

Mission Bend: Business Improvement Initiative

Greater Mission Bend Area Council

Mission Statement

The mission of the Greater Mission Bend Area Council is to empower residents, businesses and organizations of the Greater Mission Bend Area by collectively addressing common issues and concerns.

Vision

We envision that Mission Bend will become a vibrant, safe, and healthy community and through rebranding our community's identity, we will foster pride and attract new investments.

What is the Business Partnership Initiative

- A grassroots effort to stimulate the growth and **revitalization** of our business community that will result in public or private investments for the purpose of developing a more robust environment that will **reinvigorate** our community to once again become a good place **to live, work** and **raise a family**.

Objective

Partner with area businesses, law enforcement, and the people of the community to enhance, rebrand, and revitalize the Mission Bend commercial district .

Our Role : Connect Business & Community

- Assist business owners with strengthening and growing their businesses
- Encourage the rehabilitation of abandoned or underutilized commercial properties
- Help establish or maintain a positive business climate
- Promote and enhance the quality of life in our neighborhoods

What We Want to Accomplish

- Improve our commercial landscape
- Establish a positive business climate for all residents of Mission Bend

Strong Community Factors



Current Challenges

- Clean and Safe Shopping Environments
- Lackluster Marketing
- Lack of Local Business Leadership
- Lack of Authority and Empowerment
- Lack of Resources

Partnership Initiatives

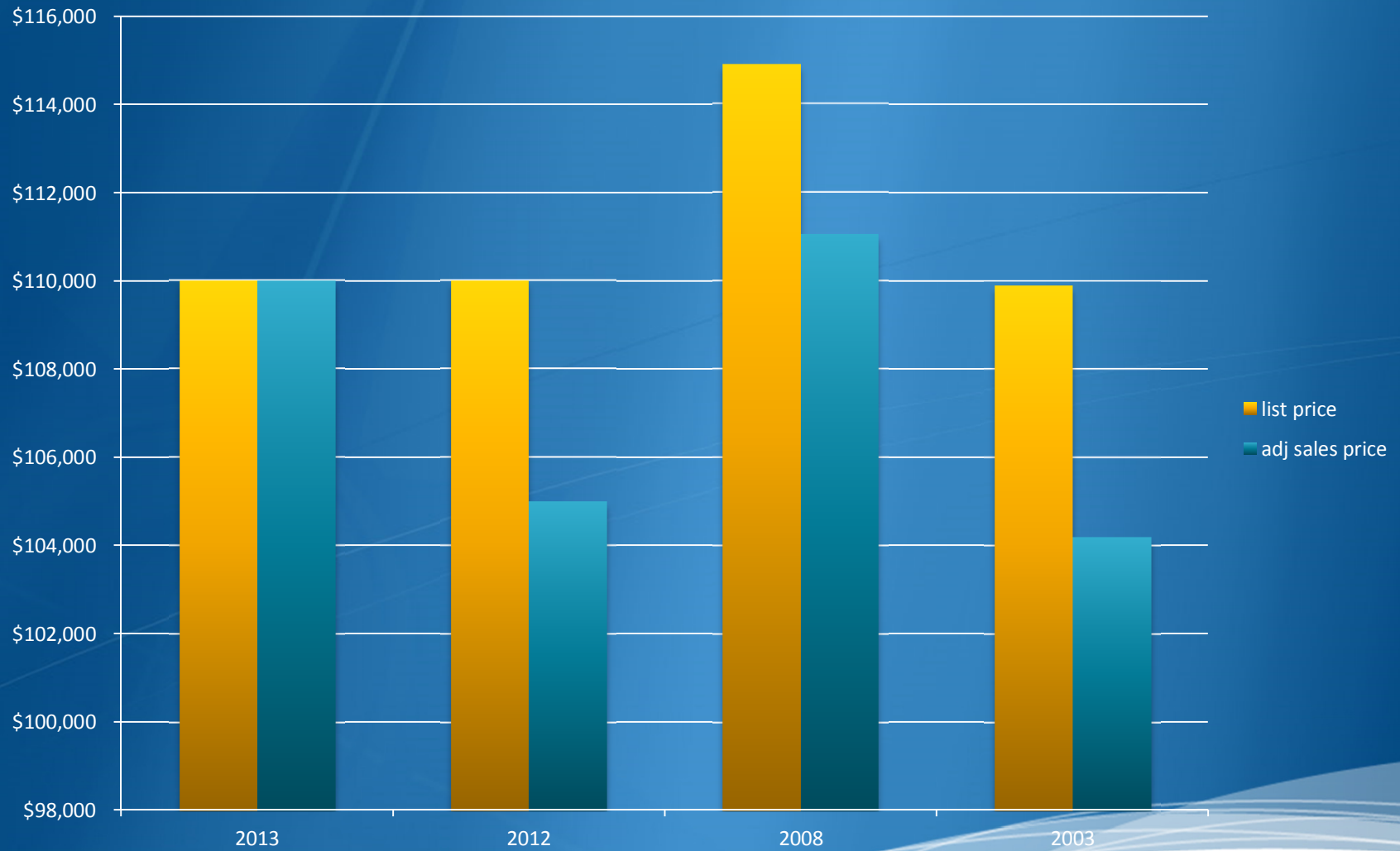
Through our partnerships we envision ...

