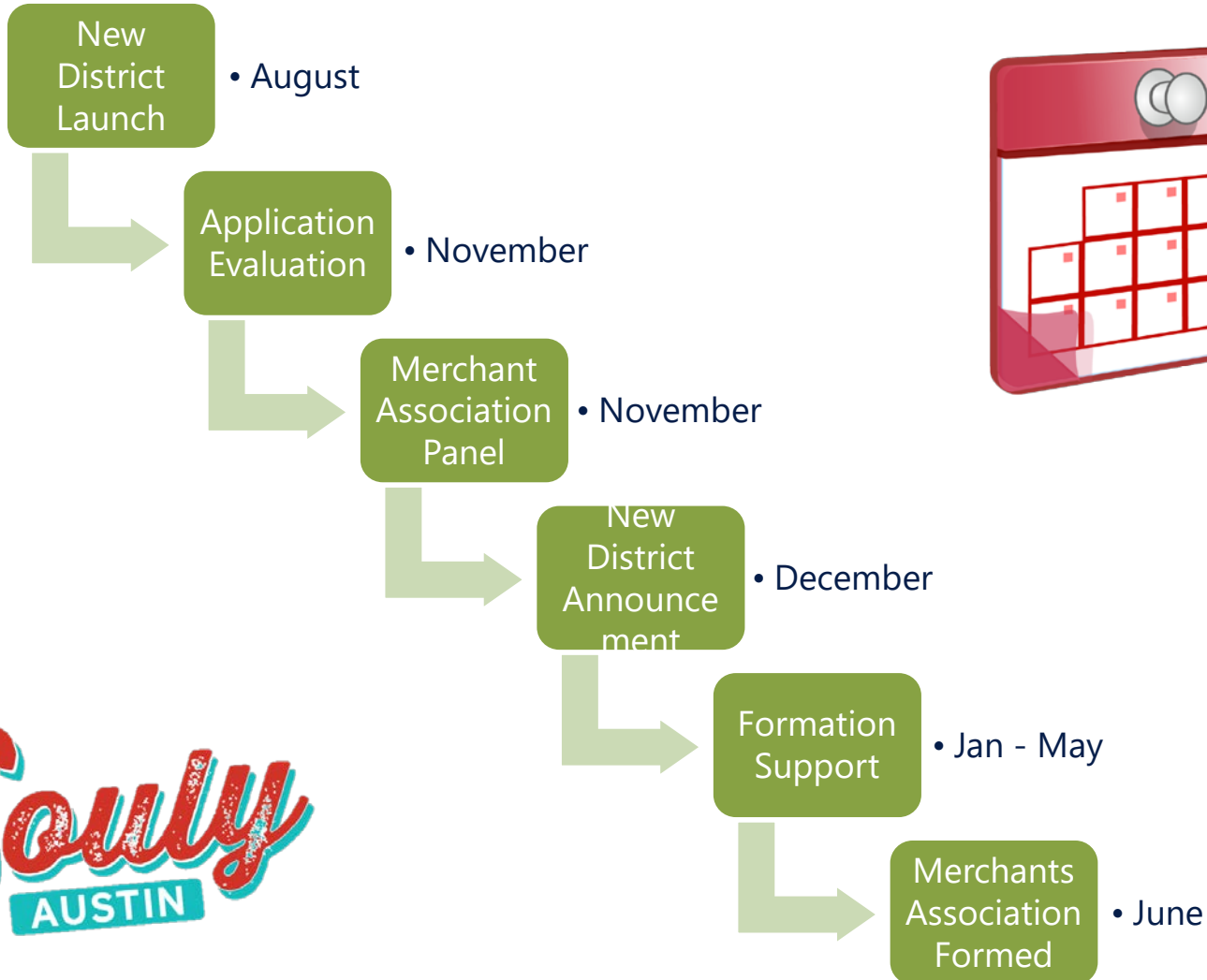
Year 2

- Continued District Leadership Training
- Assistance with District-Wide issues
- Yearly Merchant Association Assessment
- Inclusion of District Improvements in City of Austin long-term planning

