



# City of San Antonio

## Agenda Memorandum

**File Number:**17-4655

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**Agenda Item Number:** 1.

**Agenda Date:** 8/15/2017

**In Control:** Arts, Culture and Heritage Committee

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**DEPARTMENT:** Tricentennial Office

**DEPARTMENT HEAD:** Edward Benavides

**COUNCIL DISTRICTS IMPACTED:** City Wide

### **SUBJECT:**

San Antonio Tricentennial Celebration Commission

### **SUMMARY:**

This item provides an informational update related to the upcoming Tricentennial Commemorative activities scheduled in calendar year 2018.

### **BACKGROUND INFORMATION:**

San Antonio will celebrate its 300th anniversary in 2018. From Yanaguana settlement to the Villa de Bejar to the 7th largest city in the United States, our remarkable journey tells the story not just of our people and place but of larger forces that shaped the world we live in today. Our Tricentennial year will be an opportunity to discover our roots, commemorate our storied history, recognize our progress and collaborate on our bright future.

The San Antonio Tricentennial Celebration Commission is a joint effort of the City of San Antonio and Bexar County, and is a local government corporation that coordinates all commemorative planning, identifies potential partners, approves and disseminates a unique identity for the 300th anniversary. The City of San Antonio Tricentennial Office serves as the lead coordinator of the San Antonio Tricentennial Celebration Local Government Corporation.

The Co-Chairs of the San Antonio Tricentennial Commission are Father David Garcia, Dr. Katie Luber, Robert Thrailkill, Lionel Sosa and Dr. Alfonso Chiscano.

The San Antonio Tricentennial Commission's other Directors are:

Honorable Tommy Adkisson	Mayoral Appointee
Hector Cardenas	Council District 1
Joe Linson	Council District 2
Brenda Pacheco	Council District 3
Cynthia Teniente-Matson	Council District 4
Faith Radle	Council District 5
Jim Landers	Council District 6
Cristina Bazaldua	Council District 7
Blayne Tucker	Council District 8
Freida Wright	Council District 9
Luke Holland	Council District 10
Mario Salas	Bexar County Appointee
Mary Rose Brown	Bexar County Appointee
Dan Arellano	Bexar County Appointee

## ISSUE:

In 2018, San Antonio, along with Bexar County, will go beyond the famous River Walk and historic walls of the Alamo and take the world stage to honor three centuries of history, innovation and culture. This once-in-a-lifetime milestone will be celebrated during the year with events that are designed to inspire, innovate and propel San Antonio into the next 300 years.

The joy and pride of the city will be harnessed throughout the year with distinctive events, unlike any the city has ever known, to showcase the collective essence of San Antonio. These events reflect over 400 organizations that in turn will produce over 500 events, initiatives and activities within the pillars of the Tricentennial. Additionally, May 1 - 6, 2018, has been designated as Commemorative Week, which will acknowledge the historic milestone anniversary with each day reflecting a theme: May 1: Day of Reflection; May 2: History & Education Day; May 3: Founders Day; May 4: Arts for All Day; May 5: Legacy Day; and May 6: Military Appreciation Day.

The Tricentennial Commission adopted a budget of \$18.2 M in September 2016. This budget reflects direct and in-kind financial support from the City of San Antonio, Bexar County and the private sector. The fundraising and sponsorship strategy is currently underway with a goal of \$6.9M from the civic, philanthropic and corporate communities. As of today, the Commission has received commitments or pledges totaling over \$4.2M which reflects direct and "off-budget" financial support of Tricentennial initiatives. Additionally, approximately \$4.5M is in "activation" status, whereby requests have been made to potential sponsors/organizations and awaiting commitment of financial support. The efforts of the sponsorship/corporate giving are in coordination with the Tricentennial Fundraising Committee appointed by the Mayor. The Fundraising Committee meets monthly to develop and provide strategy and support in moving forward in securing commitments from the corporate community.

The Tricentennial will have an estimated \$120 million overall impact on the local economy, create about 1,300 full time jobs and generate wages and benefits of \$45 million. Tricentennial activity will attract an estimated 263,000 new visitors to the city, spur business development and generate revenues of \$4 million for Bexar County and San Antonio.

**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.