Austin's African American
Cultural Heritage District
Strategic Plan

African American Resource Advisory Commission

Austin Economic Development

6 JANUARY 2026

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Our goals center on four areas: **housing**, **business development, culture and history**, and **infrastructure**.

These goals are not just aspirations—they are a **mandate for accountability**. We call on the City of Austin to partner with the Black and African-American community to make evident true repair and reconciliation through **sustained investment**, **policy change**, and **community-led decision-making.**

We stand together to ensure that this district remains a beacon of Black **excellence**, **resilience**, and **belonging** for generations to come.

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Our priorities are to:

1) Declare the African-American community's rights to **remain, return**, and **thrive** in the district. This commitment includes **preserving** and **creating affordable housing**, nurturing homeownership, **combating displacement**, and advancing an inclusive environment where all residents can **celebrate the district's cultural heritage**, and strengthen and **rebuild generational ties** and **wealth**.

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2) Actively support and sustain **Black-owned businesses** and entrepreneurs through targeted **investments**, access to **resources**, and **policies** that promote **Black ownership in the district**. Establish a sustainable foundation that sparks economic vitality and **generational wealth** within the district.

3) Gather, preserve, and illuminate the district's **vibrant cultural identity** and rich **history of resilience** through active **storytelling, education**, and the **protection** of cultural and physical landmarks, while nurturing this legacy through **art and music**. Invest in **Black creators**, build inclusive spaces, and **amplify the voices and achievements** of Austin's Black communities past and present.

4) Enhance **physical and mental health** and **connectivity** by investing in **environmentally just** improvements, infrastructure, accessible transportation, and aesthetic enhancements that promote the district's identity. Create a district that is **accessible**, **welcoming**, and representative of its past, present, and future.

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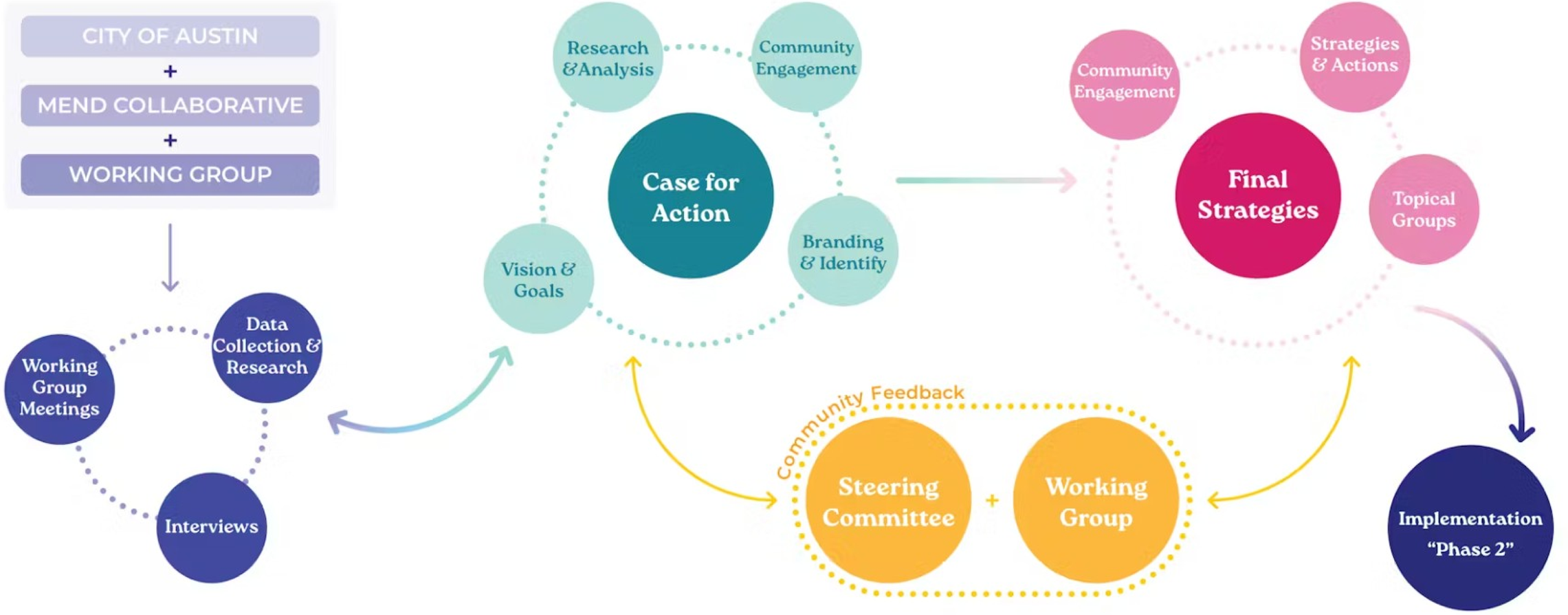
Workplan

