



**FOR IMMEDIATE RELEASE**

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## **Apply to the Greater Northside Business Revitalization Program** ***Helping small businesses Thrive in the Greater Northside***

**HOUSTON, TX (May 26, 2021)** – [Greater Northside Management District](#) and [Avenue](#) recently launched the Greater Northside Business Revitalization Program to assist businesses impacted by COVID-19. Businesses operating within the Greater Northside Management District are encouraged to apply for this program through June 5, 2021, at [ThriveGN.com](http://ThriveGN.com).

This FREE initiative provides support to the business community in the Greater Northside and will help promote and market the area as Houston's newest, local tourist destination. The Greater Northside consists of historic neighborhoods, businesses, culture and public art north of downtown Houston. Businesses will receive one-on-one consultations that generate updated business and marketing plans and financial training. The marketing agency, CulturaCodes, will help implement the plans for each business.

***“Avenue is thrilled to partner with the Greater Northside Management District to launch Thrive for Greatness, a business revitalization program, which will invest in and support local businesses and contribute to long-term, sustainable economic development of the community,”*** said Claudia Sanchez, Avenue Director of Community Initiatives.

The Greater Northside's legacy of authenticity, opportunity and prosperity are a part of what makes the area thrive. Our goal is to amplify the cultural and business offerings in the District to attract visitors and future residents to the area.

***“The purpose of the Greater Northside Business Revitalization Program is to support existing small businesses by giving them access to educational opportunities and marketing resources during these challenging pandemic times. This program will help local businesses and the community to thrive,”*** said Rebecca Reyna, GNMD Executive Director.

Businesses chosen for the program will be announced in the upcoming weeks and will be available to the media for interviews. Learn more about the program at [ThriveGN.com](http://ThriveGN.com).

### **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 of 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>.

### **About CulturaCodes**

CulturaCodes is a marketing consulting company with emphasis on cultural identity, focused on reaching out to the U.S. Hispanic/Latino community. Its mission is to help businesses and organizations create meaningful relationships with customers by understanding the importance of cultural context. For more information, visit: <https://culturacodes.com/>.

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