



Assessing the Feasibility of a Cultural District in Alief/Southwest Houston

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Executive Summary

Our project assessed the feasibility of designating Alief a cultural district. We conclude that while it is feasible for Alief to pursue cultural district designation, substantial groundwork must first be laid. This includes strengthening cultural infrastructure, fostering community collaboration, and developing cohesive marketing and storytelling to reflect Alief's unique identity. Although Alief might not achieve immediate designation, we hope our recommendations on the next steps will deliver long-term value and enhance community engagement and cultural visibility.

Through our analyses, we found vibrant gastronomic and language arts culture within Alief making it suitable as a cultural compound for cultural district designation. Additionally, in comparison to other established cultural districts, Alief promotes high diversity rates but falls short on tourism, arts, and venues. These three factors are areas we recommend focusing on developing before starting the application process. We also recommend focusing on Bellair Boulevard between the intersections of South Dairy Ashford and Wilcrest Drive as an area of interest as there is a high representation of diversity and cultural assets along this corridor.

While the process of working towards cultural district designation is not a linear one, there is intrinsic value to it, strengthening Alief's current culture and fostering a sense of pride among residents and tourists alike. In the long run, a cultural district creates opportunities for local artists, drives tourism, generates economic growth, and attracts investments, enriching Alief's overall quality of life.

Introduction and Background

We are pleased to present this report to the West Houston Association to engage in a partnership focused on assessing the feasibility of establishing a cultural district in Alief/Southwest (SW) Houston.

Project Overview

The West Houston Association is a nonprofit organization dedicated to better developing and facilitating the continuous improvement of the West Houston area. We have looked into the West feasibility and benefits of the cultural district designation of the Alief/Southwest Houston area for the West Houston Association and determined its feasibility.

We planned to assess this project's feasibility by comprehensively analyzing the economic and social impacts of creating a designated cultural district. We aimed to clearly define what a cultural district is and whether Alief/SW Houston has the cultural assets and community support to sustain such initiatives. Furthermore, we hoped to perform a comparative analysis between Alief and other cultural districts to see if there are any potential gaps and or opportunities that can be explored. Most importantly, the goal of this project was to understand whether such efforts to create a cultural district would yield tangible benefits – be it social or economic – to the city of Alief/SW Houston. A map of Alief can be seen below in **Figure 1**.

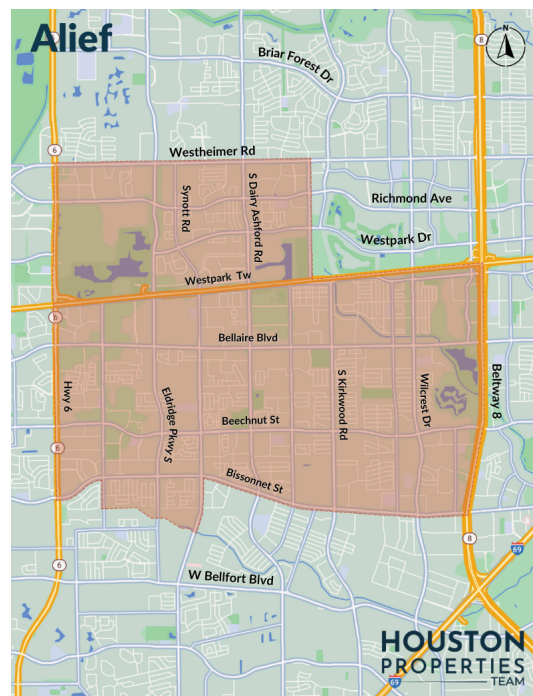


Figure 1. Map of Alief

What is Alief?

As a neighborhood, Alief has seen significant population growth over the past two decades. In 2019, it had a total population of 112,672, totaling a 168% increase from 2000.¹ Such growth significantly outpaces Houston's population growth of 18% over the same period. The growing population within Alief provides a solid foundation for the establishment of a cultural district and highlights the tremendous potential for economic expansion and growth.

Alief is a vibrant community characterized by an ethnically and culturally diverse population. In 2019, 51% of Alief residents identified as Hispanic, 23% identified as non-Hispanic Black, 19% identified as non-Hispanic Asians, 6% identified as non-Hispanic Whites, and 1% identified as non-Hispanic Others. The ethnic diversity within Alief is shown below in **Figure 2**.² Since 2000, there has been a notable increase in the Hispanic population within Alief and a corresponding decrease in the non-Hispanic White population, transforming Alief into a minority-majority neighborhood.

