

# BASILA FROCKS

A Community Development brought to you by the



and



PROSPER  
WEST







Marie and Nicholas Basila

## Beginning with the Ending

Basila Frocks was built in 1929 to manufacture ready-to-wear dresses and is representative of San Antonio's multi-faceted cultural identity as it adapted over time. The structure was built by the Basila family who immigrated to the United States from Syria in the early 1900's.

As a major employer in the Westside community, the company provided jobs primarily to women. Just a few short months after opening, the Great Depression hit the nation in October 1929. Suddenly, almost 25% of working males in the United States were unemployed and women began to enter the workforce. Basila Frocks played an important part by providing employment for women who soon became responsible for their family's survival.

Latina seamstresses in San Antonio contributed to the economy in major ways and became a positive force culturally and economically, essentially being the thread that held their family and the community together.



Women employed to sew Basila Frocks' dresses.



Julissa Carielo, President



Oscar Carielo  
V. P. of Design & Pre-Construction



Andrew Wallace  
Vice President of Operations

## DreamOn Group - Who We Are

The DreamOn Group is a privately held family-owned firm that offers an innovative and integrated approach to curating, developing, constructing, and managing projects. As a community builder, the DreamOn Group has unique opportunities to transform lives and build healthier communities to provide our neighbors with a better quality of life. With over 35 years of professional experience, the DreamOn Group and its subsidiaries — DreamOn Development Company, LLC, Tejas Premier Building Contractor, Inc., and DreamOn Property Management, LLC — are proud to provide solutions and services that empower people and empower communities.



**Mission.** Our mission is to build things that matter. To accomplish that, we will look at every aspect of the development project to attract and create resources to contribute to the project's long-term needs and success. We will work with governmental agencies, non-profits, and cultural organizations to create the opportunities the City of San Antonio deserves. We are here to enrich neighborhoods and build solutions, always with people in mind.

**Purpose.** We believe that every team member and project should strive to enhance the lives of the people and communities we touch with our work. We create and sustain efficient properties that empower communities, bringing positive change that reaches far beyond its square space.

**How We Deliver.** Our company culture is built on organizational accountability. We take responsibility for each project — from idea and design to the permitting, construction, and property management. The DreamOn Group always strives to perform at the highest industry standards, and we are committed to being transparent and honest about our project goals and progress. We are here to work collectively with partners, deliver custom solutions to clients, and build stronger communities.

We are committed to improving diversity and social equity at every step of our work process. By utilizing a social equity lens, we can measure the impact of our work and create change through opportunities like employment, contracts, and partnerships.

Our client-focused team and uniquely streamlined process allow us to bring an unparalleled level of control, integrated values, and alignment to every project.

**DreamOn**  
Development Company, LLC

**Tejas Premier**  
Building Contractor, Inc.

**DreamOn**  
Property Management Company, LLC



# DreamOn Group - Our Guiding Principles

The DreamOn Group works hard to deliver projects with exceptional client satisfaction. We use our guiding principles to provide our clients with an experience built on transparency, engagement, and respect. We are dedicated to building sustainable growth that benefits our clients, partners, and team. Our guiding principles include Community, Sustainability, Innovation, Accountability, Culture, and Business Growth.



## COMMUNITY

We are committed to supporting and engaging with all stakeholders as we define the project goals, processes, and solutions needed to maximize our impact and build a better, more inclusive community.



## SUSTAINABILITY

We are committed to creating socially responsible developments by using low impact and environmentally friendly practices. We work hard to ensure a culture of safety and sustainability for our employees, partners, clients, and communities.



## ACCOUNTABILITY

We are committed to being transparent and honest about our project goals and progress. We are here to work collaboratively with our project partners, deliver solutions to our clients and build stronger communities.



## INNOVATION

We are committed to life-long learning and improving project efficiency, and our teams are here to provide better, safer solutions whenever possible.



## CULTURE

We are committed to working with local artisans and businesses who will bring and instill the values of our community in everything we do.



## BUSINESS GROWTH

We are committed to working with trusted local businesses and manufacturers to ensure each project outcome will benefit all stakeholders, shareholders, and communities involved.



## Prosper West - Who We Are

Prosper West is a nonprofit community economic development organization working together with an alliance of residents and community partners to make San Antonio's Westside more prosperous for families and businesses. In alignment with their mission, Prosper West fosters economic development and promotes the re-development of real estate within the Westside area while maintaining and preserving the character, culture, and history. Prosper West envisions a vibrant Westside community where people want to live, work, and thrive.



