

Center City of Amarillo Annual Report 2018-2019

Façade Grants

- Since the program began in 1994, the Façade Grant program has invested \$1,242,022.10 in matching grants to downtown businesses.
- These are matching grants and owners have spent much more on improvements. A conservative multiplier is three times the façade grant allocation or \$3,750,000.
- Demand for program continues to exceed supply. In the 2018-2019 fiscal year, project requests totaled \$130,000.
- The entire \$70,000 allocation for Façade Grants from the city goes to the recipients. The maximum per project is \$20,000.
- Façade Grant recipients are also eligible for up to \$50,000 from the Center City TIRZ for streetscape improvements.
- A volunteer committee reviews applications and recommends allocations.
- In 2018-2019, façade grant projects are:
 - 96 S. Polk St., \$10,000 grant for an apartment
 - St. Mary's Cathedral School, \$10,000 for new entrance
 - 1608 S. Washington St., \$4,150 grant for façade improvements
 - Maxor IV Solutions, \$19,000 grant for façade improvements
 - Lit Arcade Bar, \$20,000 for signage and façade improvements
 - The Barfield Hotel, \$6,850 for signage for new hotel
- Projects completed in 2018-2019 from previous allocations are:
 - 801 SW 14th Ave. – Two vacant quad lexes that are now fully occupied two-bedroom apartment units
 - 1621 S. Tyler St. – A formerly derelict building now eight market-rate apartments

- 1700 S. Polk St., Shelton-Houghton historic home, the headquarters of the Junior League of Amarillo on the National Register of Historic Places
- Levine's Department store, a long vacant historic building now houses offices, pop-up shops and a new communal workspace called Revolution.

Amarillo Community Market

- Center City will complete its fourth successful season of Amarillo Community Market on Sept. 28, 2019
- More than 120 local vendors applied to participate in the market. Of that number, 86 were approved.
- Vendors were required to grow, make, bake or create their wares within a 150-mile area. If no local vendor for a certain product applied, we made an exception – in the case of Colorado Peaches.
- Market averaged 70 to 80 vendors each Saturday morning. Most vendors brought a helper. Market averaged 150 vendors with their helpers and a daily crowd of about 500 people.
- Market was held at 1000 S. Polk St. and moved to the Santa Fe Depot for the Harley Party, the Tri-State Fair Parade and the Susan G. Komen Race for the Cure. Moving the market to the Santa Fe Depot gave us a chance to show the community the potential for the historic site.

High Noon on the Square

- Center City had a wonderful 25th season of High Noon on the Square.
- Crowds averaged 600 people with free music and free Popsicles thanks to the city of Amarillo.

Jazztober

- Center City sponsored Jazztober – a free Jazz concert every Tuesday night in October on the grounds of the historic Bivins mansion. In 2018, crowds averaged about 100 people. Starts today!
- Pat Swindell invited us to move into the Esquire Jazz Club so that we didn't have to cancel any concerts due to rainy weather.

Electric Light Parade

- The Electric Light Parade 2018 brought thousands of people downtown.
- More than 90 entries participated in the parade. Several entries had multiple vehicles. This year the parade will be on Friday, Dec. 6.
- Xcel Energy, Golden Spread Electric Cooperative and Metro by Verizon sponsored the event to cover the increased costs of security and logistics. Amarillo Parks and Recreation co-sponsored the event.

Downtown Cattle Drive

- Center City co-sponsored the photo contest for the Coors Cowboy Club Rodeo.
- Hundreds of people lined the streets for the event.
- The contest brought in more than 140 entries.

Amarillo Cultural District 2018-2019

- The Texas Commission on the Arts designated the Amarillo Cultural District in 2016 as the first Cultural District in the Panhandle.
- This year, Center City worked with the Center City TIRZ to receive a matching grant of \$75,000 for wayfinding and signage. This grant will extend signage to AMOA, Amarillo Little Theatre and Sunset Center.
- Center City helped start the Hoodoo Mural Festival to bring street art to downtown. Downtown has five new murals in a walkable area.
- Center City's Hoof Prints project continues to grow with the addition of four more fiberglass horses and the reprinting of a brochure in partnership with the American Quarter Horse Association.
- Center City partnered with High Plains Public Radio for a \$3,000 grant from the Governor's Office of Music for the Living Room Concerts.
- Center City promotes visual, performing and culinary arts on the artsinamarillo.com web site

Downtown Dining District 2018-2019

- Center City now has 37 restaurants in downtown
- Thanks to sponsorship of printing by Embassy Suites Hotels, we distributed more than 12,000 Downtown Dining District Brochures
- Center City partnered with the Convention & Visitor Council of the Amarillo Chamber of Commerce to distribute brochures to convention delegates, tourists and the Texas Department of Transportation Visitor Information.

A Texas Main Street City 2018-2019

- Center City once again achieved recognition as a Texas Main Street City and was recognized by the National Main Street Center as meeting or exceeding the standards to be a member of Main Street.
- Center City submits monthly progress reports to Texas Main Street and quarterly Reinvestment Reports to track economic impact.
 - For the latest **quarter ending in June 2019**, Center City reinvestments totaled:
 - **\$2,813,699** in Private Investment
 - **\$1,445,726** in Public Investment
 - **\$257,500** in Public/Private Partnerships
 - **TOTAL: \$4,516,925**
 - **Cumulatively since 2007, Center City reinvestments totaled:**
 - **\$13,436,699** in Private Investment
 - **\$1,445,726** in Public Investment
 - **\$42,343,500** in Public/Private Partnerships
 - **TOTAL: \$57,225,925**
- The Texas Historical Commission recognized Beth Duke with the 2018 Anice B. Read Award for Excellence in Community Heritage Development at its Real Places Telling Stories annual meeting
- Center City nominated the Six-Car Brew Pub & Crush for the Texas Downtown Association Best New Construction in cities of more than 50,000 in population in 2018. The project won a first-place award.
- Center City nominated Hodgetown for Best New Construction for 2019. We have been named a finalist in the Texas Downtown Association awards. Winners will be announced in November. We want to bring this trophy High Noon home!

Beth Duke, Executive Director
Center City of Amarillo, Inc.