

CITY OF AUSTIN ECONOMIC DEVELOPMENT DEPARTMENT

PLACE-BASED ECONOMIC DEVELOPMENT

Red River Cultural District

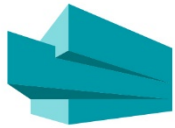


DECEMBER 9, 2019

TOURISM COMMISSION

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

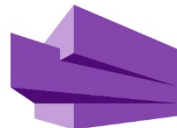


Global Business & Expansion

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)



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.

<https://www.youtube.com/watch?v=dX3ciKtxle8>



Defining Place

- As broad as a community
- Contiguous geographic area within a community; trail, waterfront, or commercial area
- Specific sites such as a building(s), park, or plaza



Defining Place Based Economic Development

Practice and approach of positioning public and private assets and strengths of a “place” to:

- Build Community, Capacity and Consensus
- Leverage and Produce Economic Benefits and Investment
- Identify Opportunities and Challenges
- Harness Improvements

District Terminology

Business, Merchant, Cultural, Arts,
Theater, Technology, Innovation, Eco
District, Entertainment,
International, Historic, Parks,
Parking, Waterfront, etc.

District Mechanisms

Regulatory
Programmatic
Financial

Defining Districts

A District is a contiguous area which may include a diversity of community, cultural, historical, economic, environmental, or residential assets. A District is anchored by an entity and rooted to inclusivity.

(Working definition)

Program Core Components



Community Organizing

- Merchant Association Formation
- Build consensus and capacity
- Training Resources
- Leadership Development
- Asset & strength identification
- District vision and mission
- Analysis, including market context



Enhancing Place

- Analysis
- Private investment
- Development/Redevelopment leveraging
- Public Space Right of Way Enhancements
- Preservation and retention



Economic Growth

- Jobs
- Increase patrons and revenue
- Diversity of business mix
- Partnership Development
- Events and Programming

Community Organizing

Merchants Associations

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



What is the definition of “business”?

All size business, creatives, creative spaces, musicians, live music venues, non-profits, universities, at home businesses, religious institutions, plus.



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.



Place Analysis and Economic Growth

- Economic Market Conditions
- Redevelopment Analysis
- Commercial and residential characteristics
- Asset Inventory (Historic, Cultural, Community/Local)
- Public Space evaluation
- Policy, plan and strategy alignment
- Partner identification
- History
- Infrastructure Projects
- Connectivity Network
- Human Capital



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 SOUL MAN SAM AT BIG EASY BAR AND GRILL
 2:30-3:30 PM ZOUHOUNTOH AT FULL CIRCLE BAR
 3:30-4:00 PM MICHAEL HALE TWO FEATURING MAC MAINTOSH AT KING BEE LOUNGE
 4:00-5:00 PM MISS 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. PASSEN HOUSE
 12:00 PM FRED MCWHEE: 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. PASSEN HOUSE
 3:00 PM HARRISON EPPHROU: 12TH STREET'S HEYDAY
 4:00 PM HUSTON-TILLOTSON UNIVERSITY SPEAKER

FOOD OPTIONS

FOOD TRUCKS: RED WRAPS, PAKAL, MID MAJESTY BBQ
 PARTICIPATING RESTAURANTS: SAMS BIG, GALLOWAY'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
 BPM THE FUN DOES NOT STOP. JOIN US AT DOWNS MARSON FIELDS FOR A HUSTON-TILLOTSON BASEBALL GAME, MUSIC AND COMMUNITY

