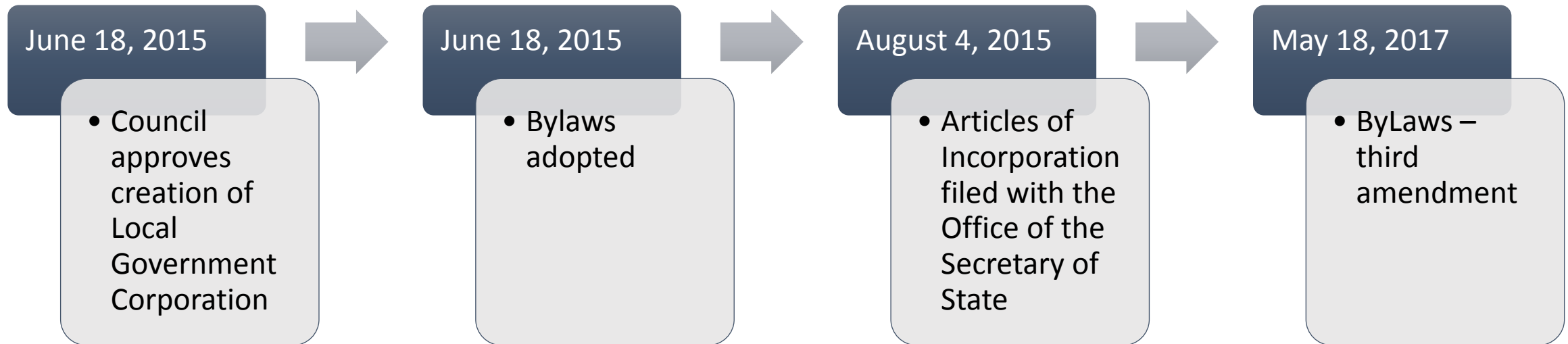


A grayscale photograph of the San Antonio skyline is shown with a prominent red diagonal band running from the top-left to the bottom-right. The skyline includes the Tower of the Americas on the left and the Tower Life Building on the right. Centered over the image is a large white logo consisting of a stylized '300' and the text 'SAN ANTONIO' below it.

**300**  
**SAN ANTONIO**

# History of the Tricentennial Commission



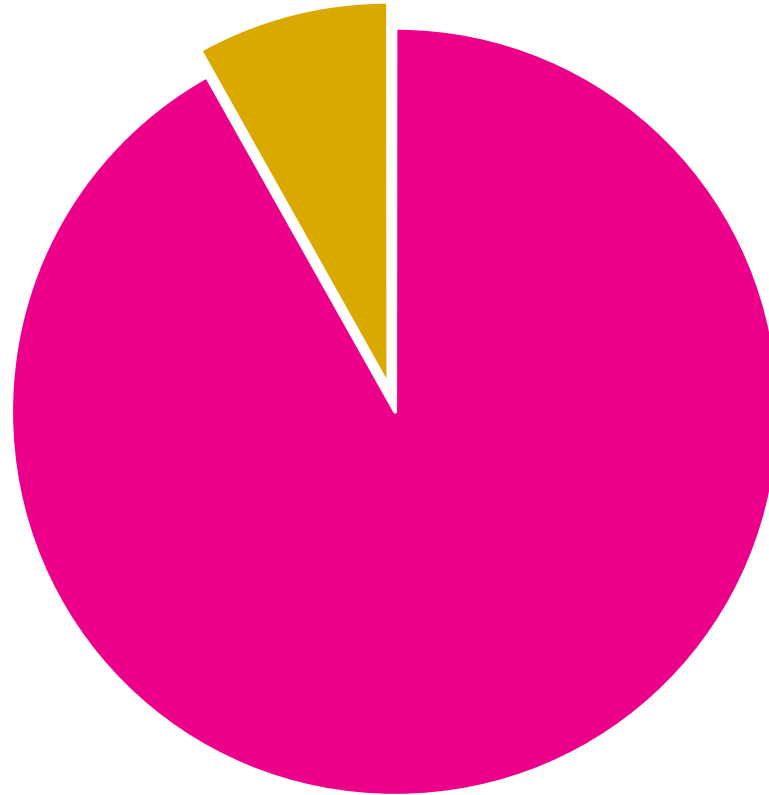
# Tricentennial Guiding Principles

- Creates a positive and/or lasting impact
- Showcases San Antonio's diversity, inclusiveness, and authenticity
- Defines the Tricentennial identity
- Identifies financial integrity and viability, timeliness, and transparency
- Educates and celebrates our shared history, and furthers our legacy

