

**VIBE**  
DOWNTOWN

**DOWN**  
AUSTIN TOWN  
ALLIANCE

# 2025 IMPACT REPORT



When artists and creatives thrive, downtown centers thrive, too. So, when a city's central built environment rapidly changes, what does investing in culture—aka the vibe—look like?

KEEP READING FOR 2025  
STATS AND TAKEAWAYS



# BEHIND VIBE DOWNTOWN

**Vibe Downtown amplifies the art, culture and vibe of Austin, Texas.**

Designed for the discovery of underutilized downtown Austin spaces, as well as creative community impact, the program's inaugural event released \$30,000 in microgrants and occurred in collaboration with a number of community partners to support returning local visitorship to Downtown spaces.



# OUR GOALS



<b>ACTIVATE UNDER-UTILIZED SPACES.</b>	Downtown Austin’s built environment has rapidly changed over the last decade—with block transformations and developments emerging daily. VIBE Downtown highlights priority areas of redevelopment, providing experiential insight into the opportunities and needs of that area. For the initial pilot of VIBE Downtown, the program’s two-year community engagement process brought 1,500+ stakeholders together, prompting generative activity between developers, property owners, community members and Austin creatives, resulting in everything from future murals to committed interest in cross-collaboration between property owners for cultural initiatives.
<b>AWARD \$30K TO AUSTIN ARTISTS AND CREATIVES.</b>	Austin has a long and well-documented creative history. As the city rapidly grows, centering Austin’s diverse creative communities in cultural planning continues to drive belonging, economic growth and long-lasting culture. Simultaneously, this growth has posed many questions and barriers for cross-community traditions, arts access, ongoing public engagement in culture and impactful creative empowerment in Austin’s built environment. VIBE Downtown introduced a scalable \$30K grant-making model, as well as a creative community engagement plan for all of Downtown Austin’s continued initiatives to bring artists and creatives back to downtown areas.
<b>ATTRACT LOCAL VISITORS. BUILD LOCAL TRUST.</b>	Local visitors support downtown centers’ economic activity during periods of slow tourism and deeply influence our downtown’s national brand perception. VIBE Downtown’s pilot welcomed 1,000+ local visitors to Old Sixth Street over two days through five all-ages and nightlife community events. Beyond welcoming the public, the program was structured to build an expansive content library of community stories on the art, culture and vibe of downtown Austin for use throughout future initiatives, public engagement plans and marketing strategies.

