

**CITY OF SAN ANTONIO**

# WORLD HERITAGE OFFICE

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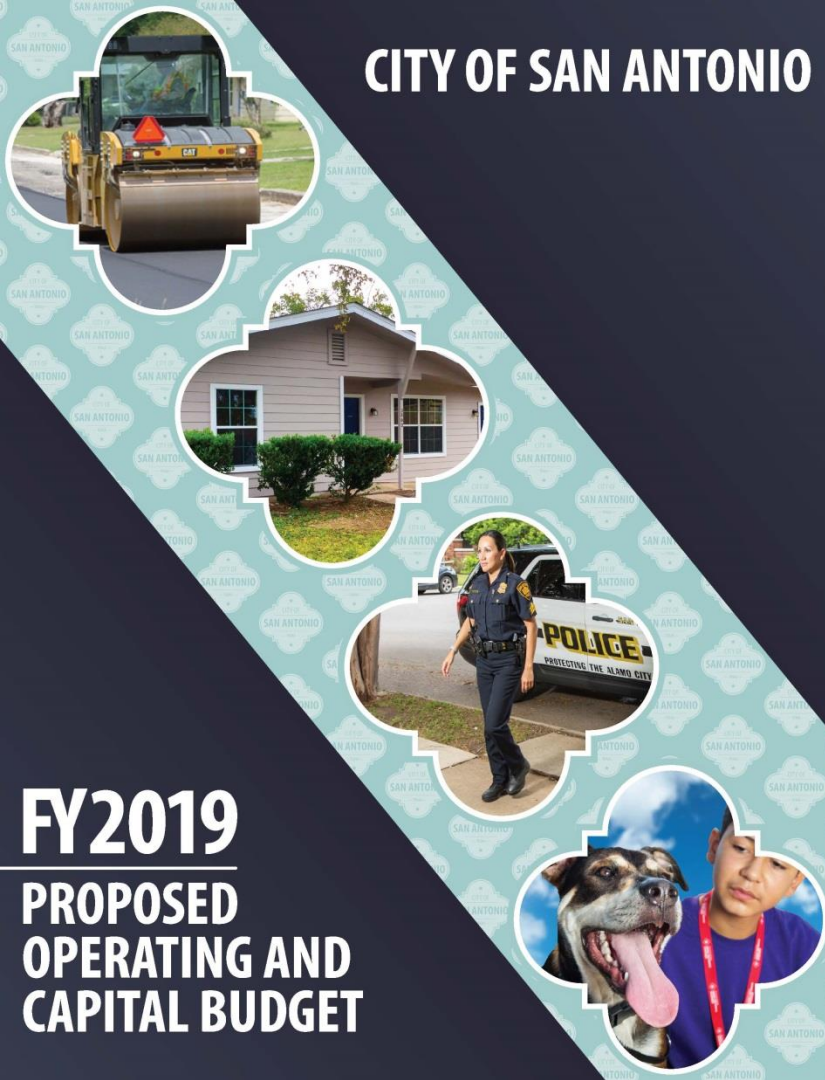
**Colleen Swain**  
Director

**August 29, 2018**



**CITY OF SAN ANTONIO  
WORLD HERITAGE OFFICE**

**FY2019  
PROPOSED  
OPERATING AND  
CAPITAL BUDGET**



# Why Statement

*The Department exists to maximize the economic impact of the World Heritage and Creative Cities designations and enhance the experience for visitors and residents*



