

2 ECONOMY and JOBS

GOAL	PROJECTS/PROGRAMS/POLICIES	PRIORITY	TIMEFRAME	METRICS	COORDINATION	ROLE	RESILIENT HOUSTON
2.1 Resilient Local Economy	2.1.1 Provide resources and workshops for area small business owners <i>ACTION STEPS:</i> Develop multilingual outreach materials and host neighborhood-based workshops to promote the programs and services available through the Office of Business Opportunity Solutions Center, including business development resources, legal counseling, minority and women-owned business certification workshops, and information on Hire Houston First policies		Short (0 - 2 yrs)	10% Increase in small business loans by 2025 (In 2017, there were \$56 million in small business loans)	Community: Alief-Westwood NST City: OBO Community Connectors: International District, Area small businesses and entrepreneurs	Outreach, Organize Outreach, Implement Assist	
	2.1.2 Create an inventory of retail and commercial spaces to support and attract locally owned small businesses <i>ACTION STEPS:</i> Create a baseline inventory of commercial properties, storefronts, and office tenants in the community and actively track occupancy, changes in ownership and market values; Create initiatives aimed at incentivizing and increasing occupancy of retail and commercial centers, including small business incubators or co-working spaces		Medium (3 - 5 yrs)		Community: International District City: MOED, OBO Community Connectors: Area Chambers of Commerce, Alief-Westwood NST	Implement Assist Assist	
	2.1.3 Support and grow entrepreneurship, including local food producers <i>ACTION STEPS:</i> Advocate for the development of a small business incubator, maker space, or co-working space to provide vocational training and support to entrepreneurs and workers; Explore the potential of aligning urban farming focused on local food production and health; Potential locations include the Halliburton site and Alief Community Garden		Long (5 + yrs)		Community: Alief-Westwood NST City: MOED, OBO Community Connectors: International District, Area Chambers of Commerce	Advocate Assist Assist	
	2.1.4 Strengthen the networks between business organizations and the community <i>ACTION STEPS:</i> Work in partnership with business organizations, such as the Houston West Chamber of Commerce, to create stronger networks between businesses and civic organizations		Medium (3 - 5 yrs)		Community: Alief-Westwood NST City: MOED, OBO Community Connectors: International District, Area Chambers of Commerce	Advocate Assist Outreach, Implement	
	2.1.5 Activate area strip malls <i>ACTION STEPS:</i> Promote economic development, walkability, and civic connection by developing temporary public plazas in the parking areas of strip malls, including hosting "Pop-Up" events and markets that support local businesses		Short (0 - 2 yrs)		Community: Alief-Westwood NST City: MOED Community Connectors: International District, Alief SNC	Advocate Assist Organize, Implement	
2.2 Vibrant Commercial Development	2.2.1 Attract a new grocery store <i>ACTION STEPS:</i> Advocate for the development of a new grocery store with healthy food and affordable prices; Identify sites, incentives, and potential grocers		Long (5 + yrs)	\$10 Million in new economic development investment by 2025	Community: Alief-Westwood NST City: MOED Community Connectors: International District, IEDC, Area Real Estate Developers	Organize, Advocate Assist Assist	
	2.2.2 Promote new commercial development along major corridors, including mixed-use transit-oriented development <i>ACTION STEPS:</i> Identify partners and incentives for mixed-use transit oriented development along major corridors such as Beechnut, Bissonnet, and Bellaire, including restaurants, entertainment, and retail that is easily accessible from well-developed residential areas and key community destinations		Long (5 + yrs)		Community: Alief-Westwood NST City: MOED, OBO, HCDD Community Connectors: METRO, International District, TIRZ #20, IEDC, Area Real Estate Developers	Advocate, Assist Assist Advocate, Assist	

PLAN:

PLAN:

PLAN Legend:
 Complete Communities
 CoH CIP 2019-2023
 Houston Bike Plan (2017)
 METRO Next
 HPARD Master Plan (2015)
 International District Plan
 AARP
 Southwest Mgmt District Plan
 Livable Centers Study
 Climate Action Plan

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2.2 Vibrant Commercial Development PLAN: ●○○○○○●○○○○	2.2.3 Create Development Guidelines <i>ACTION STEPS:</i> Create development standards that incentivize and guide new growth throughout Alief and Westwood		Medium (3 - 5 yrs)		Community: Alief-Westwood NST City: MOED, District F, District J Community Connectors: International District, IEDC	Advocate Assist Assist, Implement	
	2.2.4 Attract new industrial development <i>ACTION STEPS:</i> Identify and promote appropriate and appealing industrial development within the neighborhood to create jobs and stimulate economic growth		Long (5 + yrs)		Community: Alief-Westwood NST City: MOED Community Connectors: Area Industry, International District, IEDC	Advocate Advocate, Assist Assist, Implement	
2.3 Expanded Workforce Development Opportunities PLAN: ●○○○○○●○○●	2.3.1 Promote workforce development opportunities and host job fairs <i>ACTION STEPS:</i> Connect residents to available job and skills training programs, including those provided by Workforce Solutions, focus on growing job sectors and host job fairs in the community		Short (0 - 2 yrs)	1 Job Fair organized and hosted annually	Community: Alief-Westwood NST City: OBO, Turnaround Houston Community Connectors: International District, LISC FOC, HCC, Workforce Solutions	Organize, Outreach Outreach, Implement Outreach, Implement	

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