**WANT MORE?** [FOUNDATION@DOWNTOWNAUSTIN.COM](mailto:FOUNDATION@DOWNTOWNAUSTIN.COM)



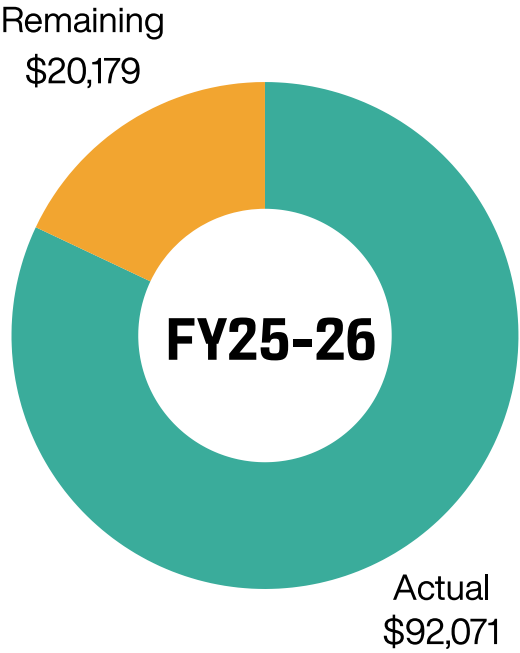
# Timeline



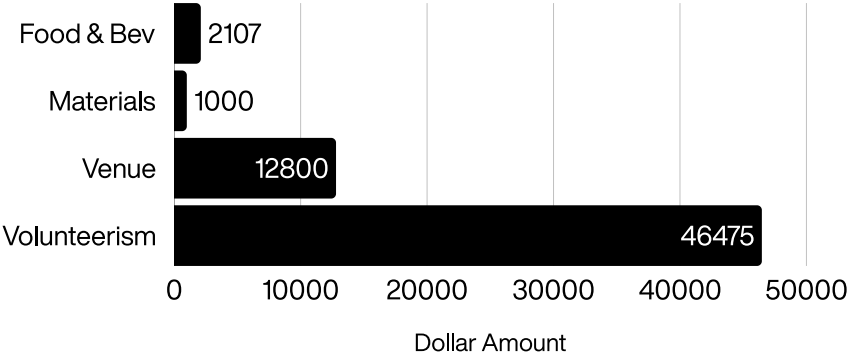
PHASE	DATES	KEY ACTIVITIES
#1 Public Engagement & Strategic Alignment	July 2023 — April 2024	<ul style="list-style-type: none"><li>Survey &amp; Strategy Development</li><li>Internal Stakeholder Outreach &amp; Mapping</li></ul>
#2 Program Planning, Grant-Making & Pre-Production	May 2024 — April 2025	<ul style="list-style-type: none"><li>Pilot Program Design</li><li>Public Engagement</li><li>Grant-Making</li><li>Artists &amp; Creatives Thrive Report</li><li>VIBE Downtown Event Site Selection + Event Pre-Production</li></ul>
#3 Program Production and Reporting	May 2025 — April 2026	<ul style="list-style-type: none"><li>Event Marketing + Outreach</li><li>Onsite Event Production</li><li>Pilot Program Documentation + Internal / External Reporting</li><li>2026 Pre-Production &amp; Public Engagement</li></ul>