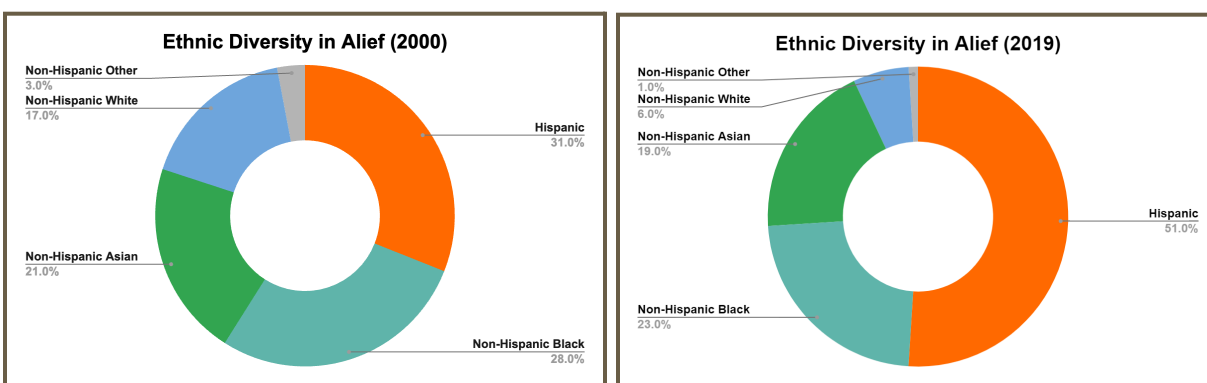


Figure 2. Ethnic Diversity in Alief (2000 and 2019)

Project Phases

Phase 1. Culture Assessment and Strategy

The first phase of our project consisted of contextualizing the meaning and representation of culture in the Alief/Southwest (SW) Houston area. We assessed and created a cultural inventory by conducting in-depth research of the region to identify established cultural assets in the area. Our research was divided into subsections of culture to better understand the scope of Alief's culture and align with priorities identified by the Texas Commission on the Arts cultural

¹ https://www.houstontx.gov/planning/Demographics/2019%20Council%20District%20Profiles/Alief_Final.pdf

² Ibid.

designation. We identified four major culture categories: performing arts, visual presence, gastronomic presence, and language arts.

Phase 2. Cross Comparison Sessions

We researched similar cultural district projects around Houston to explore a cultural district's requirements, demographics, and feasibility. Our research included investigating and analyzing the existing cultural district and noting down its defining characteristics. We discovered the benefits the cultural districts have brought to their respective regions.

Phase 3. Gap Analysis

We determined the similarities and differences between Alief and other predetermined cultural districts in Houston. We specifically focused on socio-economic, cultural demographics, and social similarities and differences.

The analysis motivated and provided a framework for determining the following:

1. Whether Alief/SW Houston qualified as a cultural district.
2. Identifying important institutions/centers that exist in the cultural districts of Houston.
3. The distribution of socio-economic and demographic characteristics.
4. The general themes and defining factors of cultural districts across the Houston area and whether they align with the Alief/SW Houston area.

Phase 4. Determining Feasibility

This phase focused on answering the initial client question and determining the feasibility of establishing a cultural district through a cost-benefit analysis. We identified the steps and procedures required for establishing a cultural district in Texas.

Findings and Analysis

Cultural Inventory

We identified a cultural inventory that represents the unique cultural assets that are present within Alief. Most prominently, Alief’s status as a majority-minority community provides a solid foundation for a rich cultural inventory, with residents representing a diverse array of cultural and ethnic backgrounds. This demographic richness presents a unique and vibrant cultural landscape and foundation, reflected in Alief’s extensive cultural assets and distinctive cultural identity.

We constructed Alief’s cultural inventory through four dimensions: Performing Arts, Visual Arts, Gastronomic Presence, and Language Arts. Using Google Maps, we discovered significant cultural assets within the latter two dimensions of Gastronomic Presence and Language Arts. Within the realm of Gastronomic Presence, we discovered there were 77 cultural and ethnic restaurants and grocers, including but not limited to Vietnamese, Honduran, Salvadorian, Mexican, Pakistani, Indian, etc. The abundance of cultural grocers could serve as excellent cultural hubs for residents to connect with their heritage and visitors to experience diverse cultural cuisines and goods. Using the aforementioned cultural inventory shown in **Figure 3**, we identified a cultural hub in the upper east side of Alief, with a more detailed list located in **Appendix B**.

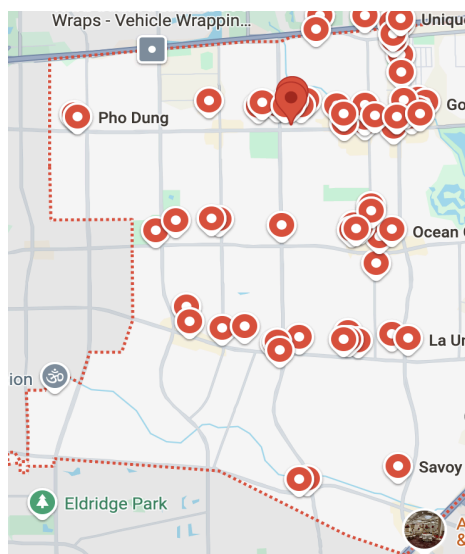


Figure 3. Gastronomic Venues in Alief

Similar to gastronomic venues, we also discovered Alief possesses a substantial amount of cultural assets within the Language Arts dimension. Specifically, a diverse range of cultures is represented around the Bellaire area, with 41 different entities—bilingual schools, English as a

Second Language (ESL) schools, religious centers, community centers, and cultural centers—serving and representing residents from a diverse spectrum of backgrounds such as Hispanic, Chinese, Vietnamese, Arabic, etc. Language centers and bilingual schools offer classes in languages such as Vietnamese, Mandarin, Spanish, and Arabic, providing diverse linguistic resources that celebrate Alief’s ethnic diversity and foster cross-cultural understanding. The religious institutions further highlight Alief’s cultural vibrancy as these institutions provide spiritual guidance and serve as gathering spaces for cultural celebrations and community events. The location of these venues can be seen in **Figure 4** below.

