



City of San Antonio

Agenda Memorandum

File Number:18-1471

Agenda Item Number: 17.

Agenda Date: 2/8/2018

In Control: City Council A Session

DEPARTMENT: World Heritage Office

DEPARTMENT HEAD: Colleen Swain

COUNCIL DISTRICTS IMPACTED: City-wide

SUBJECT:

World Heritage Area Legacy Business Grant Pilot Program

SUMMARY:

An Ordinance authorizing a World Heritage Area Legacy Business Grant Pilot Program for eligible businesses within the World Heritage Buffer Zone, or within a two mile radius of Missions Concepcion, San Jose, San Juan, or Espada, which will be funded out of the Inner City Incentive Fund.

BACKGROUND INFORMATION:

The World Heritage Office is responsible for implementing, coordinating and managing a work plan developed with community input, which identifies specific tasks and deliverables for the following categories: management and oversight, infrastructure, wayfinding, transportation, beautification, economic development, land use, and marketing and outreach. The Office of Historic Preservation and World Heritage Office have collaborated on several work plan tasks and most recently have been working to develop a program to recognize, support, and provide tools to legacy businesses.

The Office of Historic Preservation launched a city-wide Legacy Business Registry Program as part of the ScoutSA initiative. The program acknowledges long-lived San Antonio businesses as an important historic asset to the city and work to preserve the city's Legacy Businesses through a campaign that identifies, promotes, and markets the businesses. To qualify for the registry, businesses must be 20 years or older and contribute to the history, culture, and authentic identity of San Antonio. In return for acknowledgement as a Legacy Business, businesses agree to perpetuate the business, its historic name and the historic service it provides. In addition to being listed online, in print, and receiving a window decal, registered businesses will receive marketing and promotional opportunities. The Legacy Business Registry is open to businesses city-wide and is administered by the Office of Historic Preservation.

Legacy Businesses listed on the city-wide registry that are located in the World Heritage Area, specifically

within the World Heritage Buffer Zone, or a two mile radius of Missions Concepcion, San Jose, San Juan, and Espada, will be eligible for a grant pilot program administered through the World Heritage Office. The World Heritage Area Legacy Business Grant Pilot Program will provide eligible businesses with up to \$10,000 in grant funds to be matched by the applicant for (1) façade improvements, and/or (2) signage, parking lot, and landscape improvements. An application and project design review is required as part of the approval process for exterior grants. Legacy Businesses applying for grants through the pilot program will be required to complete three business capacity building classes through approved partner agencies, with the goal of sustaining and growing their businesses. Additionally, the City will also work with eligible businesses through its partners to assist with obtaining low interest loans for building interior infrastructure improvements. Exterior and interior improvements will comply with applicable building codes and city, state, and/or federal requirements.

Eligible legacy businesses within the World Heritage Area will receive special recognition on the World Heritage website (www.worldheritagesa.com ~~<http://www.worldheritagesa.com>~~) which connects visitors to area businesses, as well as the benefits mentioned previously as part of the city-wide registry.

ISSUE:

World Heritage designation can be a catalyst for socio-economic growth in South Central San Antonio, if leveraged effectively. The greatest impact will come from increased visitation and tourism spending. In order to benefit from this increase in visitation, the need to preserve legacy businesses by identifying, promoting, and providing financial and capacity building assistance was identified as a critical component of the World Heritage Work Plan.

ALTERNATIVES:

Should the World Heritage Area Legacy Business Grant Pilot Program not be approved, then the World Heritage Office would continue to work through its partners to identify grants and funding to assist with sustaining and improving area legacy businesses. If the pilot is approved and proves successful, then the program could be applied city-wide for legacy businesses.

FISCAL IMPACT:

Funding in the amount of \$100,000 for the World Heritage Area Legacy Business Grant Pilot Program is available from the Inner City Incentive Fund as part of the FY 2018 Adopted Budget.

RECOMMENDATION:

Staff recommends approval of the World Heritage Area Legacy Business Grant Pilot Program for eligible businesses within the World Heritage Buffer Zone, or within a two mile radius of Missions Concepcion, San Jose, San Juan, or Espada.