# Budget

COSTS	DATES
Budgeted	\$112,500
Actual	\$92,071
Remaining	\$20,179



## In-Kind Donations







# MUSIC. MAKERS. MURALS. DISCOVER DOWNTOWN AUSTIN.



# Activate Under-Utilized Spaces Through Place-Making & Place-Keeping.

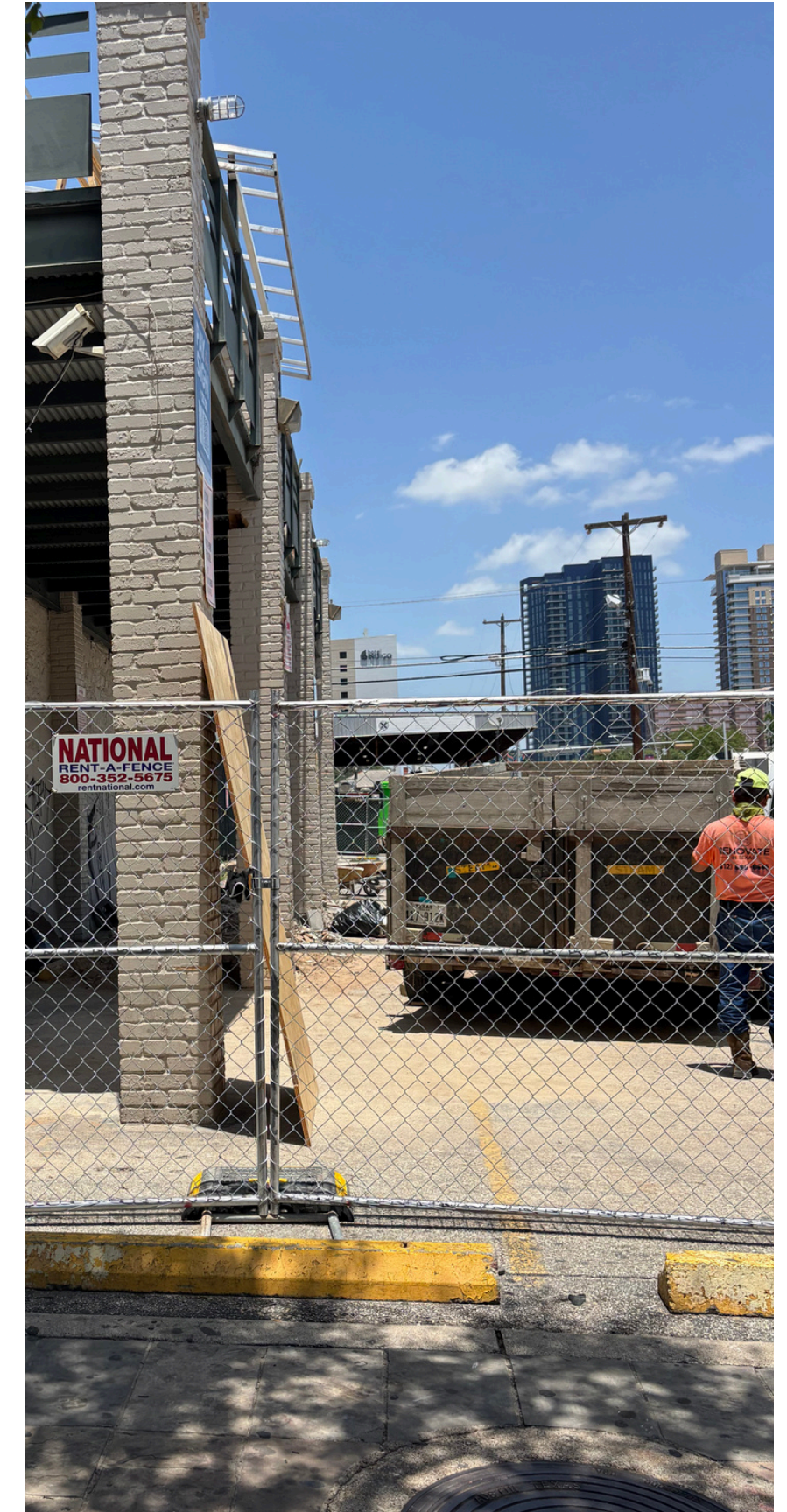
**508 + 522 EAST SIXTH STREET**

- Two spaces transformed for nighttime and daytime use directly with Sixth Street property-owner
- Property has been primarily vacant over the last few years outside of cultural tourism peaks
- Event coincided with reveal of new barriers on Old Sixth Street, as well as redevelopment signage

**508 E 6TH**



**522 E 6TH**









# Award \$30K to Austin Artists & Creatives.

VIBE Downtown was designed to fund \$30,000 in local commissions for artists and creatives, emerging from a year-long public engagement process facilitated by 501c3 arts and culture organization, Future Front Texas.

## Inaugural grantees included:

Where Y'all At Though?!, Bobby Pudrido, The Mosaic Workshop, Slow Fashion Festival and Shake It Africa

### VIBE 2025 OFFICIAL PARTNER **PIECING TOGETHER** BY THE MOSAIC WORKSHOP

THE MOSAIC WORKSHOP IS A CREATIVE HUB IN AUSTIN, TEXAS THAT TEACHES THE ART OF MOSAIC MAKING THROUGH HANDS-ON CLASSES, COLLABORATIVE TEAM BUILDING ACTIVITIES AND MONUMENTAL PUBLIC ART INSTALLATIONS.



### VIBE 2025 OFFICIAL PARTNER **SHAKE IT AFRICA**

AFROBEATS MEETS AUSTIN, TEXAS. SHAKE IT AFRICA BRINGS PEOPLE TOGETHER THROUGH SOUND, RHYTHM, AND COMMUNITY. THIS ISN'T JUST A PARTY IT'S A CULTURAL VIBE.



### VIBE 2025 OFFICIAL PARTNER **ATX MENDING LAB** BY SLOW FASHION FESTIVAL

SLOW FASHION FESTIVAL IS A COMMUNITY-DRIVEN CELEBRATION OF CREATIVITY, CRAFTSMANSHIP AND CONSCIOUS CONSUMPTION. HOMEGROWN IN AUSTIN, THEY CHAMPION A THOUGHTFUL APPROACH TO STYLE THAT HONORS THE STORIES BEHIND OUR GARMENTS AND MINIMIZES ENVIRONMENTAL IMPACT.