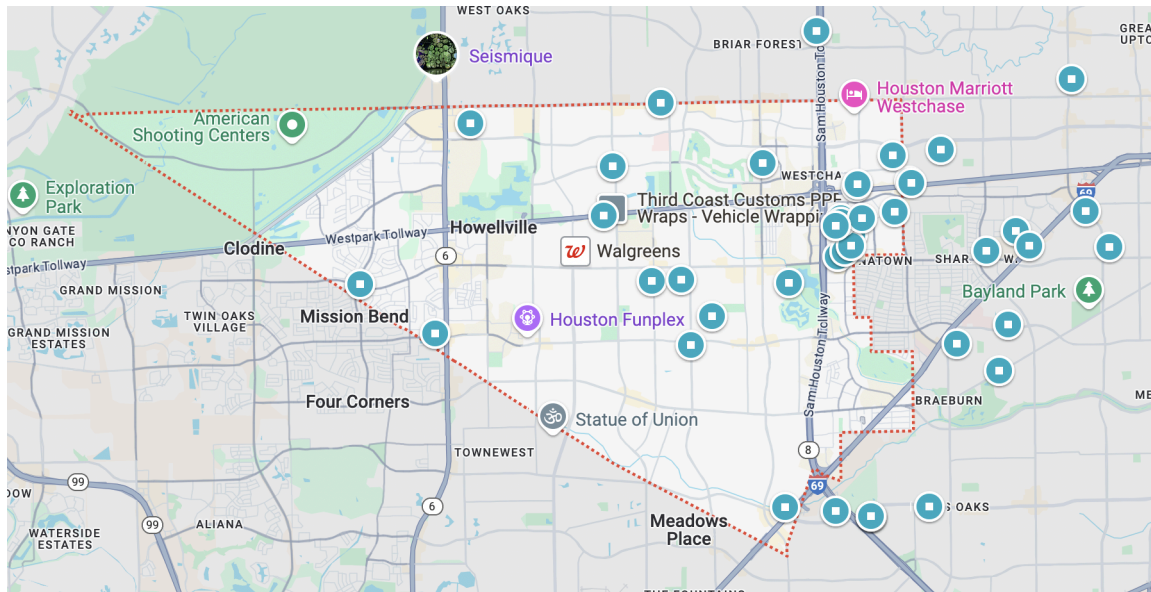


Figure 4. Language Arts Venues in Alief

On the other hand, we were not able to find the same amount of venues and entities within the Performing Arts and Visual Arts dimensions, presenting a space where Alief can improve and enhance their cultural showcase. Institutions like the Alief Neighborhood Center or the Alief Art House still provide rich foundations for performing arts to thrive within Alief. Within the Visual Arts dimension, we discovered community murals within Alief made by Thomas Tran that highlight Alief’s community pride, which can be seen below in **Figure 5**.



Figure 5. Alief Community Mural by Thomas Tran³

Cross Comparison Results

Currently, there are 7 cultural districts within Alief. Each district is known for a specific unique characteristic that sets it apart from other prominent cultural areas or identities. The Arts District is known for its high concentration of working artists and performing arts centers. The Museum District is one of the most highly concentrated cultural areas and the largest museum district in the country. The Midtown Cultural and Entertainment district is famous for being the center of African American culture in Houston. The Theater District, as the name suggests, is home to most of Houston's performing arts theaters and venues. The East End District is rich in its vibrant murals and street art scenes. The Third and Fifth Ward Districts are famous for their notable community engagements and activism. Thus, it is apparent how each district has its own defining characteristic. Likewise, through our analysis of Alief, we think we can emphasize Alief's cultural diversity. Alief possesses many unique characteristics that differentiate it from other prior designated cultural districts. Therefore, Alief is an ideal place to designate as a cultural district. Alief has seen major population growth over the last 2 decades. Since 2000, Alief's population has increased by 168% – a rate that completely outpaces Houston's population growth of 18%.⁴ Furthermore, one of Alief's defining characteristics is its ethnic diversity. Alief has grown more ethnically diverse since 2000, with its non-white percentages nearing 93% in 2019. Along with its diverse demographic, the city is home to most of Houston's ethnic restaurants and grocers. This is a strong indication of a major ethnic presence in the city. Additionally, there are abundant bilingual schools, cultural community centers, and religious centers. The linguistic and gastronomic districts are absent in other previously defined cultural districts and are also a testament to the richness of Alief's cultural assets and diasporic communities. The diversity in communities and the creation of various small ethnic enclaves make Alief an ideal cultural compound – a defining aspect we can highlight in Alief's

³<https://www.khou.com/article/life/people/our-story-our-history/alief-artist-thomas-tran/285-fe354c2d-fef5-4d01-814c-e7465c194b25>

⁴ https://www.houstontx.gov/planning/Demographics/2019%20Council%20District%20Profiles/Alief_Final.pdf

application for a cultural district. However, it is important to note that Alief is also lacking in certain aspects that could have otherwise made it a place of gathering. Alief does not have many performing arts centers or visual arts installations (murals, public installations, and monuments). Thus, Alief becomes a place where people just pass through rather than stay and appreciate. If Alief works on creating more gathering spaces, then Alief will become a place that is more inviting and better prepared for the cultural district application process.

