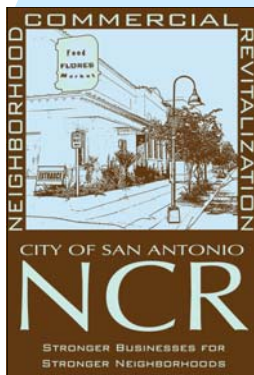


# NCR HIGHLIGHTS

NEWSLETTER VOLUME 15  
ISSUE 1 WINTER 2009

## 2008 NCR HACER Gala

by Vanessa McMahan



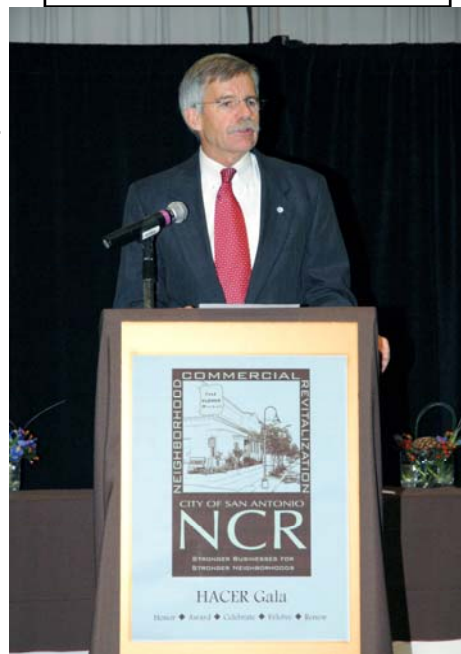
NEWSLETTER VOLUME 15  
ISSUE 1 WINTER 2009

On November 19, 2008, the Neighborhood Commercial Revitalization (NCR) Program celebrated its 10<sup>th</sup> Anniversary at the 5<sup>th</sup> Annual NCR Honor Award Celebrate Evolve Renew (HACER) Gala Reception and Silent Auction at the San Fernando AT&T Community Center, located at 231 W. Commerce. The event was sponsored by Citibank, Wachovia, Broadway Bank, and the City of San Antonio's Housing and Neighborhood Services Department.

The Gala's keynote speaker was former San Antonio Mayor Howard Peak who discussed the challenges facing small businesses in the upcoming year. He said that opportunities will evolve from those challenges and it is important for small business owners to be vigilant of the opportunities rather than focus on the challenges. Mayor Peak recounted that the success of the NCR program was an opportunity that evolved from the City's challenge of an uneven distribution of development between suburbs and the core of the City.

The Gala marked the remarkable commercial revitalization work completed in South town, East Town @ Commerce, and Avenida Guadalupe. Each year communities and organizations in these selected [commercial districts](#) work to attract consumers, private sector investment and employment opportunities. Awards were presented to individuals and businesses to recognize their revitalization efforts of the previous year. St. Mary's University was also recognized at the Gala as the Program's newest partner.

During the past year: the districts recruited 21 new businesses, 106 new jobs were created, and \$7,472,572 of private investment were brought to these core areas. Since the inception, the Program has facilitated 287 news businesses, 3,382 new jobs and over \$125 million in private investments for some of San Antonio's most unique core commercial districts.



The 2008 NCR HACER Gala recognizes revitalization efforts in San Antonio.

### Congratulations to our HACER Gala Winners!

- Overall Success:  
Mayor's Best NCR Overall  
South town
- Helping Hands: Volunteer of the Year  
Cecil Lara,  
South town Mainstreet Alliance
- Accelerated Growth:  
Best Redevelopment Project  
Williams Barber College, East Town @ Commerce
- Community Excellence: Partnership of the Year  
The Mighty Group, East Town @ Commerce
- Energized Initiative:  
Business Improvement Grant  
Robot Creative, South town  
Giovanni's Pizzeria, Avenida Guadalupe
- Reclaimed Pride: Business of the Year  
Taco Haven, South town

## Mighty Group Promotes East Town @ Commerce



By: John Harris

The Mighty Group was recognized at the 2008 HACER Gala by receiving the Community Excellence Partnership of the Year Award. The Mighty Group is equipped to consult, develop, and create to meet all communication solutions and support materials that are crucial to success of businesses. Their mission statement is if you need fresh bright ideas they can help.

SAGE and The Mighty Group have formed a partnership to promote the East town @ Commerce's NCR district by branding unique characteristics to shoppers, investors, new businesses and visitors.

The Mighty Group has established a logo and brand for the Eastside. The tagline titled "Welcome the Day! Eastside SA" was launch at the 2008 District 2 annual open house. The Mighty Group also participated in the celebration of the completion of the Commerce Street capital improvement. Which has encouraged events/ promotional opportunities in East town @ Commerce. The Mighty Group is located at 1617 E. Commerce in the Friedrich Building.