### VIBE 2025 OFFICIAL PARTNER **WHEREABOUTS?!** BY WHERE Y'ALL AT THOUGH

KNOWN AS THE CITY'S PREMIER CULTURAL TOUR GUIDE, WHERE Y'ALL AT THOUGH IS A DYNAMIC COMMUNITY TECH ORGANIZATION DEDICATED TO FOSTERING CONNECTION AND BELONGING FOR BLACK AND BROWN INDIVIDUALS IN AUSTIN, TEXAS.

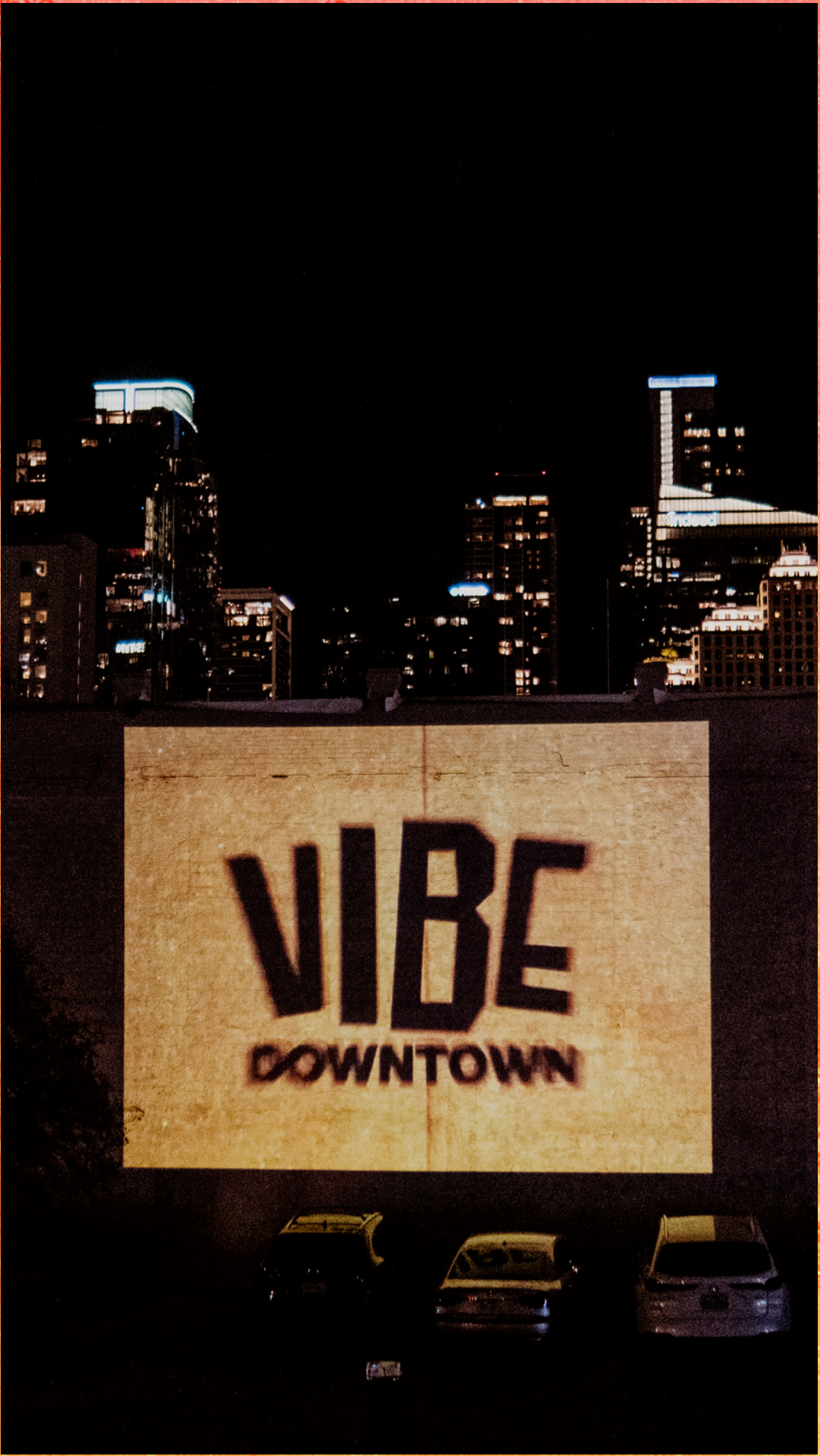


### VIBE 2025 OFFICIAL PARTNER **CON MUCHO AMOR** BY BOBBY PUDRIDO PRODUCTIONS

CON MUCHO AMOR IS A COMMUNITY SHOW BY AUSTIN-BASED DRAG KING BOBBY PUDRIDO. INSPIRED BY HIS UPBRINGING, BOBBY COMBINES HIS LGBTQ+ AND LATINX IDENTITIES TO CREATE SPACES FOR QUEER PEOPLE WHO ARE ROBBED OF ACCESS TO CULTURAL TRADITIONS.









# Each awardee received a strong, inclusive introduction to downtown Austin.



ALL 5 AWARDEES ENGAGED IN DOWNTOWN STORYTELLING.	<ul style="list-style-type: none"><li>• Each awardee contributed their own marketing plan, engaging influencers and media outlets.</li><li>• Each awardee supported three storytelling and documentary videos on culture of downtown Austin.</li><li>• Each awardee grew their audiences, as well as brought new local audiences to downtown.</li></ul>
AWARDEE CURRICULUM LED TO TRANSFORMATIONAL GROWTH FOR AWARDEES & OTHER DAA ARTISTS/CREATIVES.	<ul style="list-style-type: none"><li>• Awardees reported transformational growth as cultural producers, storytellers and artists, due to the support provided by downtown Austin and partner teams.</li><li>• The curriculum provided to awardees from VIBE’s partners was utilized throughout other programs for artists and creatives in downtown Austin—strengthening creative and cultural capacity, as well as strong messaging.</li></ul>
