



City of San Antonio

Agenda Memorandum

File Number:16-2531

Agenda Item Number: 2.

Agenda Date: 4/13/2016

In Control: City Council B Session

DEPARTMENT: World Heritage Office

DEPARTMENT HEAD: Colleen Swain

COUNCIL DISTRICTS IMPACTED: City-Wide

SUBJECT:

World Heritage Work Plan Update

SUMMARY:

The World Heritage Work Plan identifies specific tasks and deliverables necessary to enhance the visitor and resident experience around the five San Antonio Missions. City staff will provide 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.

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 work plan 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 World Heritage Symposium hosted by Councilwoman Rebecca Viagran last fall. Thereafter, City staff supported Councilwoman Viagran in hosting two other symposium events focused on the visitor experience and land use. The second World Heritage Symposium was held on December 5, 2015 and included breakout sessions on topics such as

infrastructure and wayfinding, small business development, and the visitor experience. On February 6, 2016, the City hosted the third symposium focused on land use and development where residents and participates were able to provide feedback and input on the individual neighborhood and sector plans. Recently, the City hosted the World Heritage Open House on April 5, 2016 at the National Park Service Visitor Center to invite the public to view the progress being made on the World Heritage Work Plan and to provide feedback on that progress. City departments and community partners hosted tables to display input and feedback received throughout the symposia series and answered questions.

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.