Benefits of the Cultural District Designation

We identified three main benefits of having a TCA cultural designation that have been reflected within currently established cultural districts.

Funding Opportunities

Designated cultural districts are eligible for grants available through the TCA Cultural District Program (CDP) as can be seen in **Appendix A**. These grants provide financial resources for a wide range of purposes to cultural districts such as infrastructure improvements, cultural programming, marketing, etc. Since 2014, over \$11 million in TCA grant funding has been awarded to cultural districts around Houston.⁵ In the current fiscal year, cultural districts in Houston have received over \$2 million in TCA grant funding through the CDP, meaning on average, each cultural district received approximately \$385,000 through the TCA CDP last year.⁶

These funding opportunities present a compelling economic benefit for Alief in pursuing the TCA cultural district designation, as they are only provided to TCA-recognized cultural districts. Securing the TCA cultural district designation for Alief would provide access to grants that would provide substantial assistance towards maintaining, supporting, and growing local cultural and arts organizations and events in Alief.

Economic Growth

Over the last decade, other cultural districts in Houston and their surrounding neighborhoods have been transformed into thriving hubs of economic vitalization and tourism. For instance, the Midtown Management District estimates that its cultural district has had an economic impact of over \$160 million in expenditures spent by arts and cultural nonprofits and audiences since 2012.⁷

⁵ <https://www.arts.texas.gov/past-grants/>

⁶ <https://www.arts.texas.gov/current-grants/>

⁷ <https://midtownhouston.com/wp-content/uploads/pdfs/mmd/FS-2022-Midtown-Management-District-final-report.pdf>

The economic benefits of a cultural district title extend to local governments and partnerships as well. Since its establishment, the Houston Theatre District has substantially increased its sales tax collection by 232.9 percent.⁸ The Houston Museum District also received over \$2.8 million in hotel occupancy tax annually from the City of Houston as a result of their over 7 million annual visitor count.⁹

The economic growth demonstrated by existing cultural districts in Houston also demonstrates the immense potential for our proposed cultural district in Alief to become a similar driver of economic vitalization in Southwest Houston. Specifically, the financial impacts of increased sales tax collections, hotel occupancy revenues, and expenditures by arts organizations and their audiences provide a compelling case for pursuing the designation. Beyond serving as a cultural celebration hub, the Alief cultural district could enhance community development and elevate Alief's profile as a destination for tourism and investment.

Enhanced Community Identity and Community Partnerships

Cultural districts play a crucial role in enhancing community identity by providing a dedicated platform to celebrate and preserve the unique heritage of a neighborhood. In Houston, the Third Ward and Fifth Ward cultural districts exemplify this by showcasing, celebrating, and honoring the rich history and contributions of African American communities. Through festivals, public art installations, and community events, these districts strengthen cultural pride and foster a sense of belonging among community members. Such opportunities not only celebrate heritage but also provide opportunities for both residents and visitors to engage with the district's cultural narrative through community events.

A TCA cultural district designation would provide a similar opportunity for Alief, a community defined by its ethnically and culturally diverse population. The cultural district designation provides the resources and platform needed for Alief to spotlight its unique heritage and showcase its diverse communities, strengthening community cohesion and also positioning Alief as a destination for visitors seeking authentic cultural experiences beyond Houston.

In addition to celebrating its heritage, a cultural district in Alief could act as a unifying force that brings together local schools, businesses, and community organizations to create programs and events that reflect Alief's diversity. Through collaboration, Alief's cultural district has the potential to solidify Alief's reputation as a thriving cultural hub and amplify Alief's unique tapestry of backgrounds, cultures, and traditions.

⁸https://cdn.txculturaltrust.org/content/uploads/2023/04/Cultural-District-2023_FINAL_041123.pdf#:~:text=Due%20in%20part%20to%20the%20work%20of,Cultural%20Districts%20throughout%20the%20State%20of%20Texas

⁹ <https://www.houstontx.gov/council/committees/qol/20160217/HotelOccupancyTaxBreakdown.pdf>

Cultural District Application Criteria

Before applying to be a cultural district, Alief will need to address certain barriers within the application process. Alief will first need to establish a required cultural district Management Entity. Currently, West Houston Association is a 501(c)4 corporation, so Alief would need to identify a 501(c)3 willing to carry out cultural district responsibilities.¹⁰ The organization will also need to have a revenue of \$50,000 or more for the last two years to qualify.¹¹ Additionally, the Texas Commission of the Arts also requires that a cultural arts committee be established.¹² Thus, the West Houston Association will need to create one to help facilitate the art programs and events. The application also asks to identify challenges and components the district lacks.¹³ There seems to be a shortage of tourism, gathering spaces, visual and performing arts, and general arts programs within the area. After these required aspects are resolved, Alief can go through with the application and be better prepared for success in the process with an application outline included in **Appendix D**.

