



Galloway's



Big Easy Bar & Grill



Simpson United Methodist Church



## East 12th Street Business District

The East 12th Street District is a proud community filled with a rich, storied history and cultural significance.

CITY COUNCIL  
DISTRICT:

1

Nestled in East Austin, between Comal Street and Chestnut, is a district that was built through the perseverance of proud people. The East 12th Street District has been a part of Austin's diverse history for decades.

The ties that bind this neighborhood can be found in the places that promote a sense of community. The district is home to a number of services including religious institutions, retail shops, convenience stores, beauty parlors, barbershops. These include Altitudes, Ideal Barber Shop, Kane's Barber Shop, Simpson United Methodist Church, Mount Carmel Grand Lodge Temple, Linder Insurance and Mustang Paint and Body Shop.

The district is home to a wide assortment of restaurants, bars and eateries that include all the staples of Southern cuisine. Try the delicious Cajun offerings at The Original New Orleans Po-Boy and Gumbo Shop; if Texas barbecue is more your scene, Sam's BBQ is renowned for their flavorful, tender brisket. For some of the most authentic soul food in Austin, visit Galloway's Sandwich Shop, where you'll find mouthwatering classics like fried catfish, chicken and dumplings, and delicious biscuits and gravy.

East 12th Street preserves and celebrates the history of the African American community that helped build Austin into the vibrant city it is today. By creating a cultural connection with the community, East 12th Street takes the lead in sharing this rich legacy of pride with residents, visitors and generations to come.

## 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: 7.5**



**BUSINESS  
VOLUNTEER  
HOURS: 343**



**EXPENSES:  
\$90,909**



**MEDIA  
HITS: 32**



## East 12th Street Merchants Association

The East 12th Street Merchants Association, which has a high participation rate from merchants within the district, began working with the Souly Austin program in 2015 and formed their association in 2017.

### Contact Information

E-mail: [ETSMAAustin@gmail.com](mailto:ETSMAAustin@gmail.com)

### Follow Us

 Facebook: @East12thMerchants

 Instagram: @East12thMerchants

 Twitter: @ETSMA\_Austin

#ETSMA #East12thStreet

Number of Businesses in District	44
Number of Rounds of Outreach	25
Number of Meetings	34
Number of Steering Committee/Board Meetings	5
Number of Partners	8
Active Participation to Date*	89%

\*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.

## Partnerships

- ATXN
- Austin Greater Black Chamber of Commerce
- Austin Revitalization Authority
- Capital Metro
- Creative Action
- Huston Tillotson University
- NAACP
- Public City
- Six Square
- W.H. Passon Historical Society





161,869  
COMMERCIAL  
SQUARE FOOTAGE



294  
ESTIMATED JOBS  
IN THE DISTRICT



44  
BUSINESSES  
IN THE DISTRICT



LEGACY  
BUSINESSES

IDEAL BARBER SHOP  
KING-TEARS MORTUARY  
LINDER INSURANCE  
MARSHALL'S BARBERSHOP  
MOUNT CARMEL TEMPLE  
MUSTANG PAINT AND  
BODY  
NAACP



\$257,981,435  
PROPERTY TAX  
INFORMATION  
(2018)

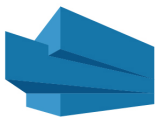
22  
CULTURAL &  
HISTORIC ASSETS



\$33,423  
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 have included:

- 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

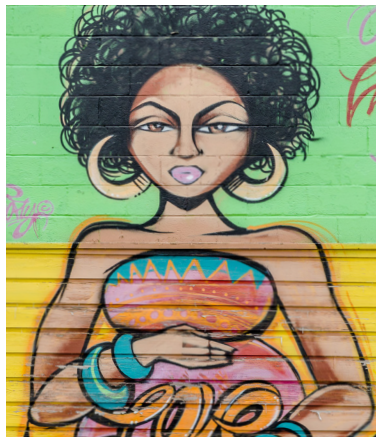


Economic  
Development  
CITY OF AUSTIN

## East 12th Street Projects, Programs and Placemaking



12th on 12th Monthly Event



Community Heritage Art



12th & Chicon Bus Stop Art Installation



Return and Discover Event

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 12th Street Business District Priorities

The East Twelfth Street Merchants Association has solidified the district's boundaries and begun the process of leading positive changes in the district. In collaboration with Souly Austin, ETSMA is in the process of furthering the association's mission through the improvement of infrastructure in the area, maintaining affordability for small and legacy businesses, and the implementation of projects and events that celebrate this vibrant community and preserves East 12th Street's rich history.

## 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 12th Street businesses have helped focus on this through artistic plaque installations, district-wide festivals, and advocacy on behalf of legacy businesses.



## 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 12th leaders are especially concerned about rents and taxes putting long-established legacy businesses at risk of displacement, threatening them as cultural anchors for the East Side community.

## 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. Their successful events include the monthly district-wide 12th on 12th, the annual Return and Discover East 12th Street festival, and the East Side Kings Music Festival.

## Public Right of Way Enhancements

Improving the public right-of-way is a major priority for businesses. This includes improving pedestrian connectivity and safety, as well as aesthetic enhancements to reinforce a shared district identity. East 12th Street merchants are working to develop wayfinding signage, improve sidewalks, pedestrian lighting, and safer street crossings in their District.

