



CENTRO
SAN ANTONIO

Main Street Economic Development Strategy

November 2022

Background

Main Street Economic Development Team Started in 2020

- Connected 965 small businesses to vital resources
- 3 grants to 66 businesses totaling nearly \$600,000
- Distributed PPE to over 400 downtown small businesses
- Advocated for small business grants, outreach assistance, and construction relief funds

Goal

- Grow, catalyze, and nurture a resilient and prosperous main street business ecosystem
- Prototype ED programs that can scale throughout the city
- Expand ED programs from elsewhere throughout PID and Downtown

Main Street Navigator (Launched FY20)

- Support small businesses through 1:1 advising, connection to resources, and educational programming

Storefront Resiliency Initiative (Launched FY22)

- Help businesses deter, report, and recover from property damage

Data Central (Launched FY22)

- Publish data and reports related to real estate development, retail vacancy, foot traffic, and consumer behavior

Quality of Place Pilot (Launch FY23)

- Recruit, retain, and grow small, main street businesses downtown

Advocacy & Promotion (Ongoing)

- Advocate for downtown small businesses as new programs become available and policies are developed

Navigator Program

- 1:1 Advising
- Connect to resources

Education

- Grow with Google (monthly)
- Digital Wellness Clinic (Semiannual)
 - Partnership with Geekdom

