

A G E N D A



Recommendation for Council Action

Austin City Council

Item ID

54307

Agenda Number

11.

Meeting Date:

2/4/2016

Department:

Economic Development

Subject

Authorize negotiation and execution of a 12-month contract with the African American Cultural Heritage District to provide educational, heritage preservation, and economic development programs and services in the District in an amount not to exceed \$300,000, and include two additional 12-month extension options in an estimated amount not to exceed \$300,000 per extension option, for a total estimated contract amount not to exceed \$900,000.

Amount and Source of Funding

Funding in the amount of \$300,000 is available in the Fiscal Year 2015-2016 Operating Budget of the Economic Development Department. Funding for the remaining extension options is contingent upon available funding in future budgets.

Fiscal Note

There is no unanticipated fiscal impact. A fiscal note is not required.

**Purchasing
Language:**

**Prior Council
Action:**

**For More
Information:**

Kevin Johns, Director, (512) 974-7802; Sylnovia Holt-Rabb, Assistant Director, (512) 974-3131

**Council
Committee,
Boards and
Commission
Action:**

MBE / WBE:

Related Items:

Additional Backup Information

This proposed action authorizes funding of a management service contract with the Austin African American Cultural Heritage District 501(c) (AACHD) for economic development programs and services. The recommendation for funding for this contract was initiated and approved by the City Council during the FY16 budget process. The AACHD organization is dedicated to enhancing the quality of life for residents of central east Austin by preserving the rich heritage and cultural contributions of Austin's African American community through historical interpretations, promotion of cultural and artistic events, and by serving as a catalyst for social and economic development.

Austin's African American Cultural Heritage District was declared as such by the State of Texas on September 3, 2009. The district boundaries, set by City Council in 2007, comprises approximately six square miles of central east Austin. The district is home to numerous sites of national, regional and local historic significance and celebrates

African Americans and others who played important roles in creating the vibrancy of Austin.

The Economic Development Department (EDD) seeks to contract with African American Cultural Heritage District 501(c)3 to expand the prosperity of the district to:

Heritage/Preservation

1. Conduct one workshop with other non-profits in the district for application to the Texas Commission for the Art Heritage District Funding as approved by the State Legislature.

Marketing/Branding

2. Market the African American Cultural Heritage District as outlined in the marketing plan quarterly, both to residences within the Austin metropolitan statistical area (MSA) and outside the MSA to attract tourists.
3. Conduct quarterly tours of historic sites within the district and track tourists by zip code.
4. Publish and distribute a monthly newsletter and calendar of events for the District.

Artistic/Cultural Productions

5. Conduct artistic and cultural productions within the District using national and local talent for African American Symposium, District Days Festival/Celebrate Sand Bernard, and Black Artistry/Invisible Intersection.

Economic Development

6. Partner with the City's Soul-y Austin Program, the Greater Austin Black Chamber, and other local businesses within the District for economic development programs and services to benefit the District through small business or cultural workshops.

Education

7. Increase the Discover Heritage Interactive Map historic data point map by 25% through partnership with Kealing Middle School and other schools within the district. This mobile application provides visitors with information about historic locations within the district via smartphones or other hand-held devices.