



MEDIA ADVISORY
FOR IMMEDIATE RELEASE

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Westside Business Alliance (WBA) to be Kick-Off off by Westside Development Corporation (WDC) with the Support of District 5 Councilwoman Shirley Gonzales
Special Interest in Preserving Westside Legacy Businesses

WHAT: Over 1000 Westside business owners from target corridors on the Westside are invited to the [Westside Business Alliance's](#) (WBA) Kick-Off Meeting. The WBA is leading the Legacy Corridor Initiative, which is designed to create strategic business alliances to leverage city resources and encourage Westside business owners to be a part of continued growth and development of the Westside. The WBA is engaging business owners along target corridors in the Westside, with special interest in preserving our Westside legacy businesses* by making them more resilient and thereby strengthening the overall economy. (*Legacy Businesses are those that have been in businesses for 10 years or longer and serve a community function that goes above and beyond the simple sale of goods and services, they serve to support local culture and stability.)

The target corridors include the following streets: Buena Vista, Commerce, Laredo, Colorado, Nogalitos, Zarzamora, General McMullen, Culebra, Guadalupe, and Castroville.

The meeting will begin with an introduction from Councilwoman Shirley Gonzales who will talk about the program and encourage participation. Topics include development projects on the Westside, incentives for small businesses, and input from participants on issues facing small businesses. Subsequent WBA meetings will be scheduled through the end of 2019.

To stay updated with information on the Westside Business Alliance follow our [Facebook](#) and [Instagram](#).

WHO: Shirley Gonzales, District 5 Councilwoman
Leonard Rodriguez, WDC President & CEO
Westside Business Alliance

WHEN: Friday, March 29, 2019 from 8:00-9:30 AM. This meeting kicks off at 8:00 am with a breakfast from Maria's Café and follow with a one-hour meeting.

WHERE: LiftFund, [2007 W. Martin St, San Antonio, TX 78207](#)

WHY: WDC will connect business owner in the Westside to create advocacy networks. These networks will empower owners to promote projects that positively impact their businesses and larger communities. Partners in the initiative include City Councilwoman Shirley Gonzales, District 5, West San Antonio Chamber and the University of Texas Small Business Development Center–Institute for Economic Development (UTSA SBDC-IED).

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About the Westside Development Corporation

The Westside Development Corporation is a City of San Antonio delegate agency, non-profit organization and Local Government Corporation responsible for attracting new business and assisting existing business in the Westside of San Antonio. The organization has been responsible for fostering economic development, promoting the development and redevelopment of real estate, creating viable urban communities, and preserving the character, culture and history of San Antonio's Westside. For more information, about the WDC please visit WestsideDevCorp.com. For more information about San Antonio's Westside, "Like" us on [Facebook](#) or follow us on [Twitter](#).