



**FOR IMMEDIATE RELEASE**

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## **Greater Northside Businesses Selected for Revitalization Assistance**

*Thrive For Greatness helps businesses impacted by COVID-19*

**HOUSTON (June 30, 2021)** – [Greater Northside Management District](#) and [Avenue](#) selected 24 local businesses for the Greater Northside Business Revitalization Program, which will provide free support to the local business community. The announcement took place on Friday, June 25, at the Northside Art Market at M.D. Anderson Family YMCA.

The following businesses will receive one-on-one consultations that generate topics such as business and marketing plans and financial training: Alva Graphics; Antojitos Northside; Artic Graphics; Canary Cafe; Carlos Silva Food Trucks; Glamour House Studios; Hot Wings & More; HTX Art LLC; iPadel Houston; Jenny's Washateria; Juice Caboose, Inc.; Multiservicios Falcon; Northside Beauty Salon; Oh MY Pocket Pies; Outer Limit Doughnuts; Packaderm Warehousing; Postres Gely's; Provisions of Indigo LLC; Puebla's Mexican Kitchen; Rocco's; Sarita's Taqueria Inc.; Selfcare; Sew Great and Shop Local Market.



Following their trainings, marketing agency CulturaCodes will help implement the plans for each business. Selected businesses will receive support in updating their business and marketing strategy plan, financial training and assistance in implementing and executing façade improvements.

“This is a tremendous effort for local businesses,” said Carlos Silva, recipient and owner of Carlos Silva Food Trucks. “I am thankful for the support and for this opportunity; I truly have no words to express my gratitude.”

Though the Greater Northside is one of Houston’s newest tourist destinations and growing in residents and businesses, many local companies suffered during the pandemic. The 36 program applicants expressed challenges, including loss of customers, staff shortages, online competition, lack of communication/marketing skills and financial constraints.

The mission of the Greater Northside Business Revitalization Program is to raise awareness about the importance of investing in the Greater Northside and serve as a pipeline for promotion and marketability of our local businesses.

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### **ABOUT THE GREATER NORTHSIDE**

The Greater Northside consists of historic neighborhoods, businesses, culture and public art north of downtown Houston. The businesses selected are concentrated on the Greater Northside Management District Boundary, including: Southern Boundary – I-10, Western Boundary – Studewood and Yale, Eastern Boundary – I-59, Northern Boundary – Little York. For more information on planning and growth in the Greater Northside, visit [Planning and Growth Reports](#).

### **ABOUT GREATER NORTHSIDE MANAGEMENT DISTRICT:**

The District is guided by this mission statement:

In order to enhance the District and increase economic activity for the business property owners, the District will work to establish and implement projects and programs to:

1. Promote public safety in the District and create a safe environment in both perception and reality;
2. Attract more business and additional investment to the District;
3. Enhance the image of the District;
4. Seek additional public and private funds to invest in the District;
5. Improve the infrastructure and amenities in the District; and
6. Administer the District efficiently and effectively.

For more information, visit [www.greaternorthsidedistrict.org](http://www.greaternorthsidedistrict.org).

### **ABOUT AVENUE**

Avenue’s mission is to build affordable homes and strengthen communities. The organization enhances the quality of life for working families and works to promote healthy, vibrant and economically diverse

neighborhoods that are essential to Houston's future as a world-class city. Avenue develops homes for purchase and rent and provides homebuyer education and counseling to help working families buy and maintain their own homes.

Avenue promotes economic development and offers supportive services such as computer labs; after-school programs; and nutrition, fitness and financial literacy classes that enrich the lives of the individuals and families they serve.

Avenue is a member of the nationwide NeighborWorks® Network of more than 245 community development organizations working in nearly 4,358 urban, suburban and rural communities across America. Connect with Avenue on Facebook: <http://bit.ly/FBAvenueCDC> and Twitter: <https://twitter.com/AvenueCDC>.