Prosper West works to strengthen small businesses on the Westside by conducting outreach and connecting them to capital, training, and other resources that will assist in increasing their revenues, improving their business processes, and creating more jobs in the community. Prosper West strives to create a healthier community and small business environment by fostering increased economic activity and opportunities and using these opportunities to further support Westside initiatives.

Economic prosperity on the Westside of San Antonio requires a holistic approach, whereby taking into account the entire Westside ecosystem in and effort to facilitate a more in-depth and personal understanding of the neighborhood's needs. Prosper West seeks to maximize the Westside's potential and cultural inspiration when creating public spaces that improve the quality of life of the areas residents and small business owners.

Removing barriers to opportunities and closing existing gaps is an important part of revitalization and growth for the Westside.







## History of the Westside

The Westside of San Antonio is one of the most resilient areas around. Since the early 1900's, this thriving community has overcome many obstacles including disinvestment, lack of private development, little public investment, and a history of policy-making decisions that contributed to the historic economic challenges experienced in this area. The resiliency of this area, in consideration of all these obstacles, is apparent through community involvement and interaction. The DreamOn Group, in partnership with Prosper West, seeks to invest in the Westside infrastructure by revitalizing and restoring existing structures, such as the area's two-story structure of Basila Frocks, to ensure a better quality of life for residents.

### Small Businesses

The Westside is made up of over 2,600 small businesses who employ an average of less than ten employees each. Many of these small businesses are multi-generational and have been in business twenty years or longer. The most common types of small businesses located in this area include restaurants, auto repair shops, beauty salons, grocery

stores, and insurance providers. Low retail vacancies and retail rents are on par with the city and indicate the strength of the existing business landscape on the San Antonio's Westside.

### Artists & Musicians

The Westside has raised a range of talented artists and musicians who have been shaped by the areas' rich heritage and traditions, deep family roots, and unique sense of community. The Guadalupe Cultural Arts Center acts as an anchor for the Westside residents and has helped residents to experience Latino arts and cultural events that help root residents in their heritage. The Westside is also home to a beautiful variety of colorful murals that inspire everyone who sees them.

### Job Creation

In alignment with our goals of investing in the Westside infrastructure, the Basila Frocks project is set to create jobs in the area. Upon completion of the project, small businesses and entrepreneurs will have the opportunity to rent affordable space within the Basila Frocks building thereby facilitating their dreams of opening their first brick-and-mortar location.



## Basila Frocks Development Summary

Basila Frocks is transforming into a vibrant, mixed-use “community hub”. The powerful combination of uses for this building includes the opportunity to rent shared office spaces, private office spaces with mail service, co-retail spaces, market vendor spaces, and retail shops, resulting in the creation of new economic benefits for the Westside community.

The preservation of Basila Frocks is transforming this historical space into a beautiful area with plenty of green space that is within walking distance for Westside residents. The Basila Frocks building serves residents by opening up the natural progression of bringing in vital services to benefit the Westside community. Utilizing a \$6.7 million dollar development investment, the DreamOn Group, in partnership with Prosper West, is actively preserving, renovating, and restoring the historic building while incorporating the Westside’s rich history and culture.

The DreamOn Group believes that building communities is about so much more than the construction of new spaces. It’s about supporting the programs and opportunities that promise a better life for the neighbors we serve. It is about understanding people’s needs and knowing how to fulfill them with new opportunities so we can build a stronger community who enjoy a better quality of life.



This building has historically been a source of optimistic determination by those who seek to bring vital resources back to the Westside area. Through the redevelopment of the Basila Frocks building, the DreamOn Group and Prosper West aim to stimulate the growth of the Westside economy while maintaining the cultural integrity of the area.

The development project has qualified for a \$1.9 million dollar Historical Tax Credit to assist with restoration costs. The DreamOn Group is excited and proud to serve Westside neighbors while encouraging and supporting the forming of strong relationships with local vendors, community members, and partners.

Basila Frocks provides ample parking and dropoff areas and exceptional exposure to highways. Located in developing areas of West San Antonio, this community-style building offers great amenities including a green lawn, painted murals, food truck space, and market events.





## Green Space

Imagine a day at the office in your co-working space, here at Basila Frocks. You've finished work for the day and really need a quiet place to relax and let your thoughts flow. Just a few steps away from your co-working space is a beautifully tailored green space. Grab a cup of coffee from the 1st floor coffee shop and make your way out to the courtyard. Hungry? No problem. Step on over to the food trucks and eat a delicious meal.