¹⁰ <https://www.arts.texas.gov/ow/tcagrnt/TXArtsPlan/Guidelines.htm#GeneralReviewCriteria>

¹¹ Ibid.

¹² <https://www.arts.texas.gov/wp-content/uploads/2024/01/Ready%20to%20Apply%20for%20CDD.pdf>

¹³ Ibid.

Recommendations

Based on our findings and research analysis, we have determined that it is feasible for Alief's cultural district to be designated by the Texas Commission on the Arts (TCA). Alief's unique diversity and abundance of resources make it an excellent candidate. However, successful designation will require significant community-building efforts and long-term planning before initiating the application process.

Application Next Steps

Considering the extensive process of applying for cultural district designation, we recommend that the West Houston Association and collaborators focus on the following steps to create a robust application.

Important dates

For consideration, cultural district applications must comply with the following guidelines set by the Texas Commission on the Arts.¹⁴

- Letters of intent to apply are due by January 31st
- Final applications for cultural district designation are due June 15th

Creation of a CDME

The TCA requires the designation of a Cultural District Management Entity (CDME) to create a cultural district. A CDME must be a 501(c)3 corporation with operating revenues of \$50,000 or more for the past two years, as demonstrated by their two most recently filed IRS Form 990s.¹⁵ It can also be a Texas governmental agency/department or a TCA-recognized college arts institution. Since West Houston Association is a 501(c)4 corporation, they should find an organization that fits these requirements.

The CDME's responsibilities include but are not limited to, verifying present nonprofit art organizations in the district to create a refined grant eligibility list, writing letters of support for organizations applying for TCA project grants, and filing the annual and ten-year reports to the TCA on district visitorship and district updates required for recertification.

Five-year plan and goals

The TCA outlines a success factor for a cultural district as one that has cultural and strategic planning for a larger, overarching vision.¹⁶ Thus, we suggest the West Houston Association

¹⁴ <https://www.arts.texas.gov/ow/tcagrnt/TXArtsPlan/CD.htm>

¹⁵ <https://www.arts.texas.gov/initiatives/cultural-districts/cultural-district-training-videos/>

¹⁶ https://www.arts.texas.gov/wp-content/uploads/2018/02/CDD_Form_v2.pdf

create a five-year plan for Alief to address the current challenges that are limiting its ability to fully embrace the “cultural district” label.

While the gastronomic and language arts presence in Alief is flourishing, our main findings based on our cultural assessment were that there was a lack of tourism, visual and performing arts centers, and gathering spaces. These are all success factors for a cultural district that are outlined on the TCA website but are also exemplified by the other cultural districts of Houston we examined.¹⁷ We believe these areas of improvement can be addressed by a designated cultural arts committee.

Within the main cultural arts committee, we suggest the creation of smaller subcommittees (like those shown in Figure 6). A successful cultural district possesses strong marketing tactics and promotional efforts, so creating a marketing subcommittee would be beneficial. This committee could create a user-friendly website for the district, which could outline the district’s background, key organizations, recommendations on events or amenities for visitors, a link to a presentation that outlines the five-year cultural arts plan that is specific to Alief, and an impact report. The committee could also engage with travel sites and media channels to raise rates of tourism.

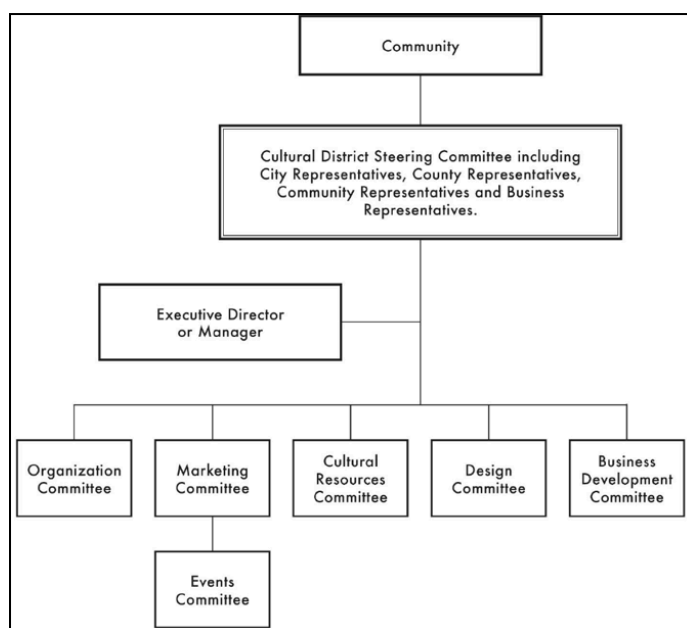


Figure 6. Cultural District Governance Structure¹⁸

The marketing committee could help advertise events that are planned and managed by a separate events subcommittee. Many major events in Alief are student- or youth-centered. One notable example is the Alief Community Nutcracker, which is hosted through the Bayou City

¹⁷ <https://www.arts.texas.gov/initiatives/cultural-districts/>

¹⁸ <https://www.arts.texas.gov/initiatives/cultural-districts/cultural-district-training-videos/>

Ballet Youth Company.¹⁹ There is also the Alief Holiday Market, where school fine arts departments will sell items to the public.²⁰ As a result, we believe that a goal of this subcommittee should be to expand these existing events to include the larger community. Greater attention can also be paid to the exhibitions that are hosted by the Alief Art House. All of these efforts can increase foot and car traffic in the area.

