



Cheer Up Charlie's



Pelon's Tex-Mex



True Blue Tattoo



## Red River Cultural District

The Red River Cultural District is the heart of the Musical Capital of Texas.

CITY COUNCIL DISTRICT:

9

Located along a five block stretch in downtown Austin, between 6th and 12th streets, is the Red River Cultural District, which sustains Austin's reputation as the live music capital of the world. While Red River still retains much of its tough, punk rock exterior, it has become a place where locals and visitors can find musical acts, comedy performances and events that cater to every taste. Visitors can stay at Hotel Indigo, a plush boutique hotel located in the heart of the RRCD. Grab a drink at the famous Cheer Up Charlie's, where themed nights include disco and funk, drag comedy shows and LGBTQ pride nights. If it's artists-to-watch or national acts you're after, check out the iconic Mohawk, where everyone is welcome.

For the hungry music aficionado, Red River offers a variety of choices that promise to satisfy every appetite. For live bands with a side of quality craft meats, try the world famous Stubb's, known for their fried green tomatoes and Post Oak smoked brisket. Just down the road is Arlo's food truck, offering unbelievably delicious vegan and vegetarian options that will please even the hungriest meat lover. If you're looking for the tried and true, Hoboken Pie knows that nothing goes better with music and beer than a warm slice of pizza.

For those seeking to take in some local history, the German-Texan Heritage Society is one of the oldest in Texas, and contains artifacts, historical maps and beautiful photography showcasing the lives of Austin's first settlers.

Whether it's brunch with friends or a night of music and dining, Red River never disappoints.

## About Souly Austin

Souly Austin is a place-based economic development program focused on creating and retaining strong, vibrant, culturally rich and diverse neighborhood business districts throughout Austin. Neighborhood business districts contribute to the soul and economic vibrancy of Austin. They provide access to jobs, day to day services and amenities, entertainment, food, culture, history, community and more.

Offering tools and resources to businesses to form their own neighborhood business district merchants association, the Souly Austin approach serves as a model to build capacity, consensus and a vision for these districts that contribute to the soul and economic vibrancy of Austin.



# Outreach

Souly Austin provides all-inclusive approach to building capacity and consensus in neighborhood business districts. Through robust outreach and education business leaders are cultivated and relationships and partnerships are developed to support the formation of district merchants associations.



**TRAINING HOURS: 9**



**BUSINESS VOLUNTEER HOURS: 370**



**EXPENSES: \$84,980**



**MEDIA HITS: 78**



## Red River Cultural District Merchants Association

The Red River Cultural District Merchants Association began working with the Souly Austin program in 2015 and formed their association in 2017.

Number of Businesses in District	30
Number of Rounds of Outreach	8
Number of Meetings	8
Number of Steering Committee/Board Meetings	10
Number of Partners	10
Active Participation to Date*	86%

Since outreach began, four (4) businesses have closed, relocated, or consolidated operations outside the District.

\*Active participation refers to percentage of businesses that have attended meetings, voted in Board elections, or district names/key priorities, participated in major events through Souly program, or are members of Merchant Association. Data collected and updated by the City of Austin's Economic Development Department in July 2018.

## Contact Information

E-mail:

Website: [RedRiverCulturalDistrict.org](http://RedRiverCulturalDistrict.org)

## Follow Us

Facebook: @RedRiverCulturalDistrict

Instagram: @RedRiverCulturalDistrict

Twitter: @DefendRedRiver

#RedRiverCulturalDistrict #RedRiverATX #RRCD

## Partnerships

- ATXN
- Austin Transportation Department
- Public Works Department
- Public City
- Bike Austin
- Downtown Austin Alliance
- Austin Police Department
- Austin Fire Department
- Urban Land Institute
- Austin Resource Recovery
- Music Venue Alliance







394,599  
COMMERCIAL  
SQUARE FOOTAGE



765  
ESTIMATED JOBS  
IN THE DISTRICT



30  
BUSINESSES  
IN THE DISTRICT



LEGACY  
BUSINESSES

German-Texan  
Heritage Society  
Stubb's BBQ  
True Blue Tattoo



\$235,159,018  
PROPERTY TAX  
INFORMATION  
(2018)

6  
CULTURAL &  
HISTORIC ASSETS



\$121,274  
SALES TAX  
INFORMATION  
(2018)

Neighborhood business districts play a critical role in meeting the needs of our community. When Austin fosters vibrant and successful neighborhood business districts, social, economic and community benefits can be produced. Benefits and economic outcomes of neighborhood business districts locally and nationwide have included:

- Increase in sales and taxes
- Increase in pedestrian and bike activity
- Access to day to day services and amenities
- Access to jobs and job creation opportunities
- Preserving and promoting history and culture
- Industry development including tourism and local entrepreneurs
- Attracting and retaining talent
- Decreased Crime
- Lower vacancy rates



Economic  
Development  
CITY OF AUSTIN

## Red River Projects, Programs and Placemaking

RED RIVER CULTURAL DISTRICT AND SOCIETY OF AUSTIN PRESENT TO YOU

LOCAL FOOD, VENDORS, & LIVE MUSIC

JULY 13TH-16TH

FREE!

