

As the CEO and Founder of Black Women In Business, I have intentionally advocated for the Quality of Life of residents in our community. As a homeowner and the daughter-in-law of Charles Smith Sr, the 1st President of the Blackland Community Development Corporation, I have a vested interest in the development of East Austin. East Austin is not merely an area where I serve. It is home.

For the past two decades I have created, organized, and implemented initiatives to provide resources and support for marginalized and underserved communities. As a mother and grandmother, it is my duty to help future generations see the investment, impact, and economic prosperity of our neighborhoods. The entire community benefits from a variety of businesses and organizations nearby. Variety brings more opportunity, choices and the feeling of inclusion.

Through the Black Women In Business Community Food Relief Program, we have provided more than 95,000 families with free groceries since March 2020. Most of those served are on or near East 12th Street. We know firsthand about the disparities that exist in this area. With that being said, I support development strategies that will create opportunity for a live, work and play neighborhood.

With the evolution of East 12th street, it is important to cultivate an environment for families, businesses, organizations, and leaders to continue to thrive and serve. It is a chance for us to move forward and upward. But, most importantly, it restores hope. It is my hope that the NCCD Item 115 embraces the heritage and rich history of East Austin by ensuring business sustainability through revitalization and bring forth new opportunities.

In conclusion, I am encouraged by the overall effort of the City of Austin and other community leaders towards the rejuvenation of East 12th Street. It is my hope that we can continue to work together to complete the vision of through diversity, equality and inclusion.

Respectfully submitted,

Rose Smith



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"We Are Better Together"

"Serving Community Like Family"

