



City of San Antonio

Agenda Memorandum

File Number:15-6261

Agenda Item Number: 1.

Agenda Date: 1/13/2016

In Control: City Council B Session

DEPARTMENT: City Manager's Office

DEPARTMENT HEAD: Lori Houston, Assistant City Manager

COUNCIL DISTRICTS IMPACTED: City-Wide

SUBJECT:

World Heritage Work Plan Update

SUMMARY:

The World Heritage Work Plan identifies specific short- and long-term tasks and deliverables necessary to enhance the visitor and resident experience around the five San Antonio Missions. City staff will provide an overview of the Work Plan and an update on deliverables.

BACKGROUND INFORMATION:

The World Heritage designation for the five San Antonio Missions will increase visitation and tourism spending, promote the history and culture of San Antonio, and create jobs and small business opportunities. To prepare for this increased activity and to maximize benefits, City staff prepared the World Heritage Work Plan. The work plan identifies specific tasks and deliverables for the next 100 days, the next six months, and over the course of the next year.

Tasks and deliverables included in the work plan address the following categories: management and oversight, infrastructure, wayfinding, transportation, economic development, land use, and marketing and outreach. The complete work plan is attached and will be coordinated with the Alamo Master Plan effort.

Additionally, the work plan is a dynamic document and items may be added to the work plan as a result of the public input process. The work plan includes items that were identified at the October 31st World Heritage Symposium hosted by Councilwoman Rebecca Viagran. The second World Heritage Symposium was held December 5th and included breakout sessions on topics such as infrastructure and wayfinding, small business development, and the visitor experience. The next World Heritage Symposium will be hosted on February 6th and will focus on land use and development. The symposiums along with other stakeholder meetings will help

inform the individual plans that will result from the work plan.

ISSUE:

The World Heritage Work Plan identifies the short- and long-term tasks and deliverables necessary to enhance the visitor and resident experience around the five San Antonio Missions. City staff will provide an update on the tasks and deliverables included in the work plan and solicit City Council feedback.

ALTERNATIVES:

This item is for briefing purposes only.

FISCAL IMPACT:

This item is for briefing purposes only.

RECOMMENDATION:

This item is for briefing purposes only.