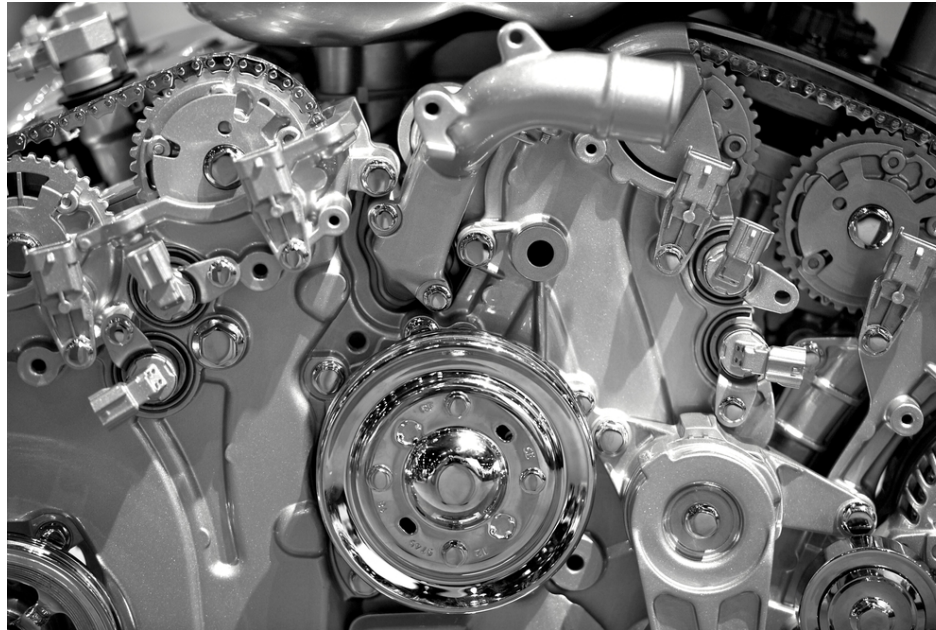


Downtown Revitalization-Economic Engine

A Healthy, Vibrant Downtown Essential for the Overall Community

Downtown should be / can be a significant portion of the Friendswood tax base, serving as an economic engine for the City!



Downtown Revitalization-Economic Engine

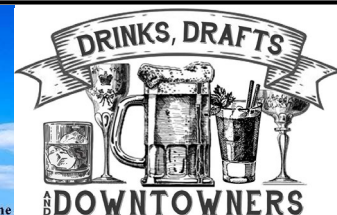
A Healthy, Vibrant Downtown Essential for the Overall Community

2015 Downtown “Inventory” of Lots & Buildings

25 Vacant Lots and/or Buildings comprising 16.856 acres.

734,225 square feet of commercial property just within
a 1-mile stretch of Friendswood Drive.

This inventory was generating just \$21,403.53 in
property tax revenue for the City of Friendswood.



Downtown Revitalization-Economic Engine

A Healthy, Vibrant Downtown Essential for the Overall Community

New Construction since 2015

Office / Commercial Buildings: Three

Retail Buildings: Six

Mix-Use (Residential / Commercial): One

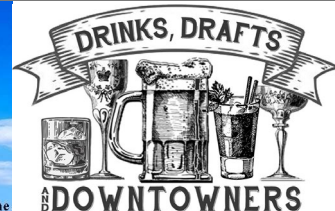
As of 2019, over \$ 7.5 million has been added in taxable value, with another \$32 Million on-line by 2021; adding over \$215,000 in revenue to the City.



Downtown Revitalization-Sense of Place

A Healthy, Vibrant Downtown Essential for the Overall Community

Downtowns can provide that “sense of place”...a place to gather and reinforce that sense of community!



Downtown Revitalization-Reflection

A Healthy, Vibrant Downtown Essential for the Overall Community

Downtowns serve as a reflection of the overall community... what is Friendswood Downtown reflecting?

Our Heritage?

Our History?

Our Community Values?

Our Community Pride?

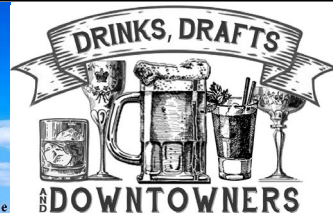
Our Patriotism, Texas Pride?