Take a few minutes to commune with nature and make this your perfect place to re-energize. Need some retail therapy? Visit the co-retail space on the 1st floor to find all types of treasures and shop to your heart's desire.

This amenity is part of the overall experience at Basila Frocks.

## Basila Frocks Restoration Project - Opportunities

Working on the Basila Frocks Restoration Project provides a unique opportunity to revitalize an underutilized area of the city and provide Westside residents the opportunity to connect and bring their community together. This project creates new resources for the Westside community to grow small businesses.

We applaud our local small businesses for providing a great space for all Westside residents to enjoy and be a part of. Residents will experience the fresh aroma of the tenant curated coffee shop and the ease and flexibility of the conveniently located shared office spaces. The co-retail space on the first floor features an array of unique items that will pleasantly surprise shoppers.



# *Our Vision - Front of Building*



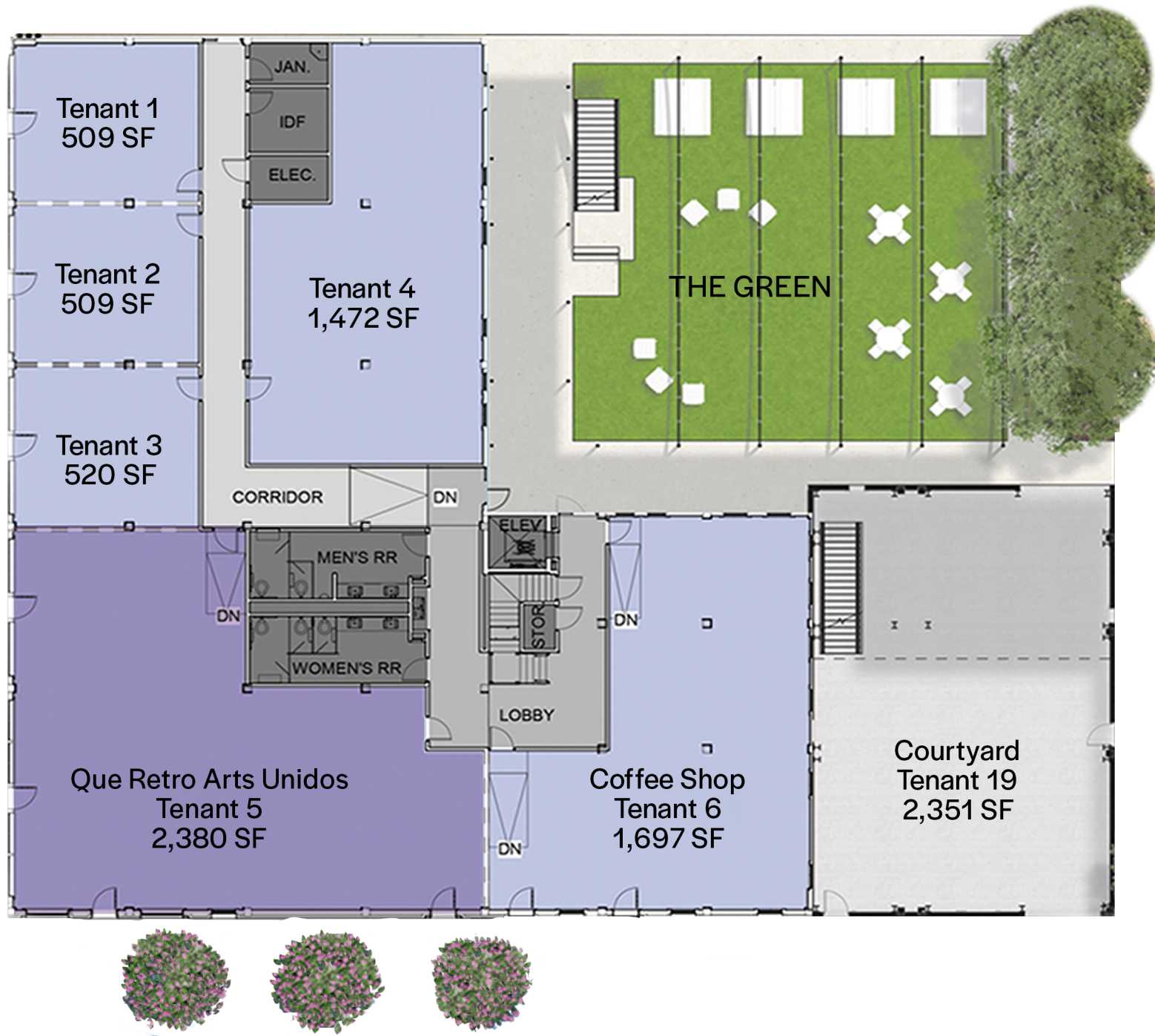


# *Our Vision - Back of Building*



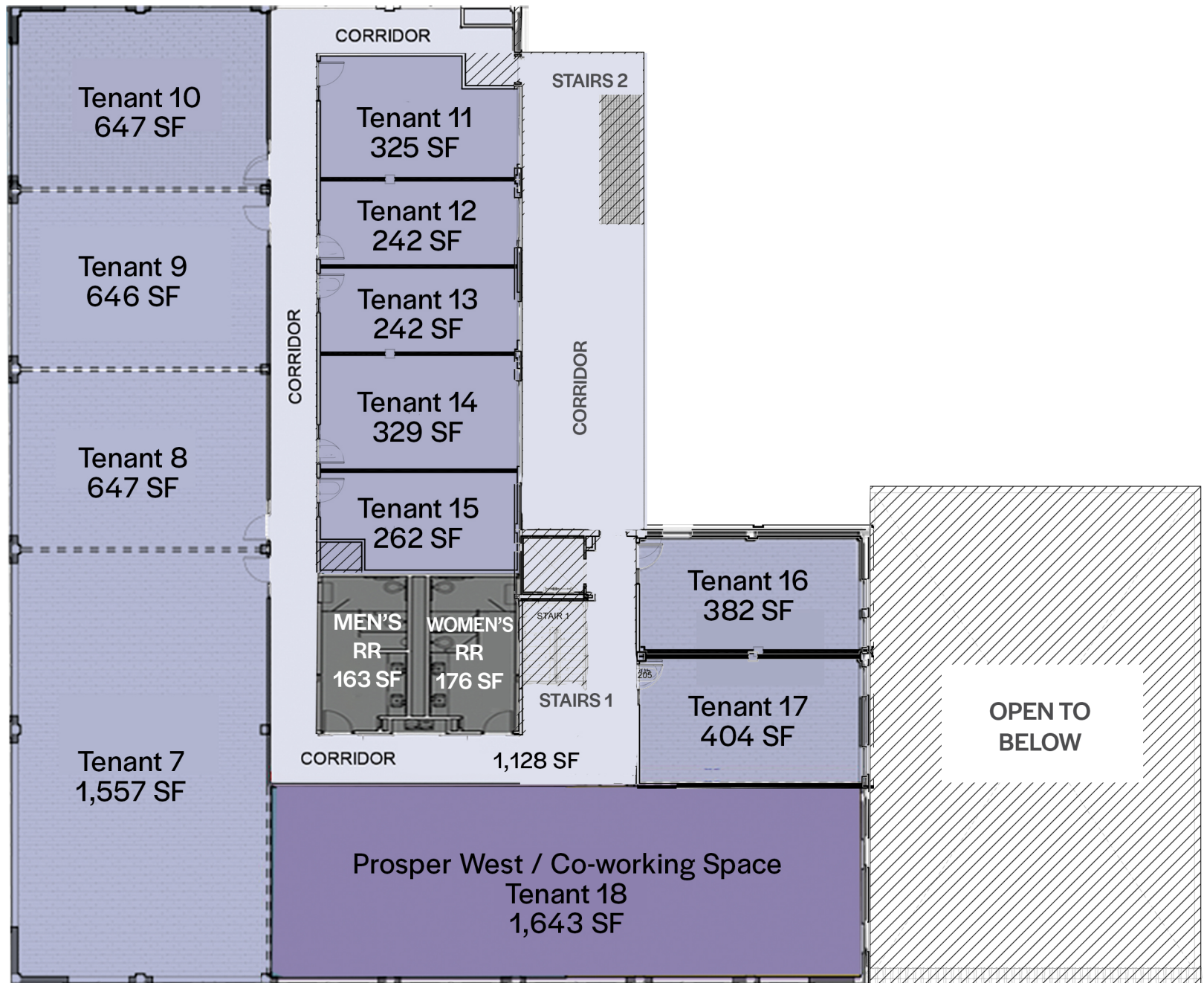


# Basila Frocks 1<sup>st</sup> Floor Plan





# Basila Frocks 2<sup>nd</sup> Floor Plan





# Meet Our Tenant



## Introducing Que Retro Arts Unidos

The revitalization of this historic landmark also offers a rare and valuable opportunity for Que Retro Arts Unidos. Que Retro Arts Unidos is a creative co-retail community