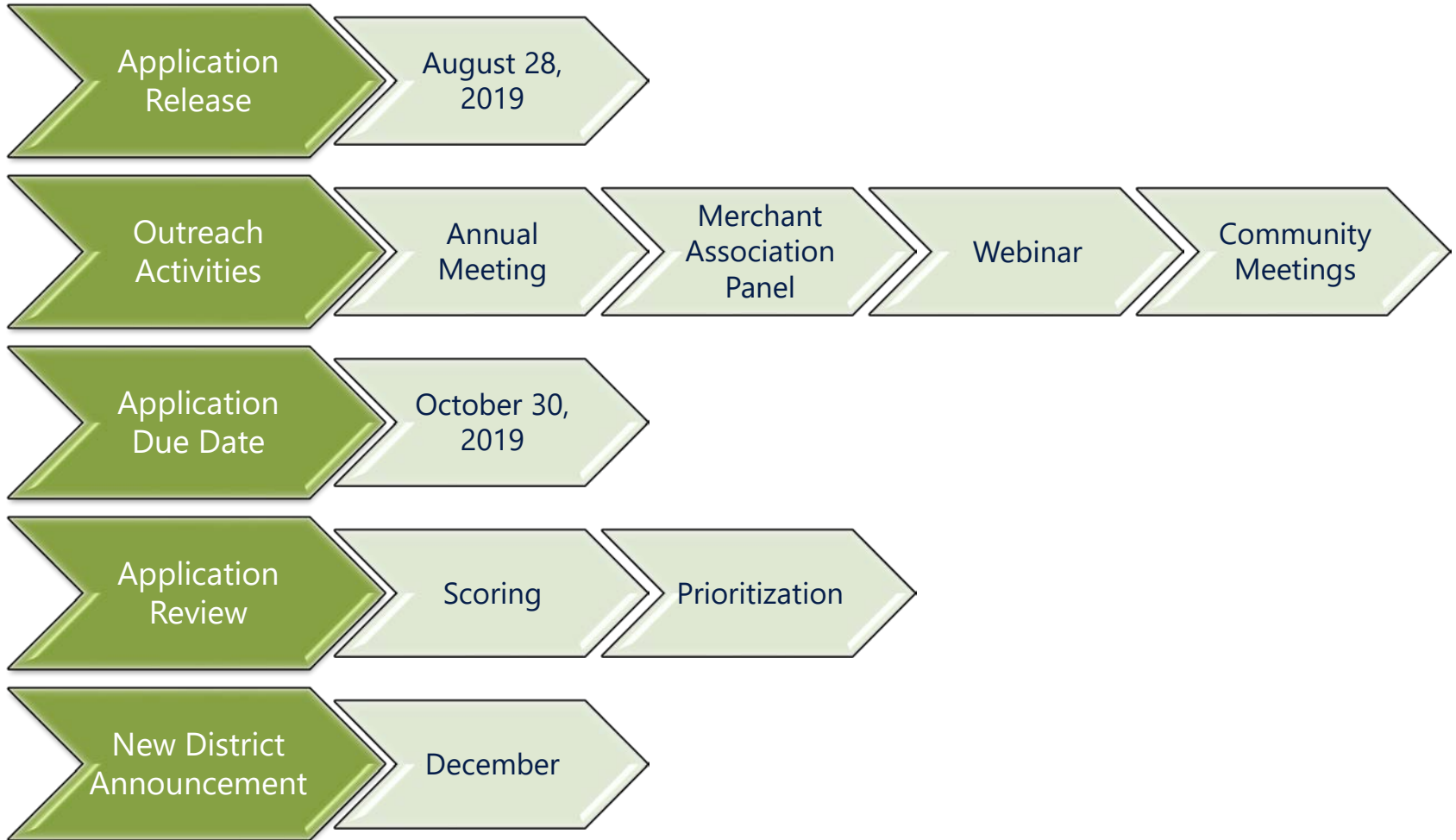
Year 3, 4, 5

- Support with District Initiatives
- Continued District Leadership Training
- Assistance with District-Wide issues
- Area Market Research
- Yearly Merchant Association Assessment
- Limited Ombudsman Services

New Districts Process



Application Process





Application Considerations

- Business Leadership
- District Boundaries
- District Assets
- Priorities
- Districts Vision
- Council District Considerations
- Letters of Support



SOULY AUSTIN PROGRAM APPLICATION

Upon completion, please submit this application to Nicole Klepadlo, Redevelopment Project Manager, at Nicole.Klepadlo@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.

Outreach and Participation Requirements

Business Leadership Team members are expected to reach out to at least **five (5) businesses each** before each District meeting to invite them to participate and get their feedback on District needs and goals.

Business Participation Requirements:

The following thresholds must be met to proceed in the formation process to move forward. Participation includes attending the meeting listed, or responding to online or door-to-door surveying after the meeting. Percentages are based on total brick-and-mortar businesses in the District.

- Open House: **20%**
- District Meeting 1: **40%**
- District Meeting 2: **50%**
- District Meeting 3: **60%**
- Throughout process: **75%**
- District Name Vote: **50%+1** Minimum Required
- District Formation Vote (Board, Logo, Tagline): **50%+1** Minimum Required

DRAFT

Formation Process

FORMING THE MERCHANT ASSOCIATION

OPEN HOUSE

- Learning about the merchant association and Souly Austin
- Hearing from the Steering Committee
- Ranking public space projects

YOU
ARE
HERE

MEETING 1

- Headline News and Elevator Pitch
- Strengths, Weaknesses, Opportunities, Threats
- Roles, Responsibilities, and Timeline

MEETING 2

- Who is Our Audience?
- Mission and Vision
- Ranking Priorities
- Mapping Assets and Needs
- District Name & Tagline Survey

MEETING 3

- Final Mission/Vision
- Bylaws Review
- Logo/Tagline Presentation
- Placemaking Project Presentation
- Board Nominations and Election

Business Leadership Process

BUSINESS LEADERSHIP PROCESS

MEETING 1

- Review Application
- Discuss District Boundaries
- Discuss District Name Options
- Review timeline and Responsibilities

YOU
ARE
HERE

MEETING 2

- Name Options
- Mission/Vision Discussion
- Formation Training
- Finalize District Boundaries

MEETING 3

- Start Naming Vote
- Bylaws Work Session
- Draft Mission/Vision

Rectangular Snip

MEETING 4

- Logo and Tagline Options
- Finalize Mission/Vision
- Keypoints of Bylaws Completed

Upcoming Deadlines/Events

Aug.

- Application Release
- Souly Austin Merchants Association Panel

Oct.

- Application Deadline

Dec.

- New District Selections

Soulyy AUSTIN

#RD12ATX RETURN AND DISCOVER
EAST 12TH STREET FESTIVAL SATURDAY
SEPT. 10
11AM - 5PM



For Additional Information, please visit us at <http://www.austintexas.gov/soulyatx>