# Budget

**ADOPTED BUDGET**  
**\$22.5M**

**REVISED WORKING  
BUDGET**  
**\$21.1M**



**Remaining # to fundraise**  
**\$1.5M\***

Activities are driven by four initiatives:



History & Education



Arts & Culture



Community Service



Commemorative Week



# HISTORY & EDUCATION



# History & Education

Commemorative book



Summer Institute for educators



300 years of San Antonio  
History:  
Confluence and Culture

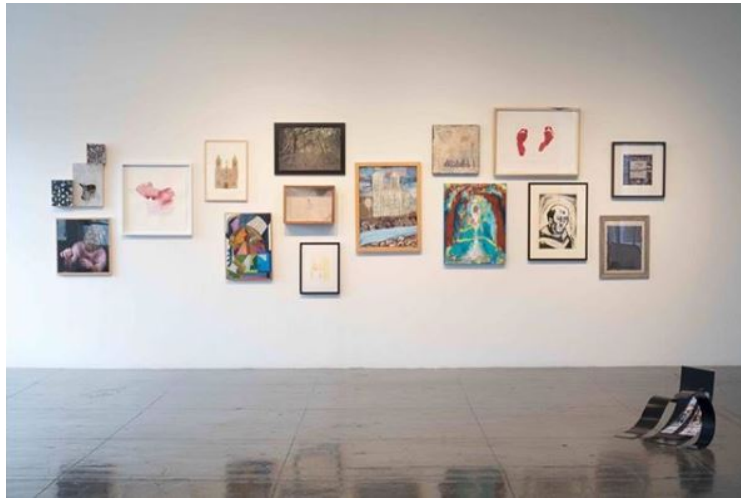


# ARTS & CULTURE





# Arts & Culture



**Tri art grant program:**  
23 programs & installations

**Major exhibit at the McNay, *Something to Say: 100 Years of African American Art***

# Arts & Culture



**San Antonio 1718: Art from Viceregal Mexico, February 17 – May 13**



*Photos courtesy: San Antonio Museum of Art*



**Spain in New Spain: Masterpieces of Spanish Painting from the Prado and Madrid's Public Museums, June 22 – September 16**

# Common Currents

300 years / 300 projects / 6 institutions





# COMMUNITY SERVICE





# Community Service

Serve 300 SA: civic engagement through volunteerism



- Partnered with non-profit organizations on capacity building projects
- Current volunteer opportunities:
  - Final Four Fan Fest
  - Fiesta parades
- Commemorative Week Projects:
  - May 1 – Corazon Ministries, Chef for a Day
  - May 2 – United Way, Shoebox Project
  - May 3 – Walzem Family Y Achievers, Urban garden
  - May 5 – San Antonio Food Bank, work at Mission San Juan Farm

# COMMEMORATIVE WEEK



# Commemorative Week

## Day of Reflection

Tuesday, May 1



- Candlelight vigil for attendees
- Commemorative flame to symbolize San Antonio's unity
- Blessings from 21 interfaith groups

## History & Education day

Wednesday, May 2



- STEM activities at all area libraries with 10 spotlight locations
- Tree-centennial
- History of San Antonio lessons at schools throughout the city

# Commemorative Week

## Founders Day

Thursday, May 3



- Community celebrations across the City, free and open to the public
  - Texas A&M University -San Antonio
  - The University of Texas at San Antonio
  - Our Lady of the Lake University
  - St. Philip's College
  - Morgan's Wonderland
- Founders GALA at the Henry B. Gonzalez Convention Center



# Commemorative Week

## Arts for All Day

Friday, May 4



- Free admission to museum and galleries from 3-6 pm
- Free music concert at Carver, dance performances at Travis Park and art tours
- Bexar County Mission Reach fireworks celebration

## Legacy Day

Saturday, May 5



- San Pedro Creek Phase I dedication

# Commemorative Week

## Military Appreciation Day

Sunday, May 6



- Culmination of Commemorative Week
- Fort Sam Houston open to public
- USAF Fly-overs
- Black Daggers US Army Special Ops Command Parachute demo
- Army Old Guard Fife & Drum
- Marine Silent Drill Platoon
- Fireworks

# Legacy Projects



# Legacy Projects

## San Pedro Creek



## Lincoln Park





# Legacy Projects

## Tree-centennial program



# Community outreach

# Community Outreach/Public Relations

## Speakers Bureau

- Tricentennial updates to local groups and neighborhood organizations
- 15 presentations made to groups throughout the city and more scheduled in April and May