of shops where a selection of vendors sell unique and quality items to hundreds of shoppers in one location. Que Retro Arts Unidos resides in an area on the first floor of the Basila Frocks building that is approximately 2,380 square feet. Inside the Que Retro Arts area vendors, entrepreneurs, and start-ups will have the opportunity to select from a variety of spaces to sell their handmade crafts, paintings, cultural, and artistic items. We are in full support of sellers who desire to bring their heartfelt dreams of owning a small business to fruition inside this structure of architectural beauty. Que Retro Arts Unidos is excited and proud to serve the Westside community.

### Meet Janie Villarreal McClinchie, Owner of Que Retro Arts Unidos

Janie is an artist, entrepreneur, and the owner and operator of Que Retro Arts Unidos. Born and raised in Laredo, TX, she began her journey as a local artist in San Antonio, eventually becoming a vendor for over 10 years. Not stopping there, Janie is also the curator and organizer of San Antonio's Annual Frida Fest, monthly events at Rolling Oaks Mall, and the Maestro Entrepreneur Center. Additionally, she serves as an art curator for The Arthritis Association and Maestro's Quarterly Art Shows. Janie's passion resides in painting and creating unique merchandise, all while actively supporting fellow local artists and crafters in the community. Her mission is to deeply engage with the local artist community and explore Latino heritage through the arts. She eagerly seeks out new artists and vendors, aiming to provide a platform for every local artist and crafter to showcase their talents.



Que Retro Arts Unidos provides the space and the vendors make it their own for success with less stress:

- Affordable space for first-time shop owners
- Runs the cash register so vendors can sell items without being present
- Provides and prints barcode labels
- Collects and pays vendors' sales tax
- Pays the store bills such as water, electricity, property tax, insurance, etc.
- Hires and trains the cashiers and staff
- Promotes and advertises the store
- Hosts special events to drive traffic to the store

### Affordable Retail Space Rates

Que Retro Arts Unidos is providing an affordable opportunity for local vendors to establish their first brick-and-mortar location.

- ✓ 4 x 5 Shared Retail Space - \$165 per month
- ✓ 6 x 10 Shared Retail Space - \$250 per month





## Prosper West Co-Working Space

### *Introducing* Co-Working Space

Ready to open a small business, pave the way to a new start-up, or just looking for some quiet space to rejuvenate and re-focus on meeting personal and professional goals? Basila Frocks provides an array of affordable co-working spaces that are conveniently located on the westside of downtown San Antonio. Co-working spaces are geared towards a walk-in ready-to-work environment for our local residents to enjoy. With free parking and a beautiful space to spark creativity, co-working spaces at Basila Frocks may be just what you're looking for.