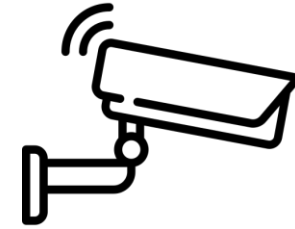
Quarterly Goals

- Assist 100 businesses
- Host 3 educational events

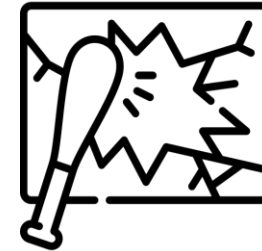




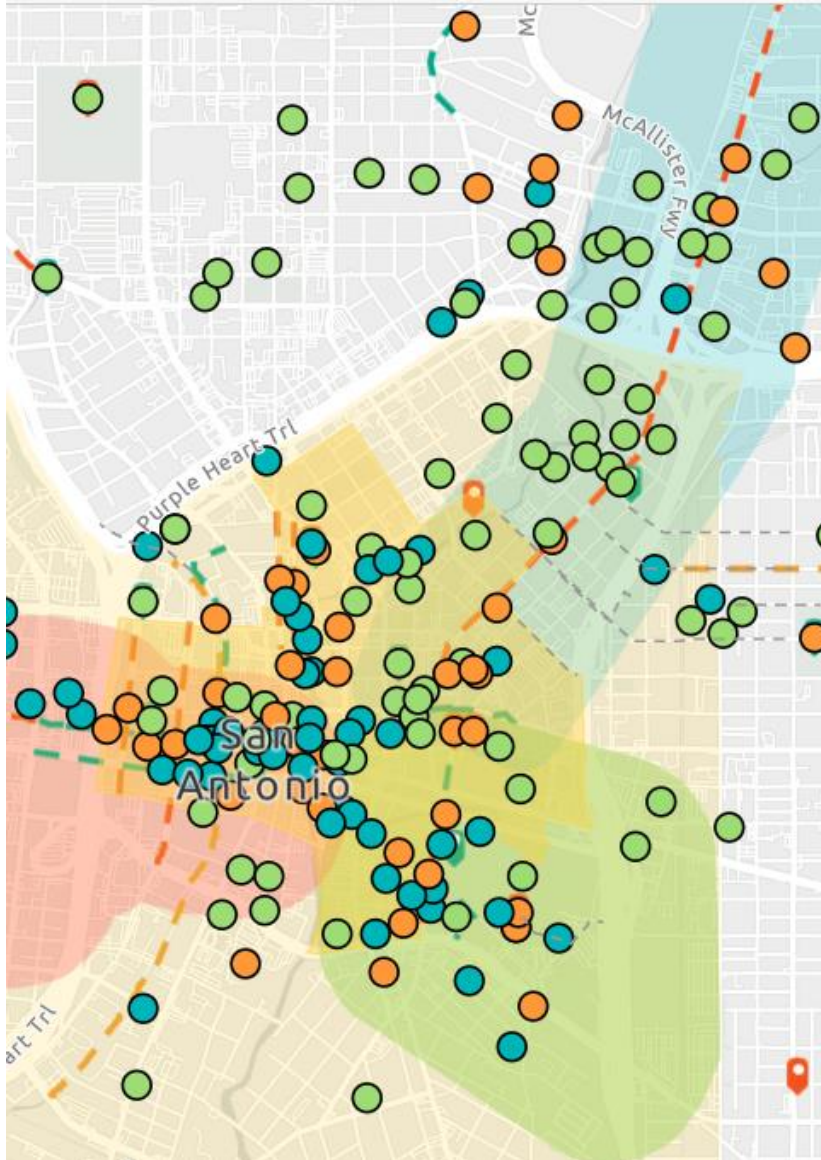
Storefront Resiliency Initiative



Storefront Security Grants
\$1k grants



Storefront Recovery Fund
\$2k grants



Catalytic Projects Webpage – Launched Q4 FY22

- Inform public about catalytic projects that are stimulating further investment (Hemisfair, Broadway, Zona Cultural/UTSA)
- Track public & private real estate development
- Tool for businesses, investors, developers, site selectors

Storefront Availability Inventory – Launched Q4 FY22

- Web page identifying opportunities for pop-ups or retail matching program

Downtown Data Dashboard – Launch Q1 FY23

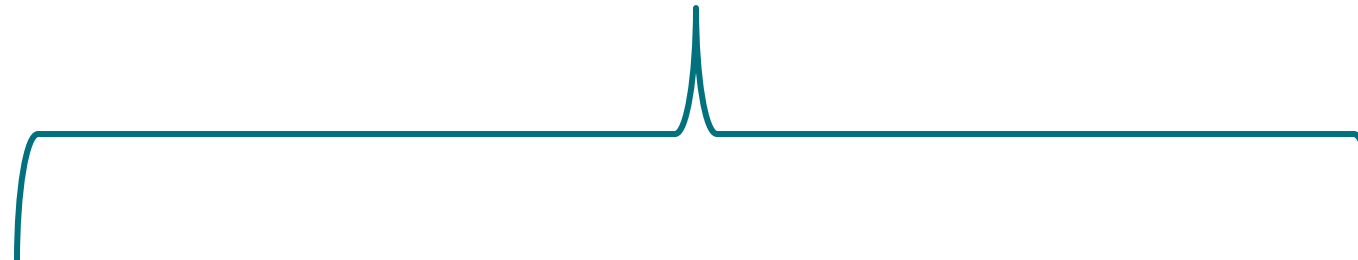
- Key performance indicators to share the value of downtown: demographics, foot traffic, economic impact

Activations Impact – Ongoing

- Understand impact of our activations through anonymized cell phone data; make available for stakeholders



Quality of Place Pilot



**Pop-Up Shops
(FY23 holiday pilot)**



Retail Relocation Grants



Restaurant Finish Out Grants



Holidays on Houston Street

- Short-term leases in 2 vacant storefronts
- Entrepreneurs test brick-and-mortar concept
- Help businesses find permanent retail location through our matching program
- November 8 – January 15



