



CARL OSCAR SHERMAN



"Fighting for a better quality of life, through an in-depth understanding of humanity - driven by hope, preparation, unity, and consistency."



PROJECT BLUE ZONE 109



CARL OSCAR SHERMAN



TEXAS STATE REPRESENTATIVE

DISTRICT 109



The image shows a residential street with houses on either side. A blue banner with white text is overlaid across the middle of the image. The street is paved and has sidewalks. The houses are multi-story with various architectural styles. There are trees and bushes along the street. The sky is blue with some clouds.

WHAT IS A BLUE ZONE?

BZ109

LIVE THE SECRET
OF THE BLUE COAST



- A Blue Zone is a geographic area or community where efforts are concentrated on improving the quality of life while addressing environmental injustices. This involves a **holistic approach to tackling interconnected issues**, such as disparities in environmental benefits and burdens that disproportionately affect marginalized populations.
- Promotes Equity and Sustainability
- Key pillars: Social equity, resource accessibility, environmental stewardship, sustainable development
- Objective: Cultivating resilient communities where residents thrive in harmony with the environment.

KEY TRAITS OF A BLUE ZONE

- Natural Movement
- Purposeful Living
- Family First
- Eating 80% Rule
- Plant-Based Diet
- Moderate alcohol consumption
- Faith-Based Belonging
- Stress Reduction Techniques
- Strong Social Networks



WHERE ARE THE BLUE ZONES

**Loma Linda,
CALIFORNIA**



**Nicoya,
COSTA RICA**



**Sardinia,
ITALY**



**Ikaria,
GREECE**



**Okinawa,
JAPAN**



Blue Zone Cities can be found around the world. Currently, there are 7 in the United States and 5 Internationally.

BLUE ZONE EXAMPLES

LOMA LINDA, CALIFORNIA

- Driven by Seventh-day Adventists
- Population - 24,712
 - 44% White
 - 26.4% Asian
 - 6.5% African American
 - 1.1% American Indian
- Economic drivers: healthcare, education, research, and innovation.

NICOYA, COSTA RICA


- High life expectancy despite low income
- Factors contributing to longevity

SINGAPORE

- Man-Made Blue Zone
- Prioritizing walking, public transit, healthier foods



KEYS TO UNLOCKING EQUITY



In today's dynamic landscape, vibrant communities are defined not just by their geographic boundaries, but by the richness of amenities they provide to residents, tourists, and visitors. Project Blue Zone 109 focuses on addressing critical gaps within District 109 by establishing essential facilities; such as grocery stores, banks, wellness centers, restaurants, and premier boutique hotels.

By strategically introducing these elements, our aim is not only to meet the immediate needs of District 109's population, but also to catalyze economic growth and foster a thriving, healthy environment that encourages foot traffic and local commerce.



UNLOCKING EQUITY: TOOLS AND STRATEGIES



CREATE DYNAMIC PUBLIC-PRIVATE PARTNERSHIPS (P3)

- Engage with small to large private sector employers, local Economic Development Corporations (EDCs), the Texas EDC, and the Small Business Administration (SBA).
- Establish interdependent mechanisms to drive healthier communities and robust growth.
- Foster innovation and healthier communities through collaboration between the public and private sectors.

PRIORITIZE COMMUNITY ENGAGEMENT

- Ensure that projects benefit residents and businesses.
- Invest in initiatives promoting environmental stewardship, social equity, and economic resilience.
- Contribute to building a prosperous and resilient local economy through effective Public-Private Partnerships (PPPs).

PROJECT BLUE ZONE 109 GOALS



PROJECT BLUE ZONE 109 GOALS

1. Addressing Commercial Inequities
2. Creating a Healthy Ecosystem
3. Fostering Community Engagement



ADDRESSING COMMERCIAL INEQUITIES

Addressing commercial inequities often involves implementing policies and practices aimed at promoting fairness, diversity, and inclusivity in the business environment. Project Blue Zone 109 (BZ109) stems from an analysis of the current landscape and a recognition of the deficiencies within our communities.

Project Blue Zone 109 aims to **foster a sense of belonging, convenience, and health-centric options for residents.** Together, we can realize our community's full health and economic potential.



CREATING A HEALTHY ECOSYSTEM

Central to Project BZ 109's mission is the belief that robust economic growth is contingent upon the presence of key infrastructural elements. By introducing a diverse array of amenities, we seek to create **a dynamic ecosystem** that encourages local spending, attracts investment, and stimulates quality job creation.

Targeting established high-caliber businesses enhances the quality of life for our residents, and serves as a magnet for tourists, thereby injecting vitality into our local economy.

Creating a healthy ecosystem for businesses fosters an environment where companies can thrive while promoting sustainable practices, innovation, and social responsibility.



FOSTERING COMMUNITY ENGAGEMENT

In addition, The BZ109 “**site location**” will be a space where people can gather, dine, celebrate, and unwind. The project's proposed facilities will become a focal point for community engagement and social interaction.

