



African American Cultural Heritage District Resolution No. 20210902-048

Economic Development Department

June 4, 2024

African American Cultural Heritage District

Resolution No. 20210902-048

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- Resolution
- Proposed Approach
- Phase 1
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AACHD History



AACHD Cultural District History

- Resolution No. 20071213-058 establishes the African American Cultural Arts District, the **City of Austin's first Cultural District**
- Achieved State Cultural District Designation through the Texas Commission on the Arts in 2009
- Established Six Square, the cultural district management entity, in 2013
- The City of Austin lacks a holistic cultural district resourcing policy



Economic and Cultural District Framework Policy

The Economic Development Department seeks to develop a holistic framework to organize, recognize, and resource economic and cultural districts:

- Policy aims to leverage economic benefits of concentrated activity in defined districts.
- Districts serve as tourist attractions, offering diverse experiences.
- Well-defined districts support thriving commerce and cultural preservation.
- Unified management, branding, programming, and improvements amplify economic impact and foster synergy among stakeholders.
- Economic Development Department intends to bring to Council a Policy for consideration on July 18th
- Policy will have limited impact to AACHD initiatives



An aerial photograph of a city, likely Austin, Texas, showing a river (the Colorado River) winding through a park area with many trees. In the background, a dense urban skyline with various high-rise buildings is visible under a cloudy sky. The entire image is overlaid with a semi-transparent blue filter.

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- Directs the City Manager to determine strategies necessary to implement various initiatives to preserve and enhance the African American Cultural Heritage District (AACHD)
- FY24 City Council approved to support Resolution Initiatives:
 - Develop and Update Maps
 - Assist with Historic Designation of Sites
 - Develop Directional Wayfinding System for the AACHD
 - Implement a Placemaking Program
 - Establish a funding mechanism for Public Art and Cultural Programming
 - Create a Strategic Plan for the AACHD
- Current Dedicated Funding Support:
 - FY24 Budget Process – General Funds \$200,000 (must be allocated by September 30th)
 - FY24 Historic Preservation Funds - \$200,000* (*concerns with applicability of funds*)



Proposed Approach



Proposed Approach

- **Assigned to Economic Development Department – Economic and Cultural Districts Team**
- **Specializes in:** Place-Based Economic Development Initiatives; Economic District Strategic Planning; Community Organizing/Education; Place-Enhancement; Project Implementation
- **Phase 1: Coalition Building and Establishing Guiding Principles for Strategic Planning**
- **Phase 2: Development of AACHD Strategic Plan and Implementation Plan**



Phase 1



Phase 1 – Coalition Building/Guiding Principles

- Engage with Coalition Partners to develop Community Engagement Plan
- Identify Organization/Partners Roles and Responsibilities
- Establish Strategic Planning Guiding Principles



Concurrent Initiatives

- **The East 11th and 12th Streets Urban Renewal Plans**
- **East 12th Street District**
- **The East End Jazz and Arts District**
- **Heritage Wayfinding Resolution No. 20181004-003**
- **The Black Embassy - Resolution No. 20210304-067**
- **African American Cultural Heritage Facility Strategic Plan**
- **Blocks 16 and 18 Redevelopment**
- **The Greater 78702 Area Planning Efforts**



District Development Professional Services

- **District Development RFQS – Bench Consultants specializing in:**
 - Community Organizing and Engagement
 - District Strategic Planning and Economic Analysis
 - Project Development/Implementation
- **Identified Consultant: Mend Collaborative**
- **Sample Projects:**
 - [Reconnect Rondo](#)
 - [Albina Vision Trust](#)
 - [Southbridge Neighborhood Action Plan](#)



Phase 2



Phase 2 – AACHD Action Plan

- Engage in Strategic Planning Efforts to include Implementation Plans
- Led by AACHD Leadership Coalition and the established Guiding Principles
- Goals will be guided by the original resolution, and refined through Phase 1
- Prioritization of Strategies, Cost Estimates, and Related Activities



Ongoing Challenges



Ongoing Challenges

- **Lack of Economic and Cultural District Resources**
- **Lack of Consistent Fiscal Tools**
- **District Stewardship Inconsistencies**
- **Lack of Wayfinding Signage Families**
- **Inconsistent Maintenance of Placemaking/Wayfinding Components**



Next Steps



Next Steps (PROPOSED)

- **Engage Appropriate City and Community Partners to Confirm Approach (April-June)**
- **Provide Consultant Project Proposal (June)**
- **Negotiate Agreement (June)**
- **Notice to Proceed (June/July)**
- **Begin Community Organizing and Engagement (July)**
- **Phase 1 – Expected to be completed in 6-8 months (July/August)**
- **Phase 2 – Strategic Planning expected to begin immediately upon conclusion of Phase 1 (May 2025)**





Questions?

Economic Development Department

Insert Date