AWARDEES REDIRECTED THEIR FUTURE CULTURAL EVENTS TO DOWNTOWN VENUES.	<ul style="list-style-type: none"><li>• Awardees reported new knowledge about downtown’s built environment and available venues.</li><li>• Multiple awardees have pivoted their annual cultural events to downtown locations, as well as venues available through Downtown Austin Alliance programs like DASA.</li></ul>

WANT MORE? [FOUNDATION@DOWNTOWNAUSTIN.COM](mailto:FOUNDATION@DOWNTOWNAUSTIN.COM)



# Attract Local Visitors. Build Local Trust.

## 1,000+ LOCAL VISITORS IN TWO DAYS

- 5 Community Events with Local Partners
- 1 Mosaic Mural Created
- 2 All-Ages Workshops on Sixth Street
- 500,000+ Online Impressions of organic local storytelling around art, culture and vibe of downtown Austin
- 30+ Videos for Downtown Austin Storytelling Library





# From press and media to influencers and public visitors, VIBE told a values-driven story about downtown's built environment—connecting local and global, public and private, physical and digital.



**2M+ ORGANIC IMPRESSIONS  
OVER TWO YEARS**

- 250+ Engaged Stakeholders, including downtown property-owners, tenants, restaurants, cultural spaces, state-recognized cultural districts, creative producers, artists and more.
- Community and public engagement process has been recognized at conferences like the Design Excellence conference and informed other downtown Austin programs and partnerships with key cultural districts and cultural stakeholders.