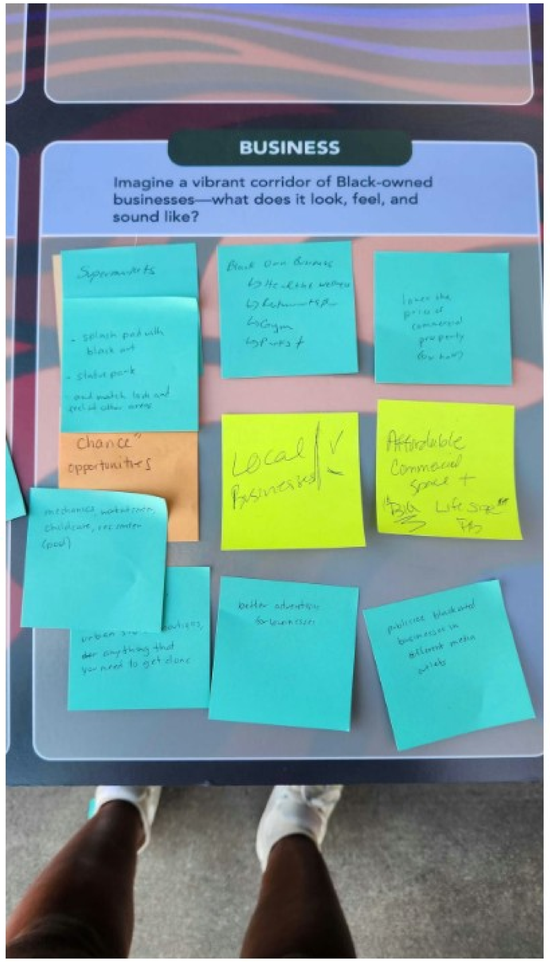
Phase 0: Organize
November to Present

Phase 1: Understand
May through July

Phase 2: Envision
August through September



E4 Youth Block Party (10/12/2025)



Auntie's House (11/09/2025)

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Coalition Meeting #5 (04/29/2025)

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Finalizing Priority Recommendation

- We will focus on priority recommendations in Phase 2
- Each priority will have an implementation plan:
  - Implementation guidelines
  - Who is responsible for coordinating implementation
  - Funding needed
  - Relevant stakeholders

Other recommendations are important but will likely take more coalition development, funding, and time for implementation (beyond Phase 2)

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Priority Recommendation

- Fund & staff the AACHD management entity
- Establish a “Coalition” for collaboration between community-based organizations and clarify the role of the “quarterback” organization to coordinate the implementation of the plan
- Develop a coordinated capital campaign to establish dedicated philanthropic funding for the plan’s goals

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Priority Recommendation

- Establish a Right of Return
- Stablize existing affordable rental properties
- Create a program to attract young Black professionals with families
- Expand access to capital for existing new businesses with the establishment of a Business Loan Fund

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Priority Recommendation

- Build preservation capacity
- Establish a Heritage wayfinding program
- Develop an agreement with the City for the AACHD to lead planning and design of the proposed cap