### *Affordable* Co-Working Space

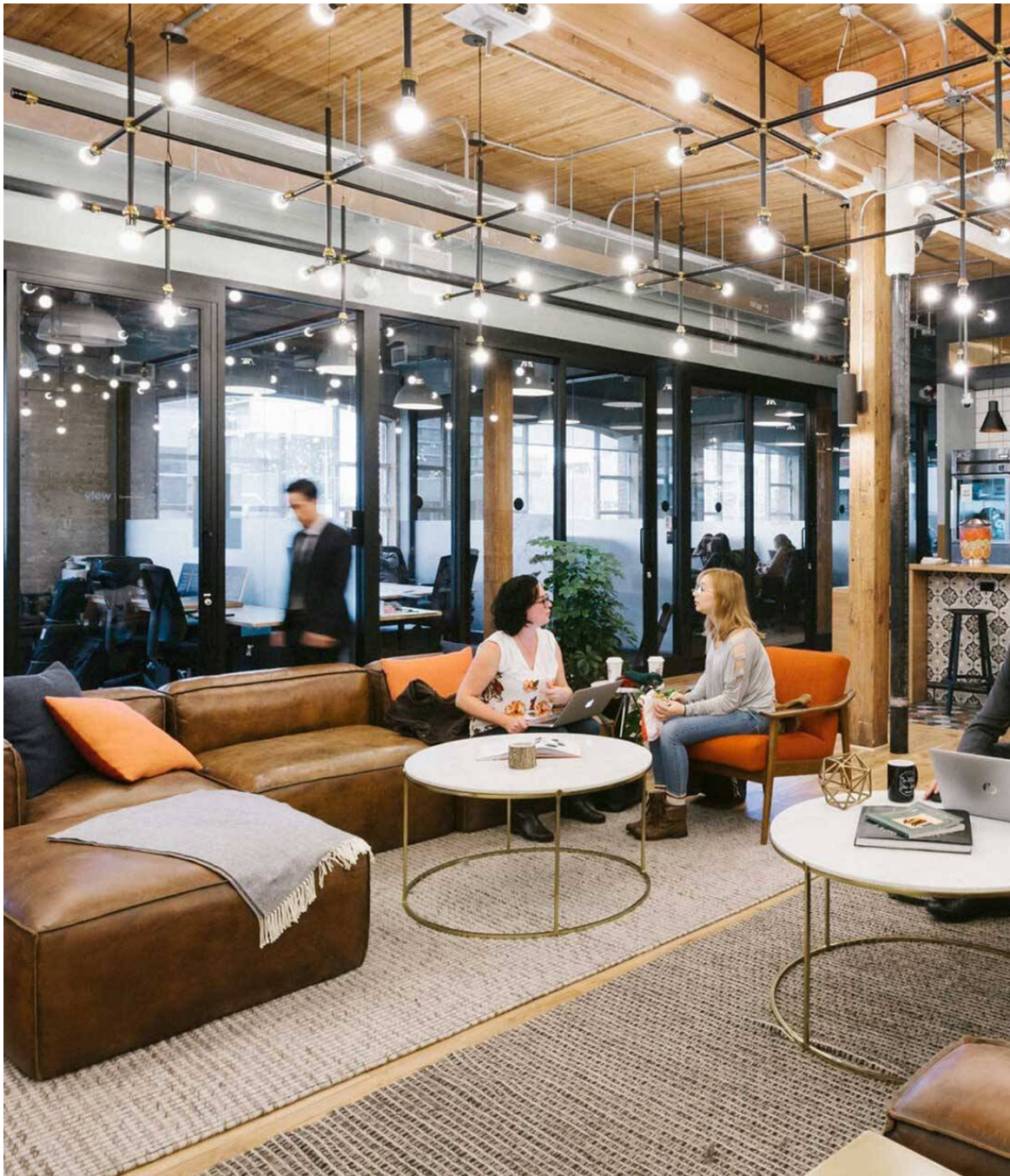
Basila Frocks Co-Working Spaces offer a simple bring-your-own-device (BYOD) workstations and shared amenities like Internet access and printing services. Today, a growing number of entrepreneurs and startups are utilizing co-working space to reduce costly office space.

#### Affordable Co-Working Space Rates

- Open Co-Working Space = \$150 per month
- Designated Desk with address and mail services \$250 per month
- Small Private Office - Call Janie for pricing.



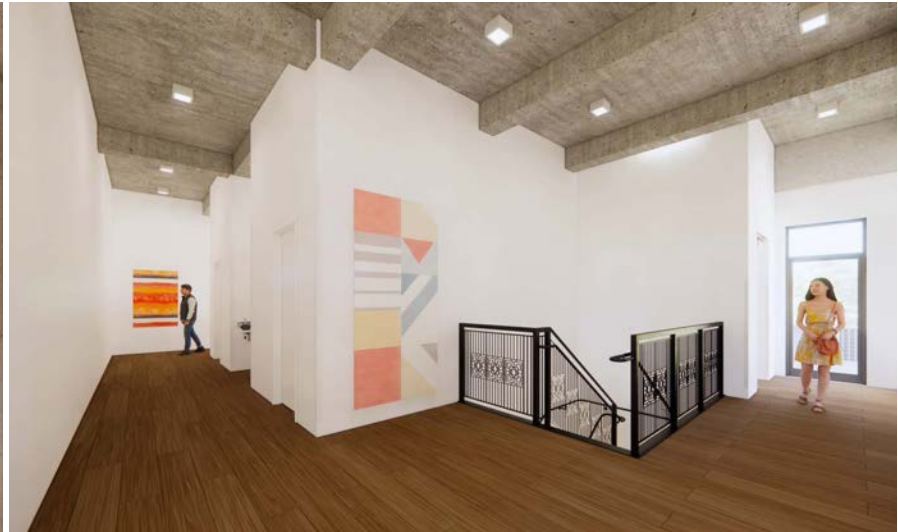
## First Floor Interior







Second Floor Interior





# SAN ANTONIO

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## BASILA FROCKS

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### TEXAS

- Numerous local art, culture, and non-profit organizations, as well as notable public art, murals, and events help preserve and enhance the Westside history.
- Dozens of Westside buildings have been designated as local historic landmarks based on their own physical merits, as well as the intangible cultural heritage they help embody.

