



## MEMORANDUM

**TO:** Mayor and Council

**FROM:** Sylnovia Holt-Rabb, Director, Economic Development Department *SHR*

**DATE:** June 23, 2022

**SUBJECT:** Staff response regarding Resolution No. 20210902-048 – African American Cultural Heritage District

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This memorandum provides an update on [Resolution Number 20210902-048](#) directing the City Manager to determine strategies necessary to implement various supportive and place-making actions for the African American Cultural Heritage District, explore ways of using the Live Music Fund to support the long-term sustainability of African American culture-based music industry projects located or produced within the District, and develop a plan to solicit proposals for the development of the 1100 Block of East 11th Street.

### **Directive 1**

Determine strategies necessary to implement various supportive and place-making actions for the African American Cultural District.

- **Response**

The Sabre Development, LLC contract approved by Council on January 27, 2022, will be used to develop a framework for economic districts in the City of Austin. This framework will serve as a guide inclusive of processes, programs, and policies for creating, retaining, and enhancing economic districts across the City in an equitable and consistent manner. Also, the Found Design LLC d/b/a Merje contract approved by Council on October 14, 2021, provides planning and design services to create a Heritage Wayfinding manual. The project team is currently facilitating community engagement related to the development of wayfinding design and concepts and expects completion in Fall 2022. Upon completion of the Heritage Wayfinding Manual, separate contracts to finalize branded design of wayfinding elements, fabrication, and installation selected by the African American Cultural Heritage District will occur.

**Directive 2**

Explore ways of using the Live Music Fund to support the long-term sustainability of African American culture-based music industry projects located or produced within the district.

- **Response**

The Music Commission approved guidelines for the Live Music Fund on February 7, 2022. The pilot program, [Live Music Fund Event Program](#), prioritizes projects that highlight Austin's cultural heritage and under-represented communities in deployment of funds, including awarding additional points in the scoring matrix for projects taking place within the African American Cultural Heritage District.

**Directive 3**

Develop a plan to solicit proposals for the development of the 1100 Block of East 11th Street.

- **Response**

The interlocal agreement with the Austin Economic Development Corporation includes providing assistance in engaging and supporting three development projects including the feasibility of the East 11th and 12th Streets Urban Renewal Plan. In addition, the Economic Development Department will be soliciting a consultant to develop a strategic plan for the African American Cultural and Heritage Facility as recommended by the recent audit of City Cultural Centers.

EDD will provide Council an update on the progress of the above items as they are completed. You may contact me at [Sylvia.HoltRabb@austintexas.gov](mailto:Sylvia.HoltRabb@austintexas.gov) or 512.974.3131 if you have any questions.

xc: Spencer Cronk, City Manager  
J. Rodney Gonzales, Assistant City Manager