There is also a need to engage the community further through the extended use of existing and new spaces. Besides its many restaurants, Alief also possesses multiple religious spaces, such as churches, mosques, and Buddhist temples, which can become multi-use facilities. These spaces can be used as recreational studios for physical activity and rehearsal areas for the performing and visual arts. Additionally, the Alief Neighborhood Center was recently constructed, which functions as a community center and park that already hosts multiple after-school and summer enrichment programs, recreational activities, and health programs.²¹ We recommend focusing on the creation of gathering spaces to promote community connectedness and celebration.

Defining the area

As part of the cultural district designation application, the TCA requires a clearly defined border for the proposed district. When determining these borders, key factors include available commerce, transportation options, and points of interest.

Our project recommendation focuses on the northeastern side of Alief as the center of the cultural district, specifically along the Bellaire Corridor and the intersections of Wilcrest and Dairy Ashford. This corridor is rich in gastronomic offerings and notable points of interest, making it an appealing location for a cultural district.

An additional advantage of this area is its increased walkability. **Figure 7**, is a walkability map along the Bellaire Corridor. Areas shaded in green are more walkable compared to areas shaded in yellow or red. The figure above highlights the defined region and demonstrates its superior walkability compared to surrounding areas. Walkability is a crucial factor noted by the TCA, as it facilitates effective and accessible movement within the district. This area boasts a general walkability score of 80 out of 100, comparable to other cultural districts' scores ranging from 74 in the Museum District to 86 in Midtown.²²

¹⁹ <https://www.bcbyouthcompany.org/events>

²⁰ <https://kerronicle.com/40015/briefs/alief-hosts-holiday-market/>

²¹ <https://www.pagethink.com/client/city-houston/alief-neighborhood-center>

²² <https://www.walkscore.com/score/loc/lat=29.703243169261853/lng=-95.58676341459746>

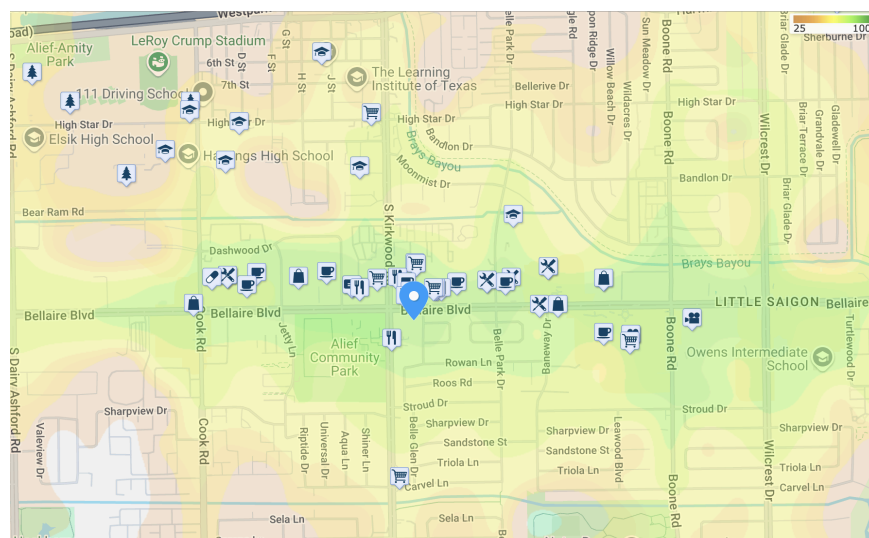


Figure 7. Walkability Map of Wilcrest and S Dairy Ashford Bellaire Corridor²³

However, another critical aspect of a cultural district is public transportation accessibility. In this aspect, the area has room for improvement, with an average transit support score of 35 out of 100. Separate from public transportation, the region presents itself with some bike infrastructure with a score of 50 out of 100, showing openness to further improve accessibility and transport support.