#### Westside Historic District

- The Westside is the traditional heart of the city, particularly for San Antonio's Hispanic culture. This Community Area embraces a diverse range of people, neighborhoods, and institutions and celebrates numerous cultural, educational, and natural resources.
- Culture and tradition meet on the city's Westside. Tex-Mex cuisine emerged in this neighborhood and elaborate murals fill the walls of historic buildings across the area. From authentic local eateries to unique art exhibits at the Guadalupe Cultural Arts Center to fishing at Woodlawn Lake Park, take time to experience authentic San Antonio.
- Rich in history, art and culture – it is home to magnificent murals that offer a unique glimpse into the city's Mexican-American heritage. The area's Westside District is part of the historic Old Spanish Trail, the first paved coast-to-coast U.S. highway. And, nearby Monticello Park was one of the city's most exclusive neighborhoods when it was developed in the 1920s; home styles here still range from Spanish Eclectic to Tudor Revival.







## San Antonio Market Overview

San Antonio has been named “Military City, USA” for a reason - Joint Base San Antonio employs nearly 20% of the population. Comprised of four bases and supporting up to 138,000 members, JBSA is the largest single military installation in the Department of Defense. The city is also home to the largest DoD facility and the only Level-1 Trauma center globally, Brooke Army Medical Center (BAMC).

San Antonio’s healthcare system is further fueled by its ever-expanding South Texas Medical Center, a 900-acre area with hundreds of medical facilities. Anchored by core institutions such as University, Methodist, and UT Health, the STMC is San Antonio’s seventh-largest employer. With a thriving local economy, a central location, lower taxes, and less regulation, San Antonio has become a popular destination for relocating or expanding company headquarters.

Since January 2018, over 100 companies have moved to Texas from California. With a low cost of living and impressive wage growth, San Antonio is attracting (and keeping) a talented workforce that will continue to drive its strong economy. The growth of San Antonio can be seen through its development of key industries such as bioscience and healthcare, aerospace, IT, and cybersecurity.

**1.51M**  
TOTAL  
POPULATION

**7<sup>th</sup>**  
LARGEST CITY  
IN THE U.S.

**7<sup>th</sup>**  
FASTEST  
GROWING  
ECONOMY

**1.83%**  
PROJECTED  
POPULATION  
GROWTH

**31**  
HIGHER  
EDUCATION  
FACILITIES

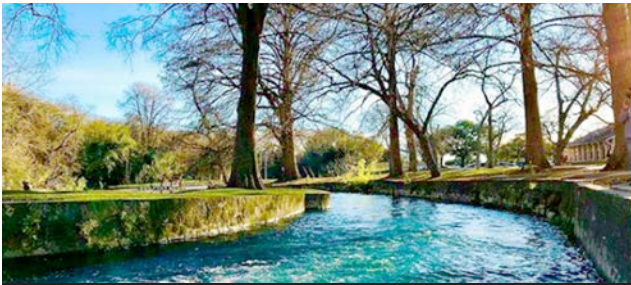
**130**  
NEW  
RESIDENTS  
PER DAY



# BASILAFROCKS

## Easily Accessible to Local Hotspots

The Basila Frocks is located in the heart of Westside San Antonio and is easily accessible to many of the local hotspots that residents have always enjoyed. Basila Frocks is less than 10 minutes from each of these San Antonio attractions and historical locations.



Brackenridge Park



Tower of the Americas



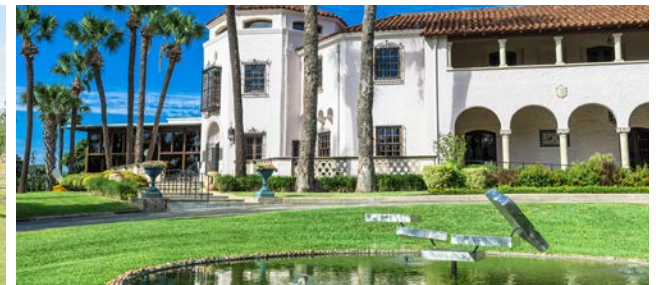
Puente de Fuego Art Gallery at Jaime's Place



