



FOR IMMEDIATE RELEASE
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MAYOR JULIÁN CASTRO UNVEILS SAN ANTONIO'S NEWEST DESTINATION, EASTPOINT

(San Antonio, TX) Mayor Julián Castro helped unveil the EastPoint brand at San Antonio for Growth on the Eastside's (SAGE) Business Briefing on Tuesday, March 4th.

Under the leadership of Mayor Julián Castro, the City is being reinvigorated. It is nationally recognized as a city on the rise, and nowhere is that more apparent than on the eastside. The City of San Antonio passed a series of city ordinances intended to promote growth and development in the "heart of the City" including the eastside, which has been historically underserved. These ordinances, based on infill development policy, a series of reinvestment zones, and a renewed focus on community and economic development, are the touchstones of a new approach to revitalization. Adding to the grants already assisting the area, SAGE Executive Director Jackie Gorman introduced the SAGE Grow Eastside Fund today which will be used to spur new business development on the city's eastside.

With this resurgence, the area was in need of some major rebranding. Mayor Julián Castro, along with City Councilwoman Ivy Taylor, Jackie Gorman and several community leaders unveiled the new EastPoint brand. EastPoint hopes to follow in the steps of the revitalized Southtown, and become a destination for San Antonians and visitors to enjoy a thriving business community, arts and culture, and stimulating nightlife.

EastPoint is a diverse, bi-lingual 4-square mile area located on the Eastside of San Antonio, encompassing some of the City's oldest neighborhoods. This culturally rich, transforming and easily accessible community is bordered by downtown and the Pearl Brewery on the west, AT&T Center on the east, Fort Sam Houston on the north and the Alamodome on the south with over 6,000 homes and approximately 18,000 residents.

Home to some fifth and sixth generation San Antonians, this urban area is undergoing a rapid change in demographics. A once predominantly African American community, this part of town is now home to a growing Latino and Anglo population and has become one of the city's fastest

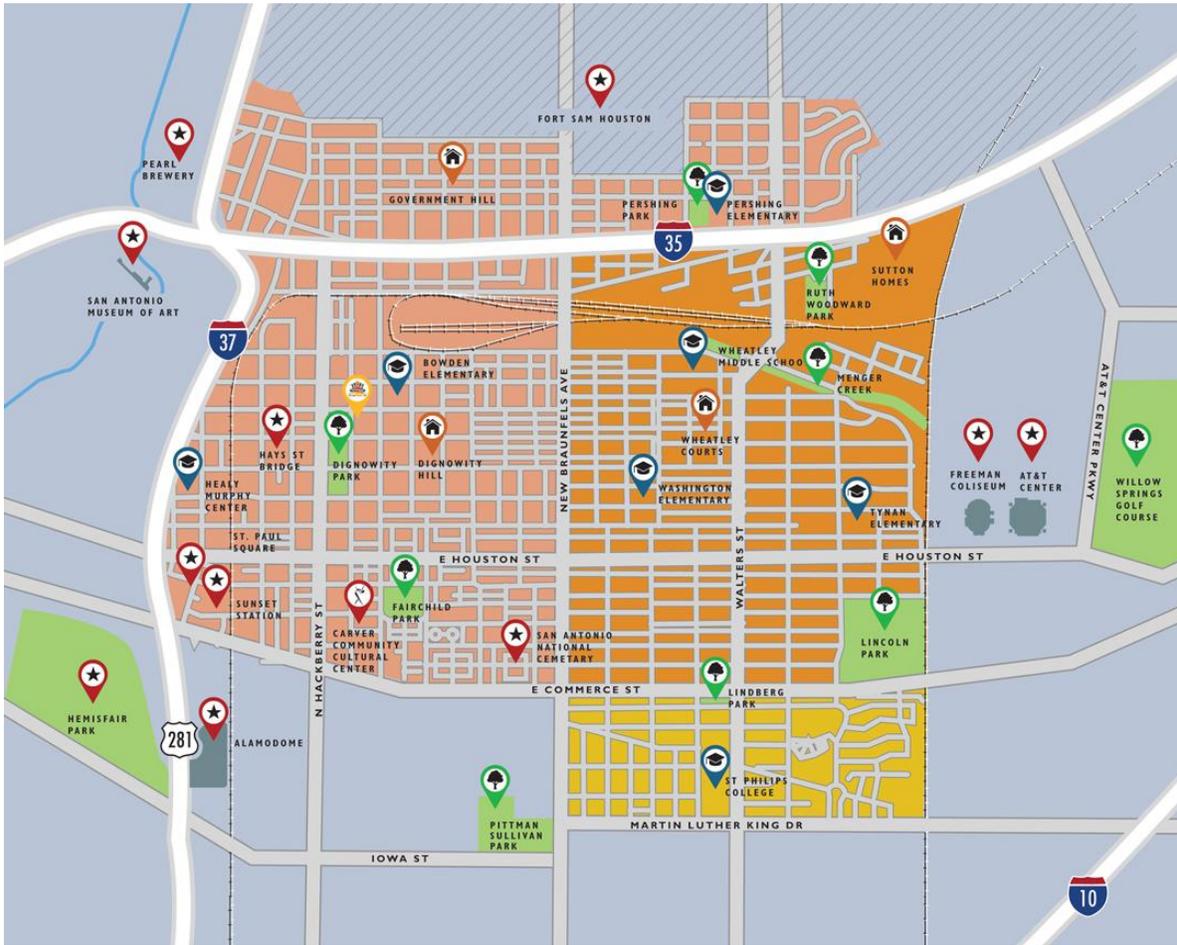


growing diverse communities. This mix of ethnicities has contributed to the area's traditional entertainment appeal through music, art and culture.

The rate of economic development sparked by business owners and residents in the area was accelerated by the award of two federally funded grants known as the Eastside Promise Neighborhood and the Choice Neighborhood Program. These programs aimed to positively impact the community by empowering residents, building capacity and encouraging participation in local decision making in the EastPoint community. The City of San Antonio – in partnership with United Way, the San Antonio Housing Authority and the San Antonio Independent School District, along with the aid of these federal grants – continues to drive innovative transformation through various educational, housing, economic and quality of life initiatives. The EastPoint Advisory Council consists of residents of EastPoint, and parents and residents of SAHA properties.

On January 9, 2014, San Antonio was selected as one of the first five Promise Zones President Obama announced in his State of the Union Address last year. The comprehensive plan revitalizes distressed communities by partnering with local communities and businesses to create jobs, increase economic security, reduce poverty, expand educational opportunities, increase access to quality, affordable housing and improve public safety. The Eastside Promise Zone (EPZ) is an initiative of the City of San Antonio, in partnership with the United Way of San Antonio and Bexar County, the San Antonio Housing Authority, San Antonio for Growth on the Eastside and SA2020.

EastPoint thrives on the harmony and originality of its new and old historic points of interest including St. Philip's College, The Carver Community Theatre and Library, Dignowity Park, St. Paul Square, the San Antonio National Cemetery, Sunset Station, Woodard, the Menger Creek expansion, and the redeveloped Wheatley Courts and Sutton Homes. It is also home to the Nation's Largest MLK March route. EastPoint embodies the values of integrity, hard work and a celebrated community. It reflects the social fabric of a rebirth where residents have been empowered to prepare their youth for success, strengthen family units and build lasting economic vitality.



PACT: PROMISE AND CHOICE TOGETHER

PACT is comprised of Eastside Promise Neighborhood, Choice Neighborhood Initiative, United Way, The San Antonio Housing Authority, The City of San Antonio, San Antonio Independent School District, San Antonio for Growth on the Eastside.

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