

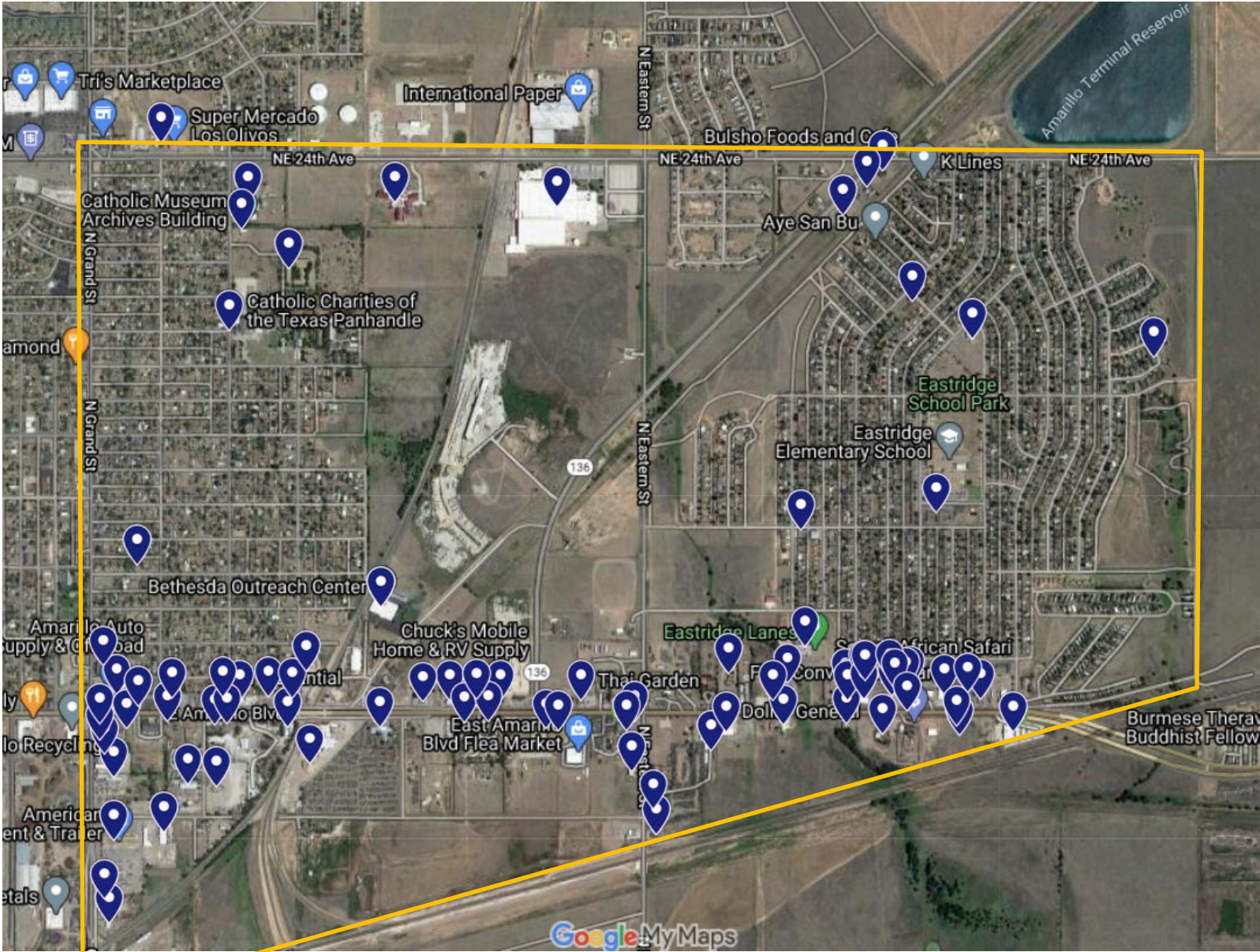
Eastridge Neighborhood Survey Update

Language	# Distributed	# Received	# Analyzed
English (online)		2	2
English (paper)	50	9	9
Lao	50	0	0
Lao (Bethesda)	50	22	22
Spanish	50	2	2
Karen	50	20	20
Swahili	50	21	21
Somali	50	18	18
Burmese	50	9	9
Vietnamese	<u>50</u>	<u>31</u>	<u>31</u>
Totals	10	450	134

Existing Small Business Survey Summary

- We first started the survey process by creating an inventory of 86 businesses throughout the neighborhood boundary.
- From there we put together a series of questions that would help us gauge the resources needed for those interested in creating their own small businesses.
- The main businesses that were prioritized were the ones that specifically cater to the needs of the Eastridge neighborhood. The majority of those businesses are on the Boulevard or family-owned and operated.
- Committee member Timothy Ballejo was able to interact with 21 small businesses within the Eastridge boundary. Of those businesses, seven willingly completed the survey. The rest either declined or did not follow-up.
- The seven businesses that completed the survey included a market, nail salon, laundry mat, a couple restaurants, and a convenience store. We also had Bugs Burney Pest control fill out a survey as the owner has land in Eastridge that he is interested in developing.