- Improved Exterior Lighting
- Streetscape Enhancements
- Graffiti Removal and Abatement
- Public Nuisance Management
- Parking Lot Maintenance
- Sidewalk Repair
- Better Signage
- Awnings
- Trash Removal Maintenance
- Painting
- Fencing

Business Partnership Benefits

- Help grow your business by ...
 - Campaigning to Keep Spending in the Community
 - Promoting business collaboration and networking
 - Sharing interests to combat mutual challenges
 - Improving the community's quality of life
 - Helping to rebuild community pride and citizenship

Home Sale Trends



Mission Bend Statistics

	2012	2017
Total Population	65,048	76,162
Total Households	19,593	22,827
Housing		
Owner Occupied	68.80%	69.00%
Renter Occupied	24.10%	23.90%
Unoccupied	7.10%	?

Mission Bend Income Statistics

	2012	2017
Mission Bend Average Household Income	\$73,163	\$72,891
Houston Metro Avg. Household Income	\$58,570	
Variance	\$14,593	
Mission Bend Median Household Income	\$62,804	\$62,121
Houston Metro Median Household Income	\$55,910	
Variance	\$6,894	

Source: Forbes: Metro Houston Average & Median Incomes. Includes Houston , Baytown, Sugarland

Our Approach – 4 Steps

- Create an Environment for Investment
 - Organize the Business Community
 - Develop a Promotion, Marketing & Advertising Campaign
 - Improve Business Physical Environments
 - Plan for Economic Development & Restructuring

Approach - Step 1

- Organization
 - Getting everyone working towards a common goal(s)
 - Obtaining human and/or financial resources
 - Time

Approach – Step 2

- Promote Revitalization
- Develop a Promotion and Marketing Campaign for the “New” Mission Bend Business District
 - Create and sell a positive image of our redevelopment efforts that will encourage investors and the people of Mission Bend to see that our community is a place to live, work, play, and invest.

Approach – Step 3

- Physical Improvements
 - Create an inviting atmosphere
 - Building improvements
 - Landscaping
 - Street Lighting

Approach – Step 4

- Economic Development & Restructuring
 - Establish relationships & build partnerships
 - Engage our elected officials
 - Find resources

Next Steps ??

Action Plans

Other Community Initiatives

- Alief International Management District
- Alief Super Neighborhood 25
- Eldridge / West Oaks Super Neighborhood 17
- Katy Area Economic Development Council
- The Energy Corridor District
- Westchase Business Management District

Q & A

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