SATURDAY, SEPT. 10TH

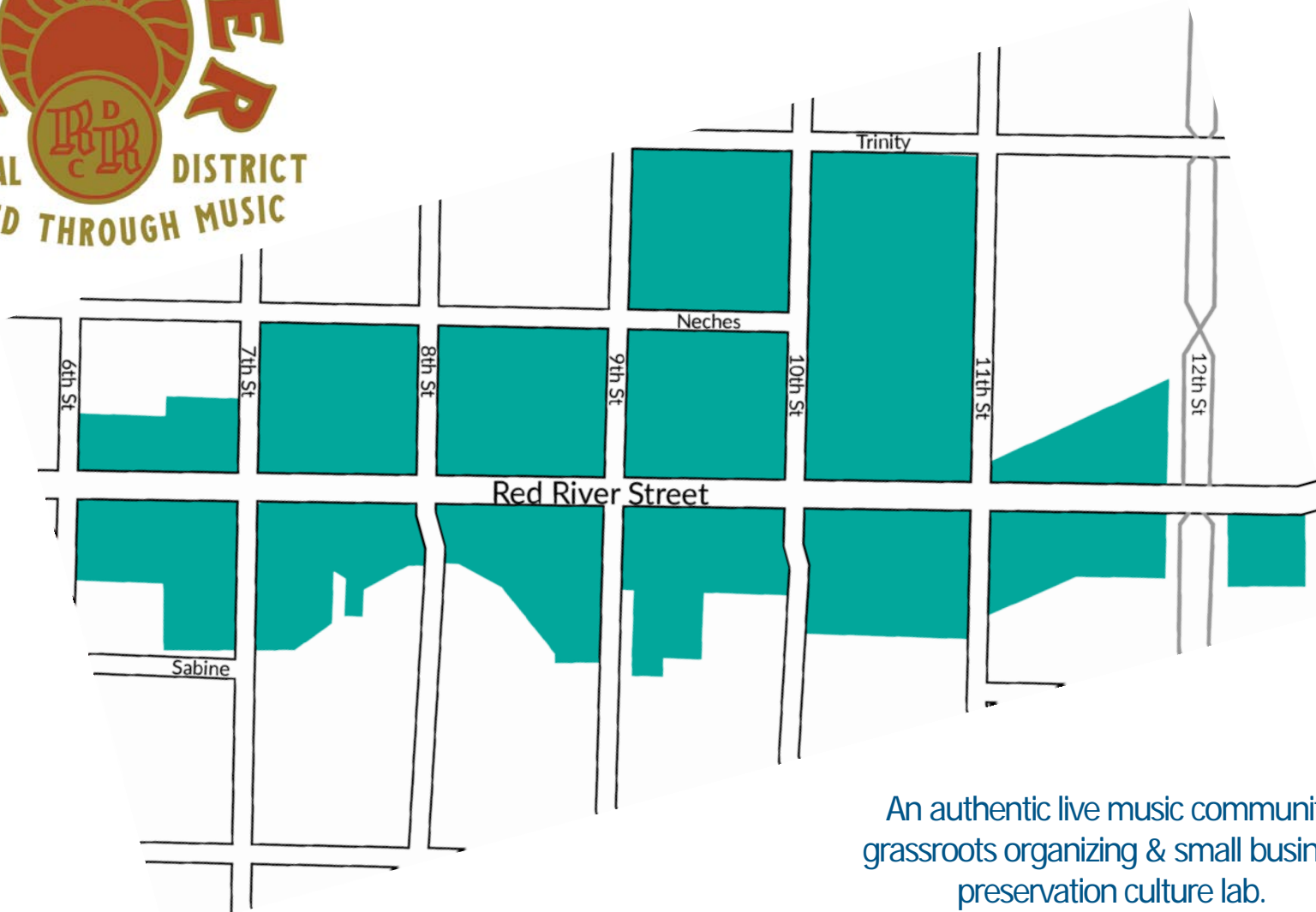


Logos at the bottom: City of Austin, East Huston, Soully Austin, Spectrum Theatre, 504 Score, Huston-Tillotson University



Policy Alignments

- Imagine Austin
- City Council Strategic Direction 2023
- Cultural Tourism Plan
- Complete Streets
- Music and Creative Ecosystem Stabilization
- Thriving in Place / Cultural Asset Mapping



An authentic live music community
grassroots organizing & small business
preservation culture lab.

District Context Timeline

2013: City Council Designation of Red River as a Cultural District

2014: District began working with City's Souly Austin Program

2015: Red River Cultural District Merchants Association formed; resource provided by Souly Austin

- Produced Red River Cultural District Economic Strategy

2016: Urban Land Institute Study completed; Red River Cultural District: Live Music Preservation

2017: City Council Resolution 2017008-033 (Red River Enhancements, no funding allocation)

City Council Resolution 20170126-019 (Red River Sound Extension Pilot)

Economic Development Department, Souly Austin Program funded land survey for Red River Alley (\$13,000) 700 Block

Installation of public art projects in partnership with businesses and continuation of district banner installation

2018: Economic Development Department secured \$200,000 for District Wayfinding Signage

Red River Merchants Association appointment of Executive Director, Cody Cowan

City Council Budget Rider allocation of funding for Red River Enhancements

2019: City Council allocation of funding for Red River Enhancements revisited; funding source
City Council direction for installation of alley gate / fence
Economic Development Department funding allocation for alley gate / fence project



Red River Cultural District (RRCD)

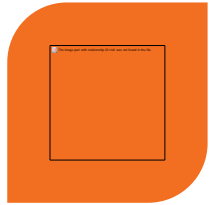
The RRCD is a cultural tourism destination for authentic live music, food and drink experiences in the heart of downtown Austin, Texas. With a membership of over forty local small businesses, the district's diverse programming regularly showcases both local and touring live music performances - seven days a week. The RRCD's twenty stages are not only home to the larger SXSW conference & festivals, ACL music festival after-shows, levitation fest and hot luck, but also to our annual district-grown music events - free week and hot summer nights. The district experience also provides excellent short-term & extended stay accommodations for all visiting guests and bands, culturally diverse dining experiences at restaurants + food trucks, as well as the promise of cold beers, excellent cocktails & good times for all.

United Through Music: Forty Members = Diverse Audience

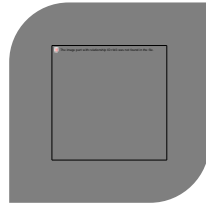
- 18 Bars/Beverage Hospitality Offers.
- 17 Restaurants/Food Service Offers.
- 10 Live Music Venues (25% Of Local Market).
- 6 Community, Culture & Arts Non-profits.
- 4 Hotels/Guest Accommodations.
- 3 Local/Regional+ Events Companies.
- The Beverly - Long/Short Term Stay Residences.
- True Blue Tattoo, Pat's Sheet Metal, Esther's Follies.



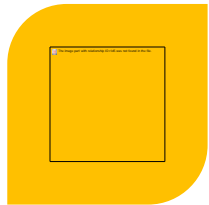
RRCD Presents



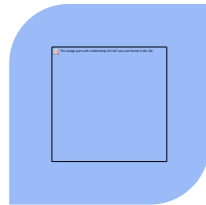
TWO ANNUAL
SIGNATURE MUSIC
EVENTS: FREE WEEK +
HOT SUMMER NIGHTS.



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



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



\$500K+ ANNUAL
ECONOMIC IMPACT.



City Council Resolution 2017008-033 Enhancements

- Alleyway Gate and Fence; Pending Inspection
- Trash and Recycling Receptacles; 10 installed, pending maintenance agreement
- Creative Installations; Completed installation of four projects in the district
- Sidewalks, right of way enhancements; Cost estimates, design and engineering underway
- Lighting Study; Underway
- Landscaping and Planters; Design and engineering underway
- Signage and Wayfinding; \$200,000 secured for implementation, project in motion, design, engineering and fabrication underway

THANK YOU.