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# OUTCOMES



SUMMARY OF  
ALL ACTIVITIES

- 2 Years of Community Engagement
- 1 New Public Engagement Plan For Downtown Austin Artists & Creatives Programs
- 1 Artists & Creatives Thrive Report (presented at Design Excellence Conference)
- 1 Grant-Making Model for Downtown Austin projects
- 9 DASA Spaces Activated by VIBE Applicants & Awardees
- 5 Community Events Over Two Days to promote an 18-hour downtown
- 1 Mosaic Mural
- 1 Transformed Site in Redeveloping Area

SUMMARY OF  
IMPACT METRICS

- 1,000+ Public Visitors (All-Ages)
- 1,500+ Stakeholders Engaged in downtown Austin storytelling
- \$40,000+ distributed to Austin artists and creatives
- 15+ Community Partnerships
- 40+ Musicians, Makers, Visual Artists, Muralists & Cultural Producers
- 76 Public Applications for VIBE Downtown Partner Grants

... AND IT WAS AN INCREDIBLE TIME.



WANT MORE? FOUNDATION@DOWNTOWNAUSTIN.COM



**THANK YOU TO  
THE COMMUNITY  
BEHIND VIBE.**

**Where the art on our walls is  
experienced—and builds community.**



**PRESENTED BY:**

Downtown Austin Alliance

**IN PARTNERSHIP WITH:**

Future Front Texas

**SUPPORTED BY:**

Downtown Austin Alliance Foundation

Stream Realty Partners

Peak Parking

Tito's Handmade Vodka

+ more!

**FOUNDING AWARDEES:**

Slow Fashion Festival Austin

Pudrido Productions

Shake It Africa

Where Y'all At Though Austin

The Mosaic Workshop

**2025 AWARDEE SELECTION COMMITTEE:**

Emmy Laursen, The Contemporary Austin

Keyheira Keys, Austin Curator

Lu Farrell, Future Front Texas

Marissa Rivera, ofCOLOR

Melissa Garcia, Future Front Texas

Mikaela Rodriguez, Future Front Texas

Olivia Tamzarian, Emma S. Barrientos Mexican

American Cultural Center

Reno Dudley, KAZI

Sania Shifferd, Austin Architect

Marina Islas, Austin History Center

**FOUNDING LEADERSHIP:**

Raasin McIntosh

Emily Risinger

Amanda Baez

Jane Hervey, Future Front Texas

Xochi Solis, Future Front Texas

**VIBE DOWNTOWN 2025****BRAND & CREATIVE TEAM:**

Program Design by Raasin McIntosh, Emily Risinger, Jane Hervey and Xochi Solis

Event Design by Emily Risinger & Jane Hervey

Production Design by Xochi Solis

Creative Direction by Jane Hervey

Art Direction and Logo Direction by Jesús Acosta

Projection Installations by Essentials Creative

Videos by Carlos Nevarez and Deandre Acosta

Photos by Jasmin Porter and Raven Birk



## **PARTICIPATING ACTIVE URBANISM COMMITTEE MEMBERS:**

Nick Moulinet, Chair  
Albi Hasku  
Ashley Kegley–Whitehead  
Dan Jefferson  
Heather Hart Potts  
Janis Daemmrigh  
Kevin Brown  
Lindsay Palmer  
Marissa Rivera  
Martin Nembhard  
Rachel Blair  
Rebecca Senchak  
Sania Shifferd  
SaulPaul  
Xavier Peña

## **DOWNTOWN AUSTIN ALLIANCE FOUNDATION BOARD OF DIRECTORS:**

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Jennifer Wiebrand, Gables Residential  
Kevin Brown, DuBois Bryant & Campbell  
Nick Moulinet, Chair, DPR Construction  
SaulPaul, SaulPaul Productions, Foundation  
Xavier Pena, St. David’s Foundation

**The Downtown Austin Alliance** is the steward of a collective vision for downtown Austin and enhances every aspect of the downtown experience. It is on a mission to create, preserve and enhance the vibe, vitality and value of downtown Austin for everyone. Currently, the organization supports multiple programs for artists, creatives and cultural producers.

**Learn more** at [downtownaustin.com/foundation/dasa](https://downtownaustin.com/foundation/dasa).