Downtown Revitalization-Reflection

A Healthy, Vibrant Downtown Essential for the Overall Community





Friends of Downtown Friendswood Association, Inc. – 501c4 Non-Profit

Formed in August of 2015 - Served by two boards... a 12 member Advisory Board, 32 member Board of Directors, and over 50 Volunteers

Past Mayors & Council Members Keep Friendswood Beautiful
Current Council and P&Z Members Friendswood Fine Arts
Friendswood Farmers Market Heritage Gardeners Society
Non-Downtown Business Owners
Working Moms Stay-At-Home Moms Downtown Business Owners
Friendswood Chamber Ages mid-20 to mid 80's
Friendswood Rotary



Friends of Downtown Friendswood Association, Inc.

1/8th Cent Type B (4B) Sales Tax to
establish a revenue source for
Downtown Friendswood



Capturing the Heart and Soul of Small Town Texas

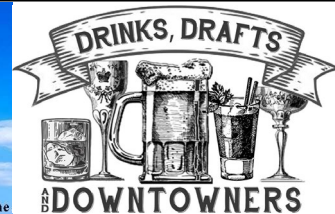
There are four primary objectives

- Beautify and enhance the downtown area... primarily public art
- Highlight & promote existing downtown businesses
- Educate the public on why downtown revitalization is important
- Create & host events to bring folks into the downtown area



Enhance & Beautify Downtown

Public Art Initiative



Friends of Downtown Friendswood Association, Inc.



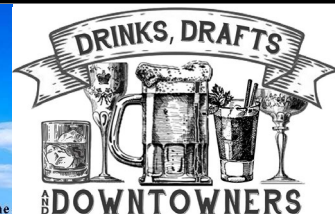
Anat Ronen

anatronen.com



Friends of Downtown Friendswood Association, Inc.

Before



Friends of Downtown Friendswood Association, Inc.

After



Friends of Downtown Friendswood Association, Inc.