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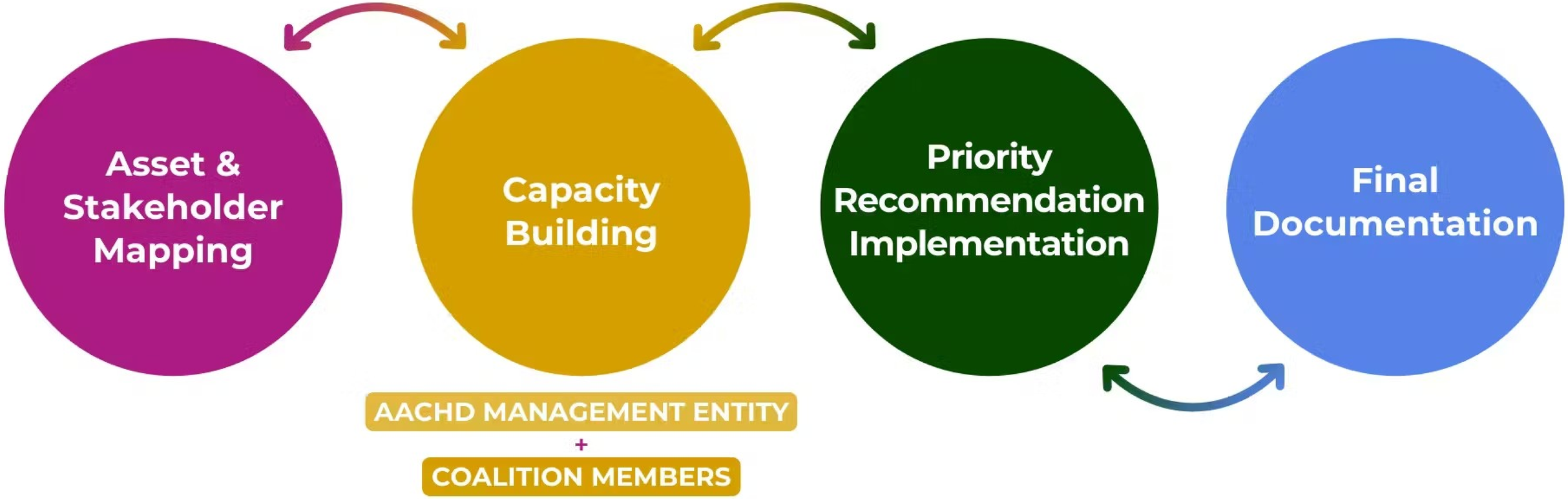
Phase II Schedule

November 2025 to July 2026



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Capacity Needs

The structural framework of the AACHD will be primarily composed of three entities that will serve very particular roles:

- AACHD Management Entity: Six Square
- AACHD Coalition: Working groups
- Non-Coalition Implementation Partners:
  - City of Austin
  - Philanthropy
  - Advocacy organizations
  - Recommendation-specific organizations

Asset and Stakeholder Mapping

Subphase outcomes include:

- A detailed understanding of the capacity of Six Square and AACHD Coalition members
- A detailed understanding of the capacity needs of Six Square and AACHD Coalition members
- An understanding of other organizations with a stake in implementing the AACHD priority recommendations
- An understanding of the resources needed and stakeholders to deliver on AACHD recommendations

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Needed Abilities

At the closing of Phase 2, these entities will need to have the structure and capacity to deliver the priority recommendations. The structure should occupy:

- Ability to receive and distribute philanthropic funding
- Ability to receive and distribute public funding
- Ability to operate programs that implement the priority recommendations of the AACHD Strategic Plan
- Ability to own and develop property in the Cultural Heritage District to deliver AACHD Strategic Plan recommendations

Needed Abilities Continued

- Ability to convene the AACHD Coalition and non-Coalition partners to update and implement the AACHD Strategic Plan
- Ability to serve as the primary connecting point between Black East Austinites and the broader Black Diaspora in the Austin Metropolitan Area, particularly for public engagement
- Ability to facilitate between the City of Austin and residents and businesses of the AACHD

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Survey Review

Please scan this QR code to access the Asset Mapping Survey