Eastridge Business Map



Existing Small Business Owners Survey Questions

1. What type of business do you own? How many years has your business been open?
2. What was your experience like in opening a business (permitting, finding space, etc.)?
3. Do you own or rent your premises?
4. How many people, including yourself, does your business employ? Please indicate full-time versus part-time employees.
5. How many of your employees live in the Eastridge Neighborhood?
6. What businesses are needed in Eastridge that are not currently here?
7. What are your current challenges in owning a business in Eastridge (lack of access to financing; lack of understanding of regulations; limited English skills; other)?
8. How does your business positively impact the neighborhood? How does it benefit the neighborhood's economy?
9. What influenced your decision to locate your business in the Eastridge area?
10. Do you require a loan to grow your existing business? If so, what size loan and would it be used for?
11. Have you ever previously applied for a small business loan? What was the outcome?
12. What other services would help support small business development?

Survey Results

- All the surveys we received are family operated and residents of Eastridge.
- Five of the seven businesses own their premises as opposed to renting.
- Obtaining permits and licensing was smoother than expected!
- Eastridge is a good location due to cheaper land/rent and catering to the cultures.
- Loans & Grants
 - *Many are denied. Lots of maxed credit cards to stay afloat. This is where they need guidance the most.*
- Business Ideas: more retail, entertainment options, shopping plaza, dry cleaners
- Overall, there were great, positive responses! Majority of the business owners want more people outside of Eastridge to visit their businesses but are lacking the marketing and advertising resources. There's desire to expand their cliental but are unsure of where to begin.

Committee Action: Discuss possible mailing.

San Jacinto Neighborhood Goals

Clean and Safe

- GOAL 1: We will take action to reduce crime and to improve overall safety.
- GOAL 2: We will strive to increase access to services that support our community's physical health, mental health, and wellness needs.
- GOAL 3: We will create projects and programs to maintain a clean and beautiful neighborhood.

Economic Development

- GOAL 1: We will build upon the success of the 6th Street businesses and encourage new entrepreneurs to establish their businesses within San Jacinto.
- GOAL 2: We will use placemaking as a tool for economic development.
- GOAL 3: We will expand employment and training opportunities for local residents within the neighborhood.

History and Culture

- GOAL 1: We will honor the legacy of Historic San Jacinto and its unique cultural heritage that make the neighborhood one-of-a-kind.
- GOAL 2: We will highlight the artistic and creative spirit of the neighborhood by promoting the visual and performing arts.

Housing

- GOAL 1: We will enhance the neighborhood's existing housing stock while introducing new housing options to improve access to quality places to live at a wide variety of prices.
- GOAL 2: We will encourage and support homeownership in the neighborhood to create a healthy balance of renters and homeowners.

Infrastructure

- GOAL 1: We will enhance the neighborhood's connectivity.
- GOAL 2: We will improve our utilities and other infrastructure to encourage private investment in the neighborhood.

Nature and Environment

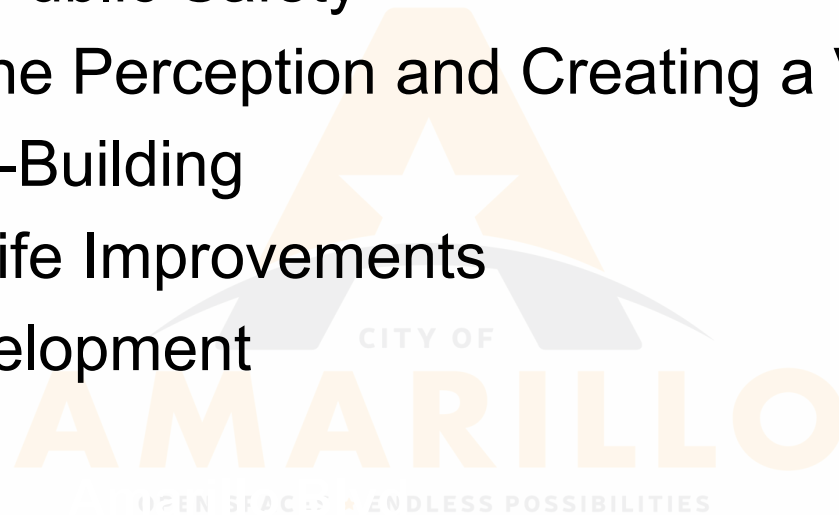
- GOAL 1: We will employ green infrastructure when/where possible throughout the neighborhood.
- GOAL 2: San Jacinto businesses will be the most environmentally responsible businesses in all of Amarillo.