IN COLLABORATION WITH THE JUSTIN CHIRGHELLI, KUTX, & DOSTZ

White Dimes, The Dotson Project, Golden Dimes, Mekstra Israel, Noah Mike & The Mountain, Matthew Logan Vasquez, CAPYAC, Magna Cards, The Midnight Strail, Christine, Rosalind Kiz, DJ Tale, Bad Sports, Radioactivity A, Savage (Parquet Courts), Big Bill US Weekly, Alex Dupree, Mobile Summer Sale, The Golden Boys, Deep Time, Think No Think, Flash Lights, Moving Panorama, Xena Hayes, Steve, Parkland, Leaning Up, Pingpong Green Family, Shevic, Morrison, Miley, Megan, Robb, A, Shiloh, Nathaniel, Mink, AMA, Drew Cole, Major Green, Leah, Side Up, Missing Pages, Wonderkitch, Fantasia, Pointe, Cottage, Bridge Farmers, The Zoltars, Canyon of The Skull, Church of Melkior, The Secret Prostitutes, Corvett, Agate, Scorpion, Jackson, Reluctant, David, Israel, Greenhead, Prent, Shady, Triller, Windows, Eggs, Dream, Concrete, Shores, The Clark, Green, & Wolf, Jason, Army, The Canyon People, and Robinson, Bill, Concrete, Green, Mark, Green, DJ, DJ, Sepulchre, Coy, Shaun, Drago, Nancisco, Frances, Abram, Shook, DJ, Donald, Juggo, Green, Think, Litani, Hope, Disruption, Broom, White, Portrait of Gull, Go, Ever, Frankie, In The Streets, Carly, Mason, Family, Bell, Young, Tom, Michael, John, Sandra, Murrey, David, Book, Blood, Power, Release, Concrete, Edward, Red, Zee, Niki, Dale, DJ, Sam, Gull, forming the, Yael, Ben, Ben, Ben, CJ, Edwards, The Park Fellowship, Vasa, Square, Kaiting, Spirit, Thomas, Vyas, Seven, Credit, City, Pheasant, David, David, Lutz, Pruning, for, Mental, Entry, Day, Unconquered, Jack, Day, Kowling, Peter, Jack, Kowling, Daniel, from, My, Moment, Heart, Open, The, Studio, Simulation, a, Legend, The, Diamond, Green, MC, Tyler, Jordan, & The, Negative, Space, Kolobash, My, Empty, Phantoms, TEMA, Prisma, Family, Griffin, and, The, Broken, House, Madon, Building, Michael, Parvizi, The, Center, Gump, Young, Research, Ronald, Love, Jeremy, Neil, Colburn, Sara, Stephanie, with, Brian, Theodor, of, Mike, Taylor, Eric, Wells, Shelly, Kait, Sara, Ellen, Farrow, The, Nihilists, Tragedy, Slim, Gray, Jake, Lind, Jayson, Black, Don, Prison, The, Salt, Dog, Chasing, Cliff, Ryan, DJ, John, Paul, Thomas, and, Heather, Canash, Show, of, Tom, The, Broken, Boat, Culture, NEMO, DOSTZ, Lila, Hand, He, Diego, de, la, Cruz, and, SO, MUCH, MORE!

STUBB'S ROBBERS, EMPIRE CONTROL ROOM, CHEER UP CHARLES, BARBACUDA, SHANTAYE, SHIPWINDER, BEERLAND, ELSA, M, PALERBA, LUDDA, CLEWANE, EXAM, HERITAGE SOCIETY, EXPLODED RECORDS STORE, WATER CRYSTAL HOUSE



Hot Summer Nights

Red River Cultural District Banners



## Art and Beautification

The City of Austin is committed to compliance with the Americans with Disabilities Act. Reasonable modifications and equal access to communications will be provided upon request.



# Red River Cultural District Priorities

The Red River Cultural District is known as the Live Music Capital of Austin. In collaboration with Souly Austin, they hope to strengthen their cohesive identity through creative placemaking initiatives. Building daytime patronage and foot traffic is a priority for the RRCD, and they're looking into the creation of daytime activities, iconic events, supporting creative industries, and beautification. Traffic and parking concerns are on the agenda for the RRCD and they're working with Souly and the City of Austin to make improvements that will increase safety for locals and visitors.

## Public Right of Way Enhancements

Improving the public right-of-way is a major priority for businesses. This includes improving pedestrian and bike connectivity and safety, as well as aesthetic enhancements to reinforce a shared district identity. Red River merchants have worked through Souly Austin to install murals celebrating their music heritage and district identity banners, and are implementing planters, waste receptacles, and streetscaping throughout the District.



## Retention, Preservation and Affordability

Preserving small businesses and cultural venues is a major concern for leaders in the District. Increasing rents and taxes make it difficult for small, local businesses and cultural venues to thrive. Business leaders want to ensure that their District is affordable for retailers, restaurants, and venues. Red River leaders are especially concerned about rents and taxes putting this hub of Austin's live music sector at risk.

## Business District Identity

Developing shared events and place branding is important to businesses in the District. They want to reinforce public perception of their District as a local hub for culture and commerce. Their successful events include Hot Summer Nights, collaborations with the Waller Creek Week, and Free Week, as well as music festivals such as SXSW and Austin City Limits.

## Traffic and Parking Management

Businesses want to ensure that their traffic and parking resources support a prosperous business district. They want safer traffic conditions and adequate parking for their customers and workers. They also want improved transit options, including circulators for patrons. Red River merchants have collaborated with the Austin Transportation Department through the Souly Austin program to share public parking space for performers and employees.

