



# City of San Antonio

## Agenda Memorandum

**File Number:**18-2559

---

**Agenda Item Number:** 2.

**Agenda Date:** 3/28/2018

**In Control:** City Council B Session

---

**DEPARTMENT:** Tricentennial Office

**DEPARTMENT HEAD:** Carlos J. Contreras, III

**COUNCIL DISTRICTS IMPACTED:** City-wide

**SUBJECT:**

Tricentennial Celebration Commission Update

**SUMMARY:**

Update on the San Antonio Tricentennial Celebration.

**BACKGROUND INFORMATION:**

Throughout 2018 San Antonio is commemorating and celebrating the Tricentennial of the founding of the community in 1718. In June 18, 2015, the City of San Antonio created the Tricentennial Commission as a non-profit local government corporation designed to assist in the planning, development, and management of a celebration to commemorate 300 years of the community's founding. The Commission's guiding principles included: creating a positive and/or lasting impact; showcasing San Antonio's diversity, inclusiveness, and authenticity; and educating and celebrating the community's shared history and advancing the region's legacy. Four key initiatives were developed for the Tricentennial Celebration - History and Education, Arts and Culture, Community Service, and Commemorative Week full of activities time around the actual founding of the first Mission and the Presidio San Antonio de Bej r.

The Tricentennial year officially began with the New Year's Eve celebration, Celebrate 300. With that event successfully completed and the enhanced website in place, Tricentennial staff has begun executing a marketing and communications plan, planning for Commemorative Week, and carrying out the first community service day under the Serve 300 banner.

The briefing will provide an update on featured Tricentennial events, marketing and communication efforts in the community and activities during Commemorative Week, May 1 - 6, 2018.

**ISSUE:**

The briefing will provide an update to City Council on the Tricentennial's featured events, marketing and communications efforts, and Commemorative Week's events.

**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.