## NCR Program Results since 1998

- ✓ Net New Jobs — 3,382
- ✓ New Private Investment — \$125,606,340
- ✓ Net New Businesses — 287
- ✓ Operation Facelift Grants:
  - \* \$573,804 for completed projects
  - \* \$33,355 for projects under construction

## Cash Reigns Supreme on San Antonio's Westside



By: Teresa Hernandez

On Friday January 23, 2009, the *Avenida Guadalupe* hosted a financial 101 course at the Progreso Hall. The course, *Cash Reigns Supreme*, was taught by financial experts from the National Development Council (NDC), a private, not-for-profit organization that specializes in economic development finance and in obtaining financing for small and medium-sized businesses. Instructors for the course were Dryck Bennett and Raquel Favela.

The event was a one-half day free seminar designed exclusively for small

**Continued on page 3**

## Cash Reigns Supreme on San Antonio's Westside

### Continued from page 2

business owners. The seminar provided practical, hands-on financial training that covered the basics: budgets, balance sheets, profit & loss statements, budgeting and projecting for the future, cash flow projection, selecting an accountant and accounting system, and the importance of maintaining current and accurate financial records, keeping financial records with QuickBooks, and preparing for growth. Participants also learned how third parties, including lenders, evaluate financial statements to make lending decisions.

The 30+ attendees walked away with specific and down-to-earth information that they can apply to their company's daily operations. Maria Fernandez, Executive Director of College Vista stated: "the training taught me more of the nuts and bolts of financial issues when working on the business side of funding."

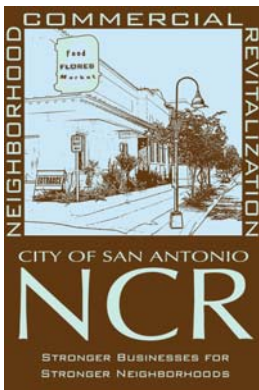
NDC developed the *Cash Reigns Supreme* training to help small businesses thrive and succeed. Course materials were available in both English and Spanish. The course was open to all NCR Districts. The *Avenida Guadalupe* was proud to welcome small businesses from the Eastside. One such business owner, Elaine Miller, a child care center owner, offered a simple suggestion: "offering certificates of participation for attendees gives people something to show lenders and is an added incentive for them to attend."

Promotion for this event was extensive and conducted in both English and Spanish, including, but not limited to Univision radio PSA's. According to Raquel Favela, a director for the NDC, "this training had a higher turnout than we've had anywhere else." *Avenida Guadalupe* hopes to bring more trainings to our neighborhood that will continue to address our small business owners' needs. *Avenida Guadalupe* is committed to providing resources to spur economic growth and investment on the Westside of San Antonio. For more information on the *Avenida Guadalupe*, contact Teresa Hernandez at 210-223-3151 or visit [www.avenidaguadalupe.org](http://www.avenidaguadalupe.org).

## *Façade Improvement Grant*



This year NCR will be awarding a Citibank grant of \$10,000 for a Facelift Façade Improvement. The business that is awarded the grant could use the grant money for matching funds for the Operation Facelift Program. Businesses must be located in the NCR project districts to be eligible. These districts are East Town @ Commerce and Avenida Guadalupe. NCR and Citibank want to help empower communities groups to restore the inner-city and also recognize commercial districts. Grant applications will be due April 3<sup>rd</sup>. To apply or for information please contact Jose Avalos at 210-207-6979.



**City of San Antonio**

**Center City Development  
Office**

**1400 S. Flores**

**San Antonio, TX 78204**

**(210) 207-7881**

## **Neighborhood Commercial Revitalization Program**

**City of San Antonio**

**Center City Development Office**

Pat DiGiovanni, Deputy City Manager

NCR Staff:

Adrian Lopez, Program Manager

Vanessa McMahan, Sr. Management Analyst

Blanca Boehm, Admin. Assistant

Jose Avalos, NCR Intern



## **NCR Upcoming Events**

- ★ **Feb 24<sup>th</sup>– March 1<sup>st</sup>:** Married Alive Musical, 8:00 pm, Cameo Theatre, 1123 E. Commerce
- ★ **March 15<sup>th</sup>:** The Hunt Family Fiddlers, 6:00 pm, The Carver Community Cultural Center, 226 N. Hackberry
- ★ **March 18<sup>th</sup>:** Piñatas in the Barrio Poster Unveiling, from 6:00 – 9:00 pm at Progreso Hall, 1306 Guadalupe
- ★ **April 11<sup>th</sup>:** Guardians of the Children Event, from 11:00 am – 6:00 pm at Plaza Guadalupe, 1327 Guadalupe
- ★ **April 18<sup>th</sup>:** Piñatas in the Barrio from 12:00 – 11:00 pm at Plaza Guadalupe, 1327 Guadalupe
- ★ **April 25<sup>th</sup>:** Delicious Tamales- Tamale Fest, from 11:00 am – 4:00 pm at Plaza Guadalupe, 1327 Guadalupe