



**LISA AND MARK
SPEDALE**

**OWNERS,
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IF SOMEONE ASKED YOU TO DESCRIBE EAST AUSTIN TO AN OUT-OF-TOWN GUEST (CHARACTERISTICS, VIBE, PEOPLE, PLACES), WHAT WOULD YOU SAY?

Authentic, progressive, local, low-key, diverse.

WHAT'S SPECIAL ABOUT THIS AREA OF TOWN, COMPARED TO OTHER AREAS?

It still has a true old Austin neighborhood feel — great combination of new and old with walking and bike accessibility. Plus, a vast amount of cultural heritage and amazing views of downtown and the capital.

WHAT MADE YOU ORIGINALLY START YOUR BUSINESS IN THIS AREA OF TOWN?

When we started our catering business over seven years ago, it was one of the only areas of town that mom and pop could afford. We could barely get other people to talk to us, but over here, people seemed eager to have us. At that time, we were a newer face to Austin and we felt this area of town fit what we were striving for.

WHAT DO YOU LOVE MOST ABOUT WORKING/OWNING A BUSINESS IN THIS AREA?

Other than location, location, location, it's a pretty close-knit area, since the number of businesses here isn't overwhelming yet. It's great to know most of the folks you work around, and you always see familiar faces when you are out on the streets. Also, the majority of the businesses in the area are still independently and locally owned. On our street, the only business that is not locally owned is a bank, so we all truly have a vested interest in the area.

OTHER THAN YOUR OWN BUSINESS, WHAT ARE YOUR FAVORITE PLACES TO SHOP, EAT, ETC. IN EAST AUSTIN?

Eat: I like to make the rounds. Here are some of our top favs: Gene's shrimp po-boy, Eastside Pies' guiche pizza, Ms. B's seafood gumbo, Juan in a Million's breakfast tacos and Blue Dahlia's tartine with goat cheese and granola.

Get Pretty: Method.Hair

Drink: Scoot Inn, Longbranch Inn, Progress Coffee, Café Mundi

WHAT DO YOU AND YOUR FAMILY/FRIENDS LIKE TO DO TOGETHER IN EAST AUSTIN?

We love to take our daughters to the Carver Library. It's our favorite public library — very modern and spacious with great colors and art.

WHAT'S THE BEST-KEPT SECRET ABOUT THIS AREA OF TOWN?

I don't know if it is a secret, but I think the cultural heritage and music history of this area is sometimes overlooked. This area, particularly East 11th, was a mecca for jazz, blues and gospel where legendary performers played.

WHAT CHANGES HAVE YOU SEEN, WITHIN THIS AREA OF TOWN, IN THE PAST FIVE YEARS? WHAT'S IN STORE FOR THE FUTURE?

Wow change is what this area is all about. In the past five years, people have finally realized what a gem this area really is and are willing to support the redevelopment and businesses in the area. I think it will continue to be a place where everyone, from artists to professionals, will be drawn. The area is easily transitioning into a vibrant community.

