



# African- American Cultural Heritage District Strategic Plan



**mend collaborative**

Meeting #3  
January 2025

# Pre-Planning Meetings

## Desired Outcomes

- Establish how we'll work together over the next year
- Develop goals and desired outcomes for the process
- Develop a public engagement plan

# Today's Agenda

- Review Previous Meeting (15 minutes)
- Vision and Community Priorities Activity (60 minutes)
- Stakeholder Mapping Activity (20 minutes)
- Wrap-up and Next Steps (10 minutes)

# Meeting Agreements

- Respectful communication
- Meetings will start 15 minutes late and end on time
- Raise hand or signal to speak
- Discussion should remain focused on agenda items
- Decisions will be made by consensus if possible and by vote if not
- Don't make assumptions, ask for clarification
- Discussions and sensitive information shared should be confidential
- Constructive criticism is welcomed, but should be presented in a respectful and constructive manner
- No side conversations
- Limit cell phone usage
- A summary of the meeting and action items with due dates will be assigned the meeting the meeting

**Grace**

**Respect**

**Patience**

**Humility**

# Where We've Come From



# City Council Resolution

“The City Council of the City of Austin formally apologizes for its participation in the enslavement of Black people, for its active involvement in segregation and systemic discrimination, for exacerbating racial divides through both active and intentional means, and passive, inadvertent means. and for carrying out multiple ‘urban renewal’ programs that hindered, and often decimated, the progress made by Black communities.”

-March 4, 2021

# 2021 Resolution Directives

1. Update City Maps that show Cultural and Historic Districts to include the AACHD.
2. Develop an official detailed map of the AACHD.
3. Develop wayfinding signage.
4. Fund and Implement a highly-visible Place-making program in the District.
5. Assist in the designation of historical sub-districts and local, state and national registration.
6. Craft an incentives program to attract entertainment, creative industry businesses and culture-based organizations to the district.
7. Establish a funding mechanism to support public art and cultural programming.
8. Engage stakeholders to develop a strategic plan to steer sustainable development and growth of the AACHD
9. Develop short and long-term solutions for Place-making.

# Vision and Priorities





Create a We the people sentence to start these.

- Define who
- list 4 areas: Housing, Businesses, Culture & history, Infrastructure
- Hold the city accountable to its apology
- Merge Preservation, Arts & Culture >Culture: History & Art

We, the Black and African-American community of Austin, speak with a unified voice to assert our right to remain, return, and thrive in Austin and the African-American Cultural Heritage District. For generations, systemic injustices—from segregation to urban renewal—have

displaced families, dismantled businesses, and eroded the cultural fabric that once flourished in this district. Through the development of the AACHD strategic plan, we commit to ensuring that these words lead to tangible actions that repair past harms and build a future of equity, prosperity, and cultural resilience.

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. The City of Austin must back its apology with action, recognizing that true repair requires 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.

Our goals are to:

Safeguard the African-American community's rights to remain, return, and thrive in the district. This commitment includes preserving and creating affordable housing, combating displacement, and advancing an inclusive environment where all residents can celebrate their cultural heritage and strengthening and rebuilding generational ties.

Actively support 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 is a generator of economic vitality and **generational wealth** within the district.

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. Investing in Black artists, creating inclusive spaces, and amplifying the voices and achievements of Austin's Black communities past and present, the district will continue to serve as a cornerstone of the city's cultural fabric.

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 cultural heritage.