



City of San Antonio

Agenda Memorandum

File Number: 18-3402

Agenda Item Number: 3.

Agenda Date: 5/15/2018

In Control: Arts, Culture and Heritage Committee

DEPARTMENT: Department of Arts & Culture

DEPARTMENT HEAD: Debbie Racca-Sittre

COUNCIL DISTRICTS IMPACTED: All Council Districts

SUBJECT:

Visit San Antonio Marketing Efforts

SUMMARY:

Visit San Antonio will provide the Arts, Culture, and Heritage Council Committee an update of their marketing efforts to promote San Antonio as a cultural destination.

BACKGROUND INFORMATION:

Visit San Antonio is a 501(c) 6, and serves as the sales and marketing arm of San Antonio as a leading leisure and meetings destination. San Antonio welcomes 20.9 million overnight leisure visitors annually. Hospitality is one of the top five industries in the city, contributing \$13.6 billion into the local economy and employing more than 130,000.

The organization markets San Antonio as a city rich in arts, culture, and history and has initiated several marketing efforts and new endeavors that further position San Antonio as a cultural destination. The Visit San Antonio Cultural Advisory Committee advises staff on these efforts.

ISSUE:

Visit San Antonio will provide an update to the Arts, Culture, and Heritage Committee on their marketing

efforts to promote San Antonio as a cultural destination.

ALTERNATIVES:

This item is for briefing purposes only.

FISCAL IMPACT:

This item is for briefing purposes only.