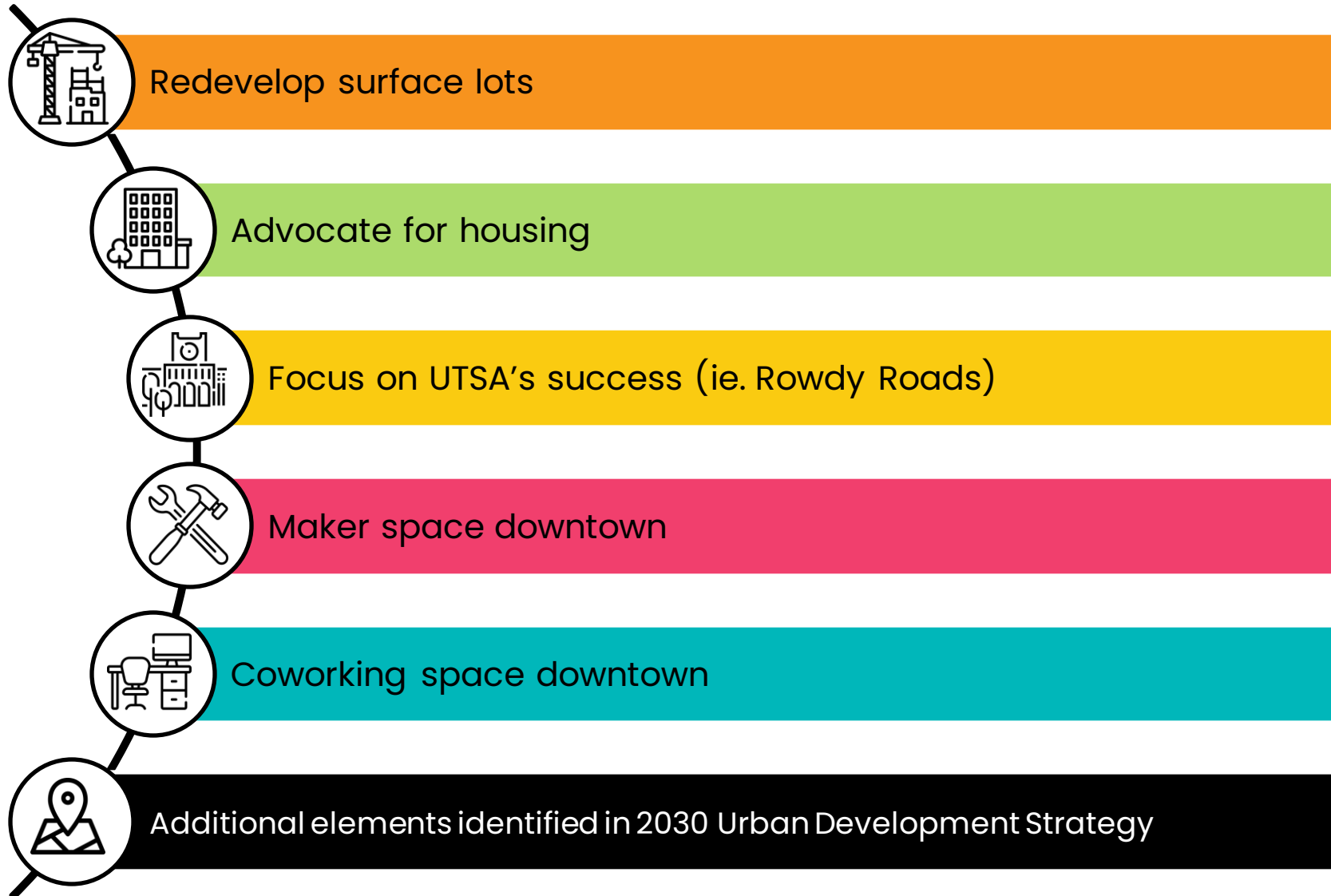
Growth Opportunity

- Spring pop-ups: March 1-May 31
 - Spring break, Fiesta, IPW Conference
- Grow into retail incubator/accelerator



Advocate for downtown small businesses as new programs become available and policies are developed

- ARPA Small Business funds
- Construction Relief Program
- Business Development Organization Alliance
- Chambers of commerce





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