

FY24

RALLY AUSTIN IMPACT REPORT OVERVIEW

MISSION

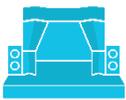
Facilitating equitable development for economic growth while preserving Austin's unique culture.

VISION

A culturally resilient and economically integrated Austin where diverse communities thrive without risk of displacement.

LEADING INVESTMENTS IN OUR COMMUNITY

Rally will focus its efforts to unite and drive progress across three critical areas of development in Central Texas:



ARTS, MUSIC & CULTURE

Cultivating cultural and creative identity through initiatives that aim to provide affordable spaces for creative and cultural use.



COMPLETE COMMUNITIES

Development of complete communities that improve quality of life and focus on equitable development in underserved areas.

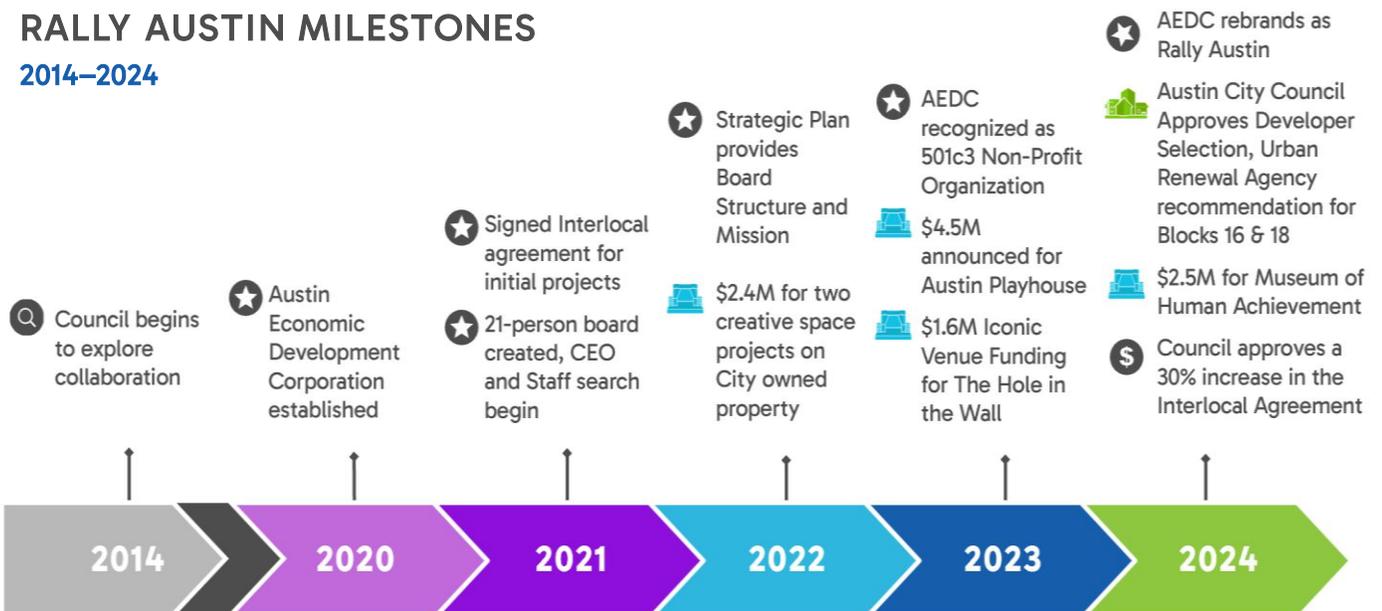


CATALYTIC DEVELOPMENT

Leveraging large scale development to projects ensure Austin's sustainable growth and deliver clear economic benefits to the greater community.

RALLY AUSTIN MILESTONES

2014–2024



Arts, Music & Culture



Complete Communities



Catalytic Development

ORGANIZATIONAL OUTCOMES

Rally Austin oversees a \$152.2M portfolio of real estate projects, leveraging City support to secure an additional \$677,400 in contributions. Stewarding this portfolio could provide 277,500 square feet of affordable space and generate an estimated \$300M–\$380M in economic impact.

FY24 KEY ACHIEVEMENTS



Rebranded to Rally Austin from AEDC



Fundraising exceeded goals by 22%



Expanded team with 3 hires and a dedicated City liaison



Developer Selected for Blocks 16 & 18



Invested in Museum of Human Achievement (\$2.5M) & Austin Playhouse (\$4.5M)



\$428K revenue through investments and fundraising



COMPLETE COMMUNITIES

Mixed-use development for Blocks 16 & 18 on East 11th Street in the African American Cultural Heritage District, building thriving small businesses, cultural anchors and affordable housing. With a current project value estimated at \$128M, and an estimated impact of \$256-320M.



ARTS, MUSIC & CULTURE

Five real estate development projects valued at \$24.2M with an estimated \$48.4M-\$60.5M return on investment. This area of focus has led to the successful negotiation of a new 20-year lease for The Hole in the Wall and several other venues for a variety of creative productions.



CATALYTIC DEVELOPMENT

Rally moves large-scale, multi-million dollar development and infrastructure projects in which the organization may serve as a flexible bridge between public, private, and community interests to unlock diverse funding sources and deliver value and benefits for all partners.

THINK BIG AND COLLABORATIVE WITH US

Help us bring concepts to the board for a catalytic project.

- Talk to 3 people about Rally Austin and equitable development.
- Connect us to your network within the philanthropy and endowment space.
- Follow us on social media and share a post.
- Visit a minority/legacy business or musical venue supported by our work.
- Tag us when you visit a minority/legacy business or musical venue supported by our work.
- Applaud our Board and Contributors for their efforts to support inclusive development.



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Rally Austin



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