**Promote World Heritage and Creative City Designations**

**Implement and Manage the Work Plans**

**Manage and Program Spanish Governors Palace & Mission Marquee Plaza**

# Key Areas of Focus



**World Heritage  
Work Plan  
3 Positions**



**Mission Marquee Plaza  
&  
Spanish Governors  
Palace  
1 Position**

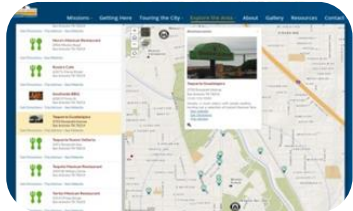


**Creative City of  
Gastronomy  
0 Positions**

# FY2018 Accomplishments



Land Use – Large  
Area Rezoning



Legacy Business  
Matching Grant  
Program



Free Public Wi-fi at  
the Missions



Mission Audio  
Tours



Public Art Murals



World Heritage  
Ambassadors



2018 World  
Heritage Festival



UNCC Creative  
City of  
Gastronomy



Mission  
Marquee Plaza



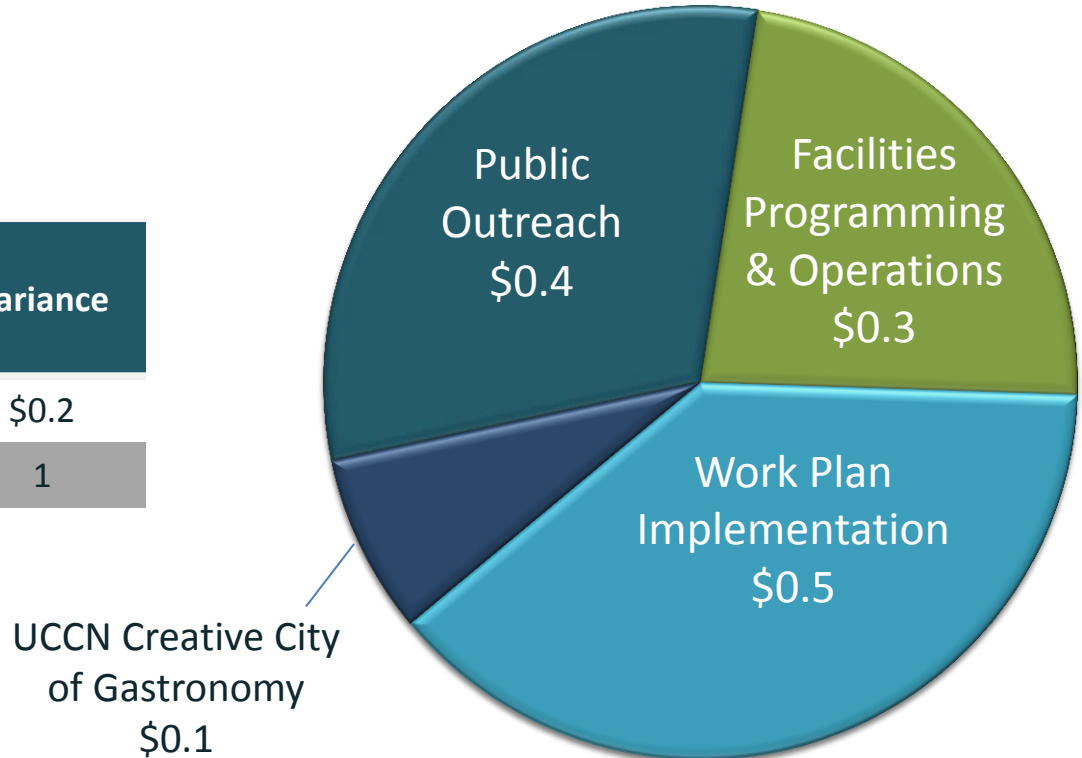
Spanish Governors  
Palace



# FY 2019 Proposed Budget: \$1.3 Million

(\$ in millions)

FUND	FY 2018 Budget	FY 2019 Budget	Variance
General Fund	\$1.1	\$1.3	\$0.2
Positions	4	5	1



# World Heritage Work Plan FY 2019



## Infrastructure

- \$25M in 2017 Bond for Streets, Bridges & Sidewalks
- \$5M for a Facility
- \$2.25 for Park and Land Acquisition



## Transportation

- Promote Transportation Options
- VIA VIVA
- Mission Possible



## Beautification

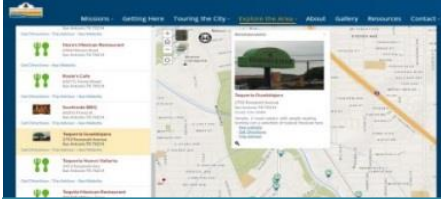
- Utility Burial
- Pedestrian, Landscaping & Lighting Improvements,
- Informational Guide for Art Installations



## Wayfinding

- \$5M in 2017 Bond for Comprehensive Package
- World Heritage Trail Banners

# World Heritage Work Plan FY 2019



## Small Business

- Legacy Business Matching Grant Pilot Program
- Mobile Responsive Website
- Capacity Building



## Marketing

- World Heritage Ambassador Program
- World Heritage Festival
- Visitor Experience Survey



## Land Use

- Mission Historic District Manual
- Monitor and be a Liaison

# FY 2019 Goals

World  
Heritage

Implement Work Plan

Facilities

Continue to Program Mission  
Marquee & Spanish Governors Palace

Creative  
Cities

Develop Creative City of Gastronomy





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