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Austin Urban Renewal Board

Mr. Ben M. Sifuentes,

I am writing to request being placed on the URB agenda for the next meeting to make a short presentation and request action by the Board.

Another Option Productions has recently secured a long term lease to operate and manage the Historic Victory Grill located at 1104 E 11<sup>th</sup> Street, and we are specifically requesting a Right of Use Agreement from the Urban Renewal Board for 1100 East 11<sup>th</sup> Street Block 18 property, from the present time to extend through October 2011. We would like the option to seek a renewal of the agreement at the end of that term as well. After the end of the requested agreement, if a 12 months renewal is not possible, we request a month-to-month arrangement with a sixty days notice requirement.

As part of our normal work and mission, of bringing cultural programming to Central East Austin, recent events, and the City's study on quality of life issues and business opportunities in the African American community, seem to support the notion that your approval of our request will be a positive step in showing City support for expanded cultural offerings and business opportunities in this community. We want, essentially, to continue to operate the lot at 1100 East 11<sup>th</sup> Street of the Block 18 property as an extension of our nonprofit cultural arts organization.

The regular programming we wish to put in place would include the continuation of our weekly/monthly cultural programs (weekly in the spring and summer, monthly during the fall). This includes East End Fourth Fridays, and the 11<sup>th</sup> street Ibiz quarterly neighborhood events which will provide positive economic results for area businesses, but is focused on highlighting the neighborhood's cultural heritage as a way of attracting attention and attendance from local neighborhoods and surrounding communities in general. In addition to this regularly scheduled series, we plan to continue our largely neighborhood-targeted, concerts and programs as opportunities arise. Another Option Productions is committed to provide a safe and secure atmosphere for our visitors and guests and would ensure that security is available during programming.

Given recent conversations about the future of Block 18 and the community's interest in seeing a more attractive site while development plans move forward, we also would like your permission to work with community groups, volunteers, and area businesses to make visual improvements to the site. Members of our neighborhood and merchant's association have expressed interest in participating in a community project to improve the site as a venue for our programs (lighting, fencing improvements and landscaping). If there were resources available for such, we would also request your (URB/Neighbor Housing and Community Development) support—with our efforts to maintain and beautify the site. Our use includes regularly scheduled maintenance and cleaning.

We have discussed our proposal with neighbors, area business owners, the media, artists, cultural organizations and potential vendors. There is a high level of support for incorporating the use of the lot of land at block 1100 into our current programming. I am optimistic that you will too see the value of this proposal and grant our request.

Thank you for your positive consideration.

Best,

Clifford Gillard

Another Option Productions