



COMMERCIAL REVITALIZATION ZONE

## **TOBIN HILL COMMUNITY ASSOCIATION NEIGHBORHOOD COMMERCIAL REVITALIZATION ZONE**

The Tobin Hill Community Association, (THCA), has won a grant from the city of San Antonio that establishes a Neighborhood Commercial Revitalization Zone (NCR Zone) in Tobin Hill.

### **NCR Zone Purpose**

- Promote revitalization of neighborhood commercial districts
- To attract consumers, private investment, and spending
- Attached map shows the proposed Tobin Hill NCR Zone on McCullough and N. Main Avenues, Dewey and Locust Streets.

### **NCR Zone Goals for Tobin Hill**

- Restore productivity of underutilized retail and commercial business
- Improve physical appearance of the business corridor
- Retain existing businesses, and expand by 18 businesses in 6 years
- Help businesses hire 36 employees in 6 years
- Promote the corridor as a destination for retail, shopping, dining, etc.
- Help secure private investment of \$1.65M in 6 years

### **Progress to Date**

The Tobin Hill Commercial Revitalization Zone is in its first phase. Deliverables are:

- A print and online directory of Zone businesses to be used for marketing
- A resource guide helpful to Zone businesses owners
- A Tobin Hill Commercial Revitalization Zone Oversight Committee is being formed. It consists of business and property owners in the Zone and THCA Board representatives

### **Planned**

- Create a marketing plan for the Zone with the input of the business stakeholders
- Create needed Committees devoted to the NCR Zone (in progress)

### **Monies Available in Neighborhood Commercial Revitalization Zone Grant**

**Years 1 – 6:** \$370,000\* to the Tobin Hill Community Association for capacity building and selected projects in the Zone

**Years 7 – 10:** \$180,000\* to the Tobin Hill Community Association for capacity building and selected projects in the Zone

**\*Potential monies available presuming grant's performance goals are met:  
\$585,000**

**Individual property and business owners:** will be eligible for matching grants up to \$15,000 for façade improvement through the city of San Antonio's "Operation Facelift" program. (See attached fact sheet on the Operation Facelift grant.)