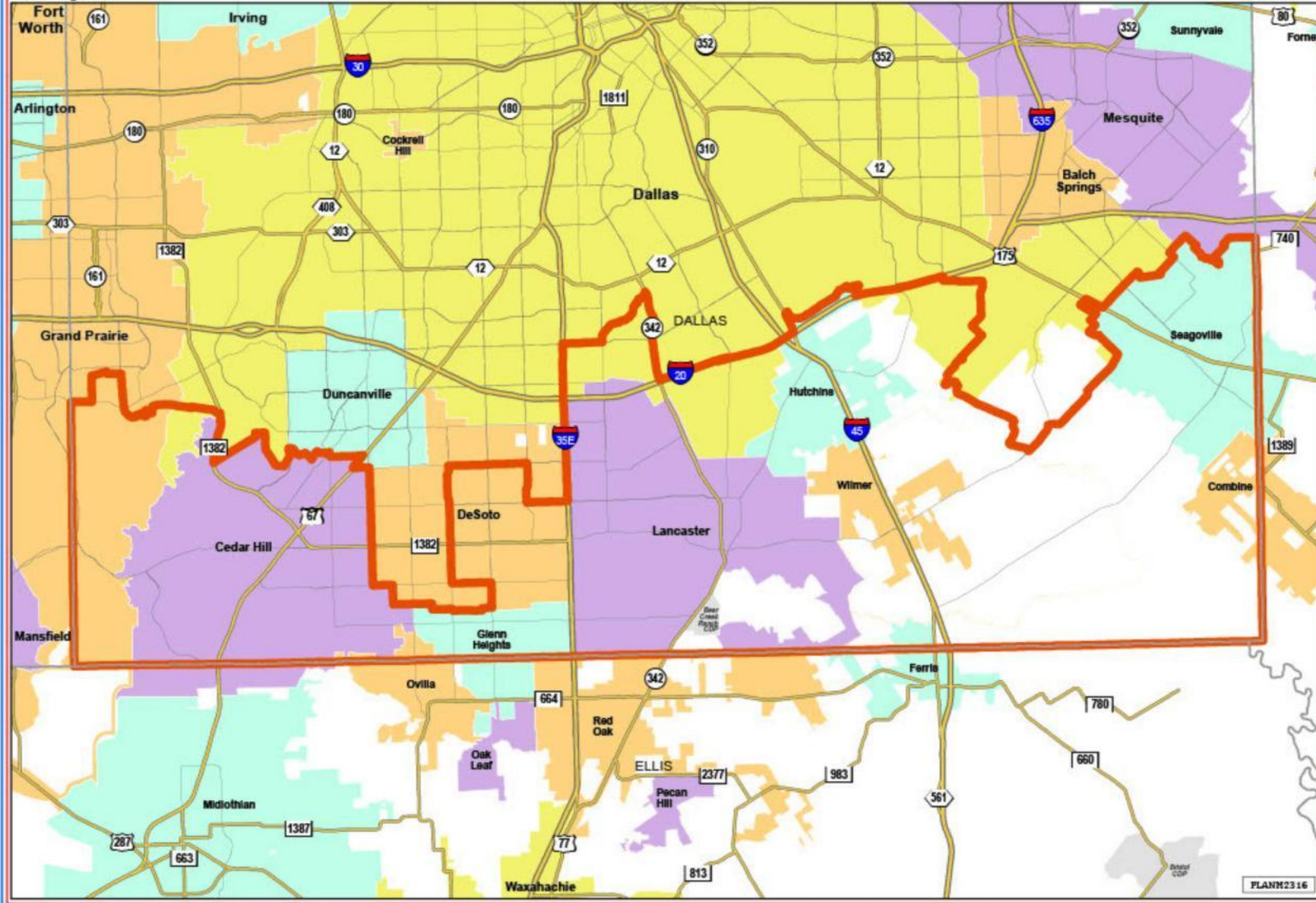
It will strengthen the social fabric of District 109 through these shared experiences leading to a sense of belonging, pride, and unity among residents. Ultimately, it will mobilize collective action to address engagement that creates additional opportunities.





Texas Legislature

HOUSE DISTRICT 109





BRIDGING THE GAP FOR DISTRICT 109

BZ109

In our dynamic district, progress and prosperity are rooted in collaborative endeavors to meet diverse needs and aspirations. With a focused commitment to enhancing District 109, we strategically bridge critical gaps across four key sectors and one dynamic business landscape.

