

**CITY OF SAN ANTONIO  
NEIGHBORHOOD ACTION DEPARTMENT  
INTERDEPARTMENTAL CORRESPONDENCE**

**TO:** Mayor and City Council

**THROUGH:** Terry M. Brechtel, City Manager

**FROM:** David D. Garza, Director, Neighborhood Action Department

**COPIES:** Jelynn LeBlanc Burley, Andrew Cameron, file

**SUBJECT:** Resolution Supporting CERA's Application for Participation in the Texas Urban Mainstreet Program

**DATE:** June 24, 2004

**SUMMARY AND RECOMMENDATION**

This Resolution supports the application by Community Economic Revitalization Agency, Inc. (CERA) to the Texas Historical Commission for EastTown@Commerce's (EastTown) participation in the Texas Urban Main Street Program. A resolution from the City is required by the State as part of the application. The Texas Main Street Program, part of the Texas Historical Commission's Community Heritage Development Division, helps Texas cities revitalize their historic downtowns and neighborhood commercial districts by utilizing preservation and economic development strategies. The program began in 1981 and is affiliated with the National Trust for Historic Preservation. The state-supported program provides technical assistance, staff and board training, design assistance, and advice on heritage tourism programs and marketing to local non-profit organizations involved in commercial urban revitalization.

Approval of this Resolution enables CERA to compete for State designation as an Urban Main Street Program. Staff recommends approval of this resolution.

**BACKGROUND**

EastTown is funded through the Neighborhood Action Department's Neighborhood Commercial Revitalization (NCR) Program. Revitalization Projects receive \$60,000 per year over a 6-year period to help undertake revitalization efforts. The NCR Program works with revitalization organizations, which serve as lead agencies for their district's renewal efforts, to put their specific plans into action. The project's goal is to work with existing businesses to:

- Attract consumers, private sector investment and employment opportunities
- Expand and grow existing businesses
- Promote "Operation Facelift," a matching grant program designed to encourage façade improvements
- Secure funding to implement revitalization strategies

The EastTown district became a designated City of San Antonio Revitalization Project in September 1999. The area is bound by the railroad tracks to Monumental along East Commerce. Since its inception, EastTown has facilitated \$8,422,000 in private investment, attracted 18 net new businesses and created 81 net new jobs. Attached is a map of the project boundaries.

### **POLICY ANALYSIS**

The State requires a resolution of support from the municipality where the application is generated. This Resolution is consistent with the revitalization effort grounded in the CRAG and Housing Master Plan initiatives.

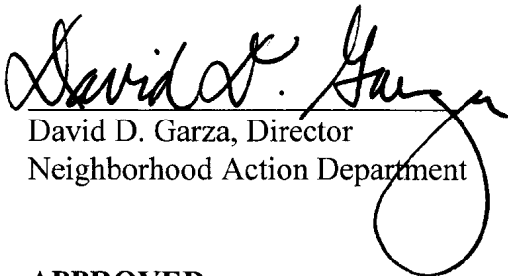
### **FISCAL IMPACT**

This resolution does not have a financial impact. EastTown is currently in its fifth year of funding with the NCR Program. The project may be eligible for two (2) two-year extensions contingent on performance, leverage and availability of funding.

Although the Texas Urban Main Street program usually expects a long term financial commitment from the municipality where the application is generated, they understand the statutory prohibition against committing unrealized municipal resources.

### **COORDINATION**

This item has been coordinated with City Attorney's Office, Planning, and Department of Housing and Community Development.

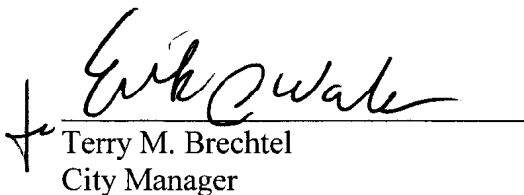


David D. Garza, Director  
Neighborhood Action Department

### **APPROVED:**



Jelynn LeBlanc Burley  
Assistant City Manager



Terry M. Brechtel  
City Manager

# EastTown @ Commerce

