Presented to:
HSIAC 10th Anniversary Conference
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Presented by:
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www.stmuproject.org
• Founded in 1952
• Catholic university administered by the Society of Mary (Marianists)
• Enrollment of 4,000
  – School of Law and Graduate School: 1,500
  – Undergraduates: 2,500
• More than 70% of students participate in community service
• Member NCAA Div. II and Heartland Conference
## Socioeconomics of the Neighborhood

<table>
<thead>
<tr>
<th></th>
<th>University Park Sector 1</th>
<th>Revitalization Areas All Sectors</th>
<th>City of San Antonio</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2006 Estimates from US Census Bureau</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Population</td>
<td>8,381</td>
<td>38,151</td>
<td>1,251,648</td>
</tr>
<tr>
<td>Total Households</td>
<td>2,325</td>
<td>11,422</td>
<td>442,534</td>
</tr>
<tr>
<td>% Population Hispanic</td>
<td>87.1%</td>
<td>90.5%</td>
<td>61.5%</td>
</tr>
<tr>
<td>Median age</td>
<td>26.3 yrs</td>
<td>31.6 yrs</td>
<td>32.7 yrs</td>
</tr>
<tr>
<td>Avg. Household income</td>
<td>$35,069</td>
<td>$35,330</td>
<td>$52,655</td>
</tr>
<tr>
<td>Median Household income</td>
<td>$25,091</td>
<td>$28,592</td>
<td>$41,399</td>
</tr>
<tr>
<td>Per Capita Income</td>
<td>$11,769</td>
<td>$11,081</td>
<td>$19,304</td>
</tr>
<tr>
<td>Age 16+ Unemployed</td>
<td>9.0%</td>
<td>8.8%</td>
<td>5.5%</td>
</tr>
<tr>
<td>% Pop. without high school diploma</td>
<td>30.6%</td>
<td>32.1%</td>
<td>18.4%</td>
</tr>
</tbody>
</table>

*Source: US Census*
## Businesses and Housing in the Neighborhood

<table>
<thead>
<tr>
<th>Comparative Demographic Data</th>
<th>University Park Sector 1</th>
<th>Realization Areas All Sectors</th>
<th>City of San Antonio</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2006 Estimates from US Census Bureau</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>No. Business Establishments</td>
<td>169</td>
<td>846</td>
<td>580,101</td>
</tr>
<tr>
<td>No. Employees</td>
<td>1,934</td>
<td>5,646</td>
<td>48,414</td>
</tr>
<tr>
<td>Total Housing Units</td>
<td>2,514</td>
<td>12,225</td>
<td>477,347</td>
</tr>
<tr>
<td>% Renter Occupied</td>
<td>44.7%</td>
<td>30.8%</td>
<td>37.0%</td>
</tr>
<tr>
<td>% Vacant</td>
<td>5.9%</td>
<td>6.6%</td>
<td>7.3%</td>
</tr>
</tbody>
</table>

Source: US Census
Culebra Road and Camino Santa Maria
Need for the Program

• Study by COSA Planning Dept. and surveys by STMU, Task Force, & Hispanic Chamber indicate the following needs:
  – Infrastructure maintenance & improvements
  – Housing repair
  – Infill development
  – Revitalization of commercial corridors
  – Improved public transit and traffic flow
  – Reduction in crime and gang activity
  – Neighborhood clean-up and beautification
  – Graffiti elimination
  – Increased homeownership
  – Elimination of vacant properties
  – Need for stores and services that fit lifestyle needs
  – Technical assistance and financing for small businesses
Neighborhood Revitalization Task Force

• Created March 2007 to meet goals of Vision 2012

• The charge of the St. Mary’s University Revitalization Taskforce “is to collaborate with our neighbors and the University Park Neighborhood Association to enhance and advance its environs by focusing on revitalization that includes commercial transformation, housing rehabilitation, and infrastructure and quality of life improvements.”
Neighborhood Revitalization Task Force Membership & Structure