Creating a video

The TCA asks every cultural district candidate to submit a five-minute audiovisual sample, which should be a virtual tour of the area through pictures and footage. The goal of the video is to tell the overall story of the district itself and highlight its cultural diversity beyond what can be gathered from the paper application.²⁴ The video will be evaluated heavily based on artistic quality, so we recommend that the West Houston Association hire an experienced videographer who optimizes cinematography and will focus on showcasing the beauty of Alief. Perhaps the videographer could work closely with the marketing committee to decide the overall aesthetic of the video and its components. We would recommend that the video highlight a few of Alief's major events happening in action, such as the Alief Community Nutcracker or the Alief International Parade.²⁵ It should highlight Alief's strong gastronomic presence by showcasing clips of famous restaurants from the most prominent sections along Bellaire Boulevard, which include Little Saigon, Asiatown, Southwest Bellaire Corridor, Sharpstown, Gulfton area, and the Bellaire City Section. Ideally, the video should showcase restaurants that serve food from the most prominent cuisines (e.g., Vietnamese, Hispanic, African). The video can also highlight the prominence of language arts through footage of kids participating in language programs, such as

²³ <https://www.walkscore.com/score/loc/lat=29.703243169261853/lng=-95.58676341459746>

²⁴ https://www.arts.texas.gov/wp-content/uploads/2018/02/CDD_Form_v2.pdf

²⁵ <https://imdhouston.org/2024/04/alief-international-parade-2024/>

the Alief ISD Bilingual Education Program.²⁶ The presence of a strong, intertwined community can also be shown by incorporating footage of activities happening in Alief's abundance of neighborhood centers and religious facilities.

Securing city government endorsements

Another important aspect of the TCA application is providing a letter of endorsement from the city government, along with additional optional letters of support from community and county officials.²⁷ While this step is relatively straightforward, we recommend that West Houston collaborate with partnering stakeholders early in the application process to build strong relationships and secure these endorsements. Established cultural districts often rely on the support of local city governments and council members as key advocates for their applications.

²⁶ <https://www.aliefisd.net/o/aisd/page/bilingual-education-program>

²⁷ https://www.arts.texas.gov/wp-content/uploads/2018/02/CDD_Form_v2.pdf

Appendices

Appendix A - List of Current TCA CDP Grants

Fiscal Year	Name	City ▲	Region	Program	Description	Award
2025	Houston East End Cultural District	Houston	Gulf Coast	CDP	To support the East End Street Fest and Calle de Colores mural programs in the Houston East End Cultural District.	\$90,000.00
2025	Contemporary Arts Museum Houston	Houston	Gulf Coast	CDP	To support an exhibition of works by Texas artist Vincent Valdez, and related programming, in the Houston Museum District.	\$200,000.00
2025	Aurora Picture Show	Houston	Gulf Coast	CDP	To support Night Light, a free, one-night festival that features video art projections at Buffalo Bayou waterfront sites within the Houston East End Cultural District.	\$10,200.00
2025	Fresh Arts (dba)	Houston	Gulf Coast	CDP	To support the Space Taking Artist Residency, a program supporting local emerging artists in Arts District Houston.	\$19,007.00
2025	Houston Center for Photography	Houston	Gulf Coast	CDP	To support a series of thematic exhibitions showcasing diverse photographic practices in the Houston Museum District.	\$20,150.00
2025	Community Music Center of Houston	Houston	Gulf Coast	CDP	To support the Legacy Project, which celebrates Black Music Month and Houstonians impacting Black music through a concert and art show in the Third Ward Cultural District.	\$19,600.00
2025	Ensemble Theatre	Houston	Gulf Coast	CDP	To support the production of 'The Tap Dance Kid,' a family-friendly musical about following one's dreams that will draw audiences to the Midtown Houston Cultural District.	\$77,582.00
2025	Third Ward Cultural District (The Tre)	Houston	Gulf Coast	CDP	To support the development of a new marketing campaign to attract cultural tourists to the Third Ward Cultural District.	\$75,000.00
2025	Arts District Houston (formerly Washington Ave)	Houston	Gulf Coast	CDP	To support a marketing campaign that includes district promotional events, printed matter, paid advertising, cross-platform digital content, and creative business partnerships.	\$55,000.00
2025	Menil Foundation	Houston	Gulf Coast	CDP	To support the exhibition Tacita Dean: Blind Folly, the first US museum retrospective for this major contemporary British artist, in the Houston Museum District.	\$225,000.00
2025	Project Row Houses	Houston	Gulf Coast	CDP	To support a concert series held in the Third Ward Cultural District's historic Eldorado Ballroom that showcases a new generation of musicians inspired by its legacy.	\$75,705.00

Appendix B - List of Gastronomic Entities within Alief

1. Alex Mexican Kitchen & Grill
2. Anna Thai Food
3. B&D Seafood LLC
4. Baguette & Tea
5. Banh Cuon Hoa #2
6. BEP OC & LAU
7. Bonajo Cafe
8. Cafe Window
9. Cajun Kitchen
10. CARLETI'S BAKERY
11. Chinese American Restaurant
12. Cho Thanh Binh
13. Crawfish & Noodles