FOUR PIVOTAL SECTORS

Strategically bolstering these sectors aims to rejuvenate District 109's economy, foster holistic well-being, and cultivate a vibrant environment attracting residents, visitors, and tourists:

- Financial
- Health & Wellness
- Hospitality
- Retail Trade



BZ109

FINANCIAL

Historically, discriminatory practices such as redlining have entrenched inequalities in resource distribution. This has led to systemic barriers for black and brown communities in Texas, hindering access to affordable housing, business development loans, and essential infrastructure investments vital for economic advancement.

i.e. ONE UNITED BANK
UNITY NATIONAL BANK

HEALTH & WELLNESS

Creating fresh food markets and community spaces ensures access to locally grown produce, fosters education, and supports local farmers and entrepreneurs. Addressing food accessibility promotes healthier lifestyles. Grocery store scarcity often results from perceived cost barriers compared to regional profits.

i.e. OASIS FRESH MARKET
OASIS HEALTHY HABITS
LE BEAUTY SPA

HOSPITALITY

Boutique hotels, known for their upscale luxury and personalized service, draw tourists and visitors to the community, bolstering revenue for local businesses like restaurants, shops, and attractions. This surge in tourism translates to increased spending, ultimately benefiting the local economy.

i.e. HOTEL DRYCE
WANDERSTAY BOUTIQUE
LA MAISON IN MIDTOWN

RETAIL TRADE

Introducing acclaimed dining establishments will invigorate District 109, fostering economic growth and enhancing its allure for both locals and visitors. These diverse culinary offerings will introduce innovative concepts, techniques, and trends, stimulating creativity and adaptability among local businesses.

i.e. CHOPNBLOK
KITCHEN + KOCKTAILS
DJ'S STEAKHOUSE

THEATER

Incorporating a theater into a blue zone green mixed-use development can be an excellent way to enhance the community's cultural vibrancy and well-being

i.e. MUSEUM OF
DISCOVERY AND
SCIENCE IMAX

GREEN MIXED USE DEVELOPMENT



DRIVES SUSTAINABILITY

Integrating restaurant, hotel, spa, and banking facilities in a mixed-use development cultivates a dynamic environment for residents, tourists, and the community. **This holistic approach fosters both economic growth and sustainability.**

MAXIMIZING GREEN MIXED-USE DEVELOPMENT FOR DISTRICT 109

Increased urban density cultivates a dynamic cityscape, accommodating diverse businesses, cultural hubs, and recreational facilities to foster community cohesion and social vitality.

Within Green Mixed-Use Developments, retail spaces offer flexibility to adapt to evolving market trends, ensuring retailers can remain responsive and aligned with the changing preferences of District 109 residents.



A photograph of a modern office building with a glass facade, featuring a large courtyard with a paved area, low concrete walls, and greenery. The building's glass reflects the sky and surrounding environment. A blue banner is overlaid across the middle of the image.

HQ RELOCATION INITIATIVE



BZ109 PROMOTES HQ RELOCATION

Positioning your city as a prime destination for corporate headquarters relocation can yield significant economic, social, and cultural benefits, fostering dynamic growth and attracting top talent and investment.

BZ109 HQ RELOCATION INITIATIVE

Attracting corporate headquarters to our city offers extensive economic, social, and cultural advantages, establishing us as a dynamic hub for businesses, talent, and investment.



WORLDWIDE TECH

World Wide Technology, a \$17 Billion dollar company and a prominent player in the technology solutions industry offers a wide range of services and solutions to help organizations navigate the complexities of the digital age.



BRIDGE WATER INTERIORS

Bridge Water Interiors, a \$2 Billion dollar company and one of the leading automotive seating manufacturing companies in the United States. We specialize in just-in-time (JIT) manufacturing, sequencing, and delivery of seating, overhead and center console systems.



ACT ONE

ActOne Group, a \$1.1 Billion company, is a global enterprise that provides employment, workforce management, and procurement solutions to a wide range of industries, Fortune 500 organizations, local and mid-market companies, and government agencies.



WE HAVE THE...

Desire!

Vision!

Strategy!

Goals!

Advisors!





ADVISORY BOARD

Collaboration is key in maximizing limited resources including time, land, and funding. Experts must be convened together to provide insight and input into a long-term and well-rounded plan.

For that reason, an advisory board of business executives and government leaders, has been assembled to provide current knowledge, critical thinking, and strategic advice to increase the confidence of the decision-makers who represent the management of private and public organizations.

“None of us is as smart as all of us.”
- Carl Oscar Sherman





**ADVISORY
BOARD
MEMBER**

**ADVISORY
BOARD
MEMBER**

**ADVISORY
BOARD
MEMBER**

**ADVISORY
BOARD
MEMBER**

CONCLUSION

"Our commitment extends beyond meeting the needs of District 109; we aim to surpass expectations and elevate aspirations. Introducing Project Blue Zone 109, a transformative initiative set to enhance the district's allure for visitors and attract high-quality businesses.

Join us as we embark on this journey towards achieving Blue Zone status for District 109. Together, let's pave the way for a brighter future, ensuring prosperity for generations to come. Your participation is vital as we collectively shape the destiny of our community. Together, we can turn our ambitious vision into reality."



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