# NEW BRANDING: BILLBOARDS





# BILINGUAL JUNIOR BILLBOARDS



# Community Outreach: Branding the City

Downtown Frost Bank Building

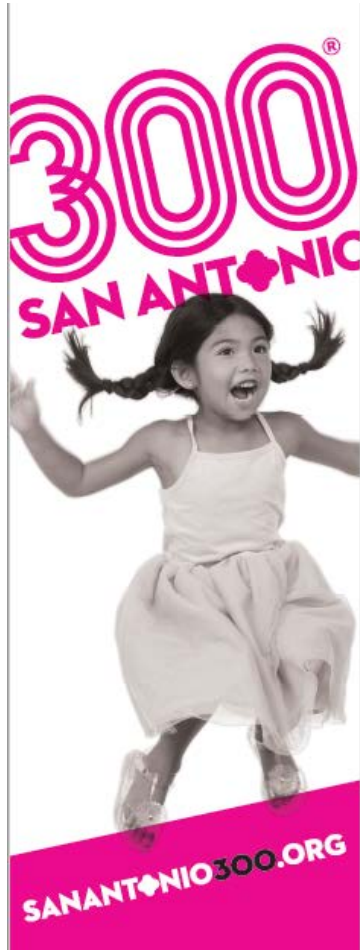
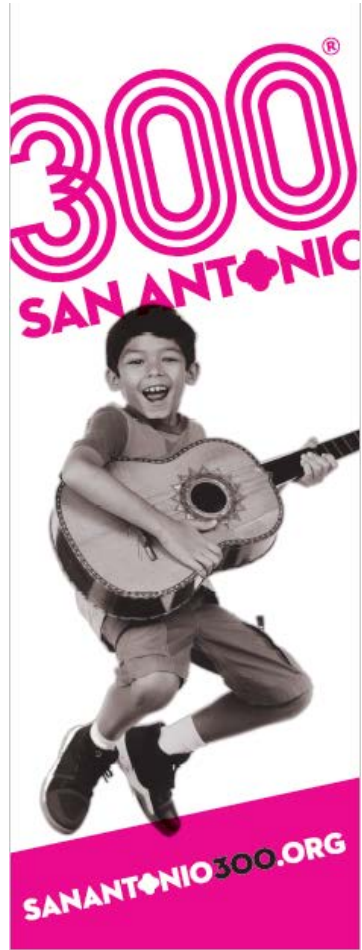


Alamodome Marquee





# POLE BANNERS & EMBLEMS





# San Antonio International Airport (SAT)





# Community Outreach: Branding our City



**River Extension between Peaks Park and  
St. Anthony's statue**

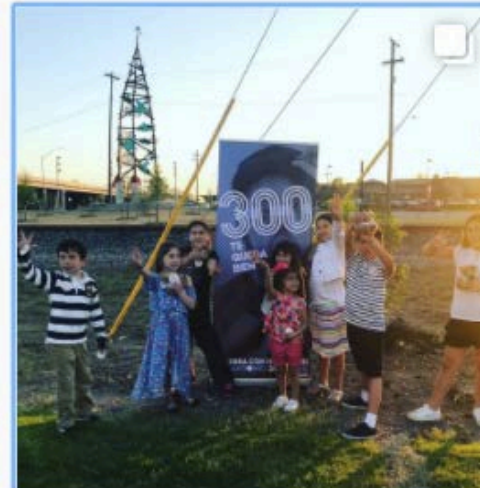


**River bend N. St. Mary's bridge**



# SOCIAL MEDIA OUTREACH

- Facebook:  
41,838 fans
- Twitter: 3,296  
followers
- Instagram:  
8,353 followers





# Tricentennial Events Communication

- **Tricentennial Week Ahead**

- Communication sent out every Monday
- City-wide news release
- Shared with Board, Mayor and Council and Executive Leadership Team

- **Tricentennial E-news**

- Option to sign up for e-newsletter
- Sign up at the following link:  
<https://www.sanantonio300.org/newsletter-signup/>

# Summer of Spain

- June 15-September 16 @ Pearl in partnership with
  - Guadalupe Cultural Arts
  - SAMA
  - Southwest School of Art
  - Witte
  - CIA San Antonio



Culinary

Arts

Architecture

Music & Dance

# SPONSORS





**THANK YOU**