MujerArtes Clay Cooperative



San Antonio Botanical Garden



McNay Art Museum



Tobin Center for Performing Arts



The Pearl District

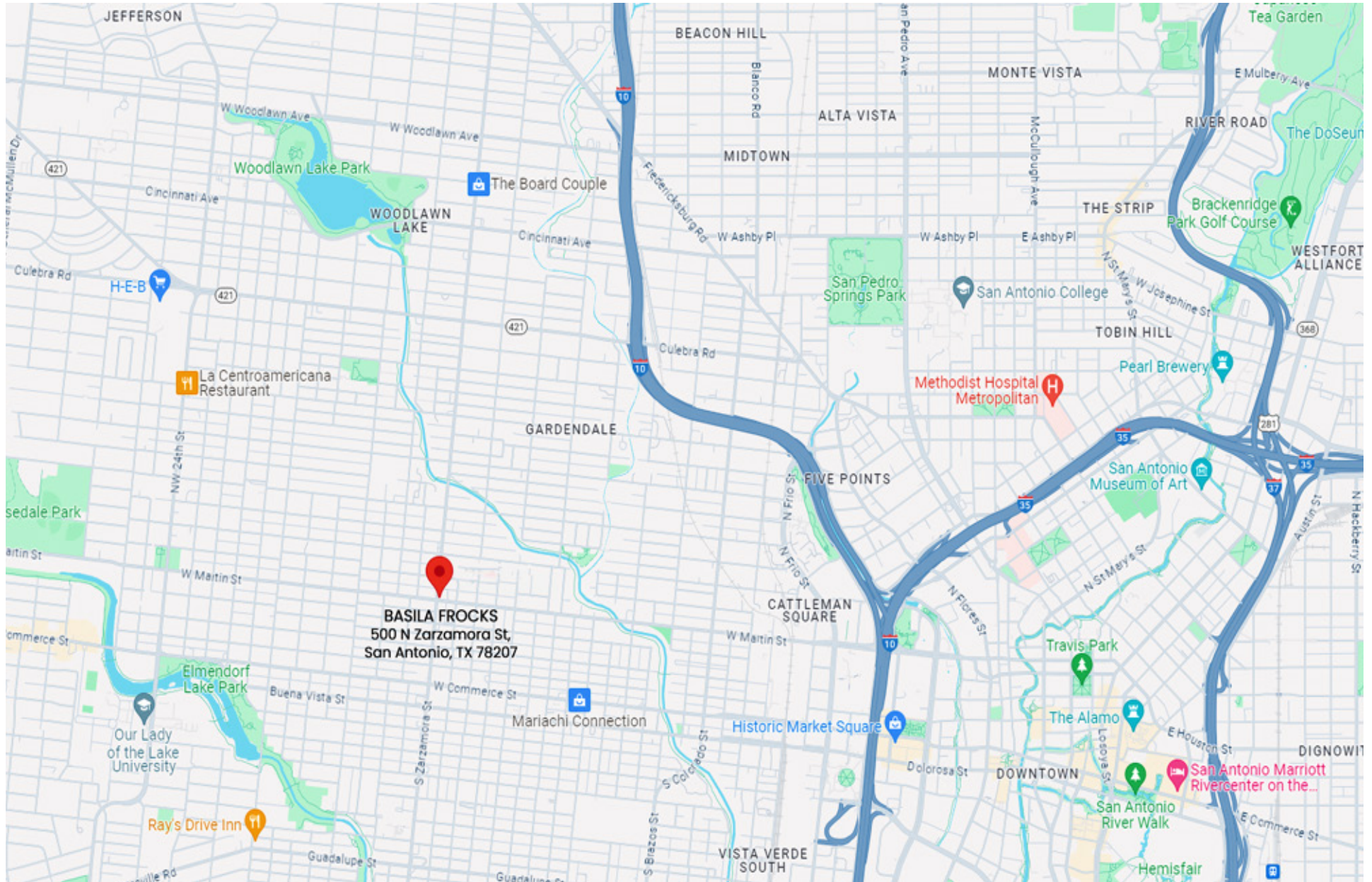


Market Square



## Basila Frocks Downtown Westside Location

The Basila Frocks is located at 500 N. Zarzamora St, San Antonio, TX 78207. This location provides easy access to major roads and downtown San Antonio and offers exceptional exposure and traffic counts. This great location also provides easy access to some of San Antonio's favorite spots and entertainment.







For Leasing Contact:

Janie Villarreal-McClinchie  
Janie@DreamOnGroup.com  
(210) 821-5858 ext. 108

DreamOn Group  
1811 S. Laredo Street  
San Antonio, Texas 78207

[www.DreamOnGroup.com](http://www.DreamOnGroup.com)