Community Building

- GOAL 1: We will create more opportunities for all residents of San Jacinto to gather and celebrate.
- GOAL 2: We will connect our residents, businesses, and other stakeholders with resources to improve the neighborhood.

Eastridge Neighborhood Plan Focus Areas

1. Economic Opportunity
2. Crime and Public Safety
3. Changing the Perception and Creating a Voice
4. Community-Building
5. Quality of Life Improvements
6. Future Development



Committee Action: Approve or modify/approve.

Focus Area 1: Economic Opportunity

- Multiple local markets for shopping
- Ethnic food restaurants/market – attract customers from all over Amarillo
- East gateway Route 66
- Vacant land for development
- Locally-owned businesses
- Barriers to small business development
- Support to open small businesses
- Most residents work grueling jobs at the meatpacking plants – negative impact on family life and well-being
- Better jobs that offer upward mobility
- Low levels of English proficiency
- Ways to make a living through agriculture
- Access to farmland

Initial strategies and solutions?

Focus Area 2: Crime & Public Safety

- The crime will increase if people do not take care of their homes or properties.
- Crime-theft and drugs
- Fears of reporting crime
- Illegal gambling
- Lack of street lighting
- Issues with unsafe drivers speeding throughout the neighborhoods.
- Lack of Police patrol within the area.
- NE 24th and the train tracks are unsafe to the community.

Initial strategies and solutions?

Focus Area 3: Changing the Perception/Creating a Voice

- Lack of pride for the neighborhood will disrupt its ability to grow.
- Lack of access to city government/civic participation
- Lack of timeliness for City services (after snowstorms, etc.)
- Lack of pride (“Not anyone’s goal who lives in Eastridge to stay in Eastridge.”)
- General negative perception of the neighborhood
- No organized neighborhood association

OPEN SPACES • ENDLESS POSSIBILITIES

Initial strategies and solutions?

Focus Area 4: Community-Building

- Increased community support – language programs, childcare, etc.
- Community center
- Cultural expressions – handicrafts and events for communal celebration
- Diverse community, culturally rich
- Building soccer fields as a unifying factor of the neighborhood
- Difficulty cooperating between groups
- Youth leave for better opportunities, leave aging parents without support system

AMARILLO
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Initial strategies and solutions?

Focus Area 5: Quality of Life Improvements

- Eastridge elementary is central to the neighborhood
- Smaller houses, starter home neighborhood
- Quiet neighborhood
- Lack of street lighting
- Poor sidewalk conditions
- Bulk trash
- Slumlords and the deteriorating effect on the rest of the neighborhood
- Many want to beautify the neighborhood and support the idea of a Neighborhood Clean-Up Day.
- Improvement of public parks and lack of community areas to gather

Initial strategies and solutions?

Focus Area 6: Future Development

- Highly industrialized with vacant lots and dilapidated buildings along Amarillo Blvd.
- Vision for vacant land around the neighborhood
- East gateway Route 66
- Vacant land for development
- Water and sewer undersized for new development
- Access to farmland



Initial strategies and solutions?

Draft Vision Statement

The Eastridge neighborhood is a community of different faces, from different places. It is a place we call home with room to roam; a community with opportunity to grow economically, religiously, educationally—with family and friends—all for a better way of life.

In the future is a place that...

- will be proud that it is a family-friendly neighborhood. Residents choose to live there to raise their families, not because they have to live there. The homes are well-cared for, the streets and sidewalks are safe for people of all ages, and pride of ownership is evident.
- Provides good job opportunities and quality housing options for people near one of Amarillo's major economic centers.
- is recognized for its small businesses. It is desirable to own a business in this area. Businesses serve residents, but they also attract people from all over Amarillo to shop handicrafts, experience ethnic food and attend events.
- Will offer innovative urban agricultural practices. Residents utilize previous farming skills to grow products and generate income.
- Offers an exciting Route 66 gateway into Amarillo. Enhanced landscaping, signage, lighting welcome Route 66 travelers as they first enter the city and business opportunities result from this tourist traffic.

Committee action: Approve, modify/approve, or need more time