14. Dakao
15. Deshi Grocery
16. ECK Bakery
17. El Rancho Supermercado
18. Elhelmya Egyptian Restaurant مطعم الحلميه
19. Elite Foods and Bakery
20. Fast Food
21. Fine River Dim Sum Restaurant (缘来轩)
22. Golden Dim Sum
23. Great Wall Chinese Restaurant
24. Guacamayas
25. Guillorys Bar B Que
26. Hao Hao Restaurant
27. Hêm
28. Hoàng Gia Quán
29. HONG KONG BBQ
30. I Heart Boba
31. ICE CREAM WORLD ROLLS
32. Jtea Bellaire
33. Kasim's Kitchen
34. Kim Sơn
35. KPOT Korean BBQ & Hot Pot
36. La Catrina Restaurant
37. La Union
38. Lee's Sandwiches
39. Long Coffee
40. Magic Cup
41. Mama Mia
42. Marie African Flavors
43. Ngoc Anh Restaurant
44. Ocean Crawfish
45. Ocean Palace
46. Panaderia Tierra Caliente
47. Phở A Hùng by Night
48. Phở Bình
49. Pho Danh
50. Pho Dien
51. Pho Dung
52. Pho Kieu & PhungLe Eggrolls
53. Phở Sapa

54. Quan Yin
55. Rico's Tacos Mobil (Food Truck)
56. Royal Halal Meat & Fish Supermarket
57. San San Tofu
58. Savoy Restaurant
59. Shabu Shabu
60. Shabu Zone
61. Tacos Laguna
62. Tacos Roque
63. Tacos y Refresqueria
64. Taqueria La Unica No 3
65. Taqueria Los Nopales
66. Taqueria Mi Lindo Huetamo
67. The Goat House
68. The Ranchito Taqueria & Restaurant
69. Thim Hing Banh Mi
70. Tony Thai Restaurant
71. Tortas & Tacos EL ChavOcho
72. Unique African Cuisine
73. Vallejo Sweet Mango Refresqueria
74. Variedades El Salvador
75. Vua Bun Bo
76. Wild Cajun Crawfish
77. Yesterday Cafe

Appendix C - List of Language Arts Entities within Alief

1. Free English Đại Lộ Bellaire English language school
2. Arab American Cultural Community
3. NAMC (Cultural Center)
4. AL-RAHMA COMMUNITY CENTER OF HOUSTON Community center
5. Philippine Community Center of Houston
6. Raindrop Turkish House Non-profit organization
7. Ayva Center Banquet Hall
8. Azerbaijani American Cultural Alliance
9. Society for Africans in the Diaspora (SAiD INSTITUTE)
10. MOLO Bilingual Montessori School
11. ICC Mandarin Immersion Preschool & Elementary - 中華文化學院中英雙語幼兒園及小學
12. Vietnamese Community Center

13. Vietnamese Culture & Science Association
14. Al-Rahma Center Religious organization
15. Texas Guan Yin Citta Cultural Center 德州观音堂文化中心
16. Hawa Masjid Mosque
17. Rehoboth Tabernacle Center
18. Houston Language Institute
19. English4U Escuela de Inglés Southwest
20. English language school
21. Clases de Ingles Gratis y en Persona! America Learning Center in Houston
22. Alianza Cultural Bilingual
23. Language school
24. Ingles Para Latinos Southwest
25. YES - Tu Escuela de Ingles Houston
26. Zhong Shan Chinese School
27. Turkish Center Community Center
28. India Culture Center Non-profit organization
29. Kazakh Cultural Center Cultural center
30. Afghan Cultural Center - US
31. Cultural center
32. Morris Cultural Arts Center Cultural center
33. Taiwanese Community Center
34. Chinese Community Center
35. CHINESE CIVIC CENTER
36. Alief Independent School District
37. American Lebanese Cultural Center
38. IslamInSpanish Centro Islamico
39. Iranian Cultural Foundation-Houston
40. Culture Center of Taipei Economic and Cultural Office in Houston
41. Shaolin Temple Cultural Center

Appendix D - TCA Cultural District Application Overview

1. General Information
 - a. Cultural District Management Entity identifying information (e.g. address, website, phone number, Texas legislators)
2. Governance
 - a. Cultural district governance structure and member makeup
 - b. Qualifications of leadership
 - c. Meeting information
3. Cultural District Profile By The Numbers

- a. Area establishment date
- b. Number of
 - i. Visitors annually
 - ii. Nonprofit arts/historical/cultural/natural heritage organizations
 - iii. For-profit arts businesses
 - iv. Artists
 - v. Restaurants
 - vi. hotels/B&Bs
 - vii. Bars/Clubs
 - viii. Festivals
- c. The three biggest events from last year
- d. Walk time between the farthest points of the district
- e. Return on Investment (ROI)
- 4. Cultural District Profile
 - a. Community Description
 - b. Cultural district's description and benefits
 - c. Visitor tracking systems
 - d. ROI calculation method
 - e. Three biggest challenges
- 5. Assets and Amenities
 - a. Artistic assets
 - b. Cultural assets
 - c. Visitor amenities
 - d. Current and ongoing events
 - e. Visitor navigation and transportation options
- 6. Planning
 - a. Cultural needs assessment
 - b. Artist assessment
 - c. District Planning assessment
 - d. Vision and mission
 - e. Goals
- 7. Marketing strategies
- 8. Five-year budget
- 9. Required Attachments
 - a. Five-minute audiovisual sample
 - b. Map of district and city
 - c. Endorsement letter from city government official
 - d. CDME policy, commitment to accessibility and ADA, board roster
 - e. Five-year cultural district marketing plan with SWOT analysis
 - f. Signed assurances page

g. Relevant links