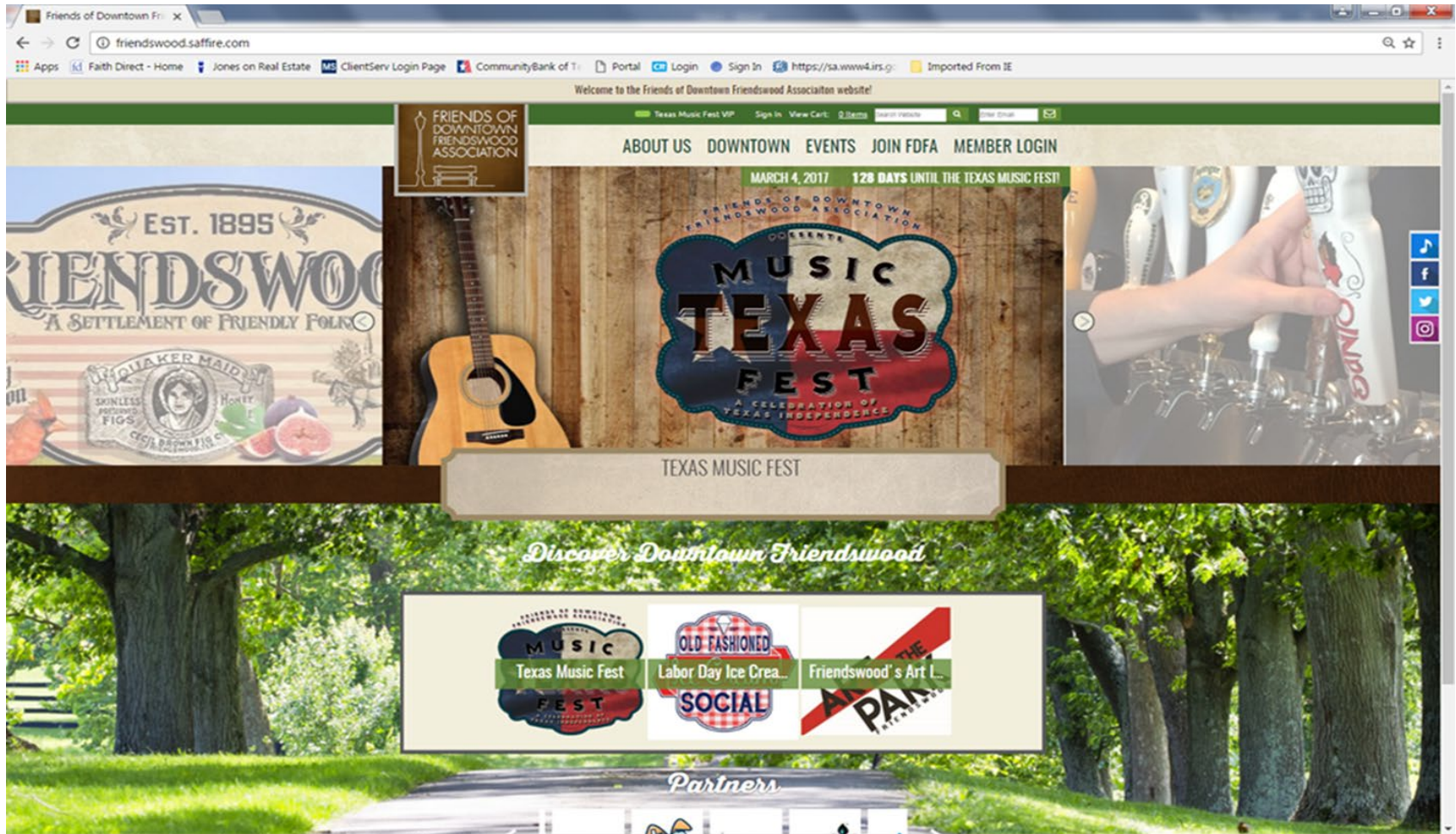
2019 Downtown Mural Installation



Promote Existing Downtown Businesses



Friends of Downtown Friendswood Association, Inc.



www.fdfa.org



Educate the Public



Friends of Downtown Friendswood Association, Inc.

“Our Downtown is Your Downtown”

A Series of Public Events on Downtown Revitalization

**THE
DAYTRIPPER**
WITH CHET GARNER



Friends of Downtown Friendswood Association, Inc.

“Our Downtown is Your Downtown”

A Series of Public Events on Downtown Revitalization

free tickets
available at
www.FDFA.org

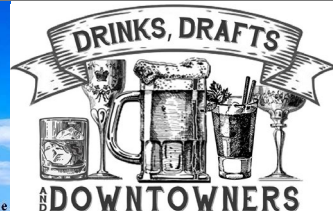
Our Downtown is
YOUR DOWNTOWN
part two: a lecture series

**WE PASSED THE
SALES TAX, NOW WHAT?**
FRIENDSWOOD DOWNTOWN
ECONOMIC DEVELOPMENT
CORPORATION Q&A
WITH **RON COX** F.D.E.D.C.
PRESIDENT
AND
VOLUNTEER ROUNDUP
NONPROFITS OF FRIENDSWOOD
MEET & GREET

4/17 @ 7pm

Our Downtown is
YOUR DOWNTOWN
part three: a lecture series

“WHAT IS FDFA, ANYWAY?”
INFORMATION ON THE ORGANIZATIONS
PAST, PRESENT, AND FUTURE.
WITH **BRETT BANFIELD**
PRESIDENT OF THE FRIENDS OF
DOWNTOWN FRIENDSWOOD ASSN.
Q&A SESSION TO FOLLOW
free tickets
available at
www.FDFA.org



Creating / Hosting Events



Friends of Downtown Friendswood Association, Inc.



Friends of Downtown Friendswood Association, Inc.



Friends of Downtown Friendswood Association, Inc.

farm & vine

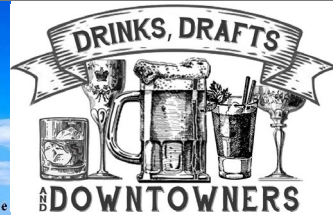


a friendswood harvest

A DINING ADVENTURE
UNDER THE STARS



Friends of Downtown Friendswood Association, Inc.



Friends of Downtown Friendswood Association, Inc.

farm & vine —EVENTIDE—

November 2nd 2019



Friends of Downtown Friendswood Association, Inc.



Friends of Downtown Friendswood Association, Inc.



Meg Crowley



Friends of Downtown Friendswood Association, Inc.



Meg Crowley



#FriendswoodStrong

#FriendswoodOne



Friends of Downtown Friendswood Association, Inc.



Meg Crowley



#FriendswoodStrong

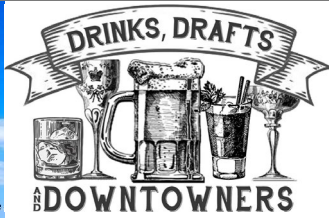
#FriendswoodOne





#FriendswoodStrong

#FriendswoodOne





What's next for FDFA?

Reenergize, reinvent, rebrand,
reinvigorate, re-boot... all the re's!

FDFA 2.0!





THANK YOU FOR YOUR TIME!
HOPE TO SEE YOU AROUND IN DOWNTOWN FRIENDSWOOD

Brett Banfield brett@fdfa.org / 281-455-1835