• Chaired by Ramiro Cavazos, President and CEO of the San Antonio Hispanic Chamber of commerce

• Distinguished team of representatives from:
  – Local city government
  – The Catholic Diocese
  – San Antonio Police Department
  – Area businesses
  – Westside Development Corporation
  – Nonprofit housing and small business lending organizations
  – Neighborhood associations
  – University staff

• Four committees:
  – Infrastructure
  – Quality of life
  – Commercial Transformation
  – Housing
Strategies and Goals of the Task Force

1. Provide workforce development and educational opportunities to the local workers and students to develop a well-trained and steady supply of workers to foster the creation and growth of local businesses.

2. Engage in research that will support revitalization and the creation and growth of businesses in the area.

3. Create an environment that fosters innovation and entrepreneurship.

4. Effectively communicate information about the neighborhood development efforts to the residents of the area, San Antonio, and beyond.

5. Be knowledgeable about relevant government policy and be a partner to economic development efforts of all levels of government.

6. Create a quality of life that improves the lives of all residents in the area and catalyzes commercial activity.

7. Create a first-rate infrastructure in the area, improve the housing stock, and expand homeownership opportunities for those who choose to reside in the area.

8. Develop a level of financial literacy and access to capital that creates an economically engaged citizenry and a vibrant business environment.

9. Develop a plan to successfully execute the St. Mary’s University Neighborhood Revitalization Strategic Goals.

10. The use of the terms “local”, “neighborhood”, or “area” refers to the geographic area of focus for the work of the Taskforce.
Successes

- Conducted surveys to collect info on consumer habits and commercial interests, census of businesses, residents’ desires for commercial redevelopment and neighborhood improvements, neighborhood identifiers
- Outreach: Newsletter (semiannual), press conference, community meetings
- Facility improvements: Purchase of convent; $6M from venue tax for sports facilities improvements
- Establishment of the Neighborhood Revitalization Center with HSIAC funding
- Partnership Project designation from City of San Antonio ($10K grant)
  - First step in NCR designation ($370K grant over 6 years)
- Citi Foundation grant of $10K
- Creation of the SABÉR Institute
Neighborhood Revitalization Center

AT&T Center for Information Technology
SCALE: 1/16"=1'
Services Provided by Revitalization Center

A. Revitalization planning, coordination, collaboration, and outreach
   1. Creation of a community development corporation

B. Homeownership education and affordable housing construction through San Antonio Alternative Housing Corporation
   1. Homeownership education to 100 families
   2. $650,000 down payment assistance to 13 families
   3. Financial literacy training to 90 individuals
   4. 13 houses newly constructed or rehabilitated
Services Provided by Revitalization Center (cont.)

C. Emergency mortgage, utility, and home repair assistance through City of San Antonio Department of Community Initiatives
   1. $300,000 in emergency utility and mortgage payment assistance
   2. On-site case services for 1,100 residents
   3. Fair housing counseling for 120 families

D. Coordination of residents, students, alumni, and staff volunteers to address community blight
   1. 1,440 student community service hours
   2. 240 student volunteer hours for community projects that clean up the neighborhood and reduce blight through STMU WINGS program
Services Provided by Revitalization Center (cont.)

E. Loans and technical assistance for small businesses

1. 3,000 hours of technical assistance to 60 small businesses through STMU Small Business Institute
2. $300,000 capitalization of a dedicated Revolving Loan Fund through the Community Development Loan Fund
3. 90 hours of business technical assistance & at least one $80K business loan through the Community Development Loan fund
4. 12 credit readiness workshops and 9 micro-business loans through ACCION Texas valued at $90,000
Immediate Next Steps

- Implement programs of Revitalization Center
- Develop a strategic plan
- Creation of CDC
- Begin development of foundation for economic development
- Manage expectations
Gateway to Building Community

St. Mary’s University Neighborhood
Revitalization Project