



City of San Antonio

Agenda Memorandum

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Agenda Item Number: 2.

Agenda Date: 10/16/2018

In Control: Arts, Culture and Heritage Committee

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 Commission

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 pillars were developed for the Tricentennial Celebration - History and Education, Arts and Culture, Community Service, and a 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, Tricentennial staff executed a marketing and communications plan for Commemorative Week which was held from May 1st through 6th to recognize the May 1, 1718, establishment of Mission San Antonio de Valero and the May 5, 1718, founding of the Presidio San Antonio de Bej r, to defend the new Mission. The week included citywide activities to include interfaith services, education and history programs, art and cultural exhibits, and recognition of our military. Founders Day featured a ticketed event at the convention center that hosted international dignitaries, as well as educational and family events at five locations throughout the city that were free and open to the public.

Community Service has been a core initiative of the Tricentennial Commission. Throughout 2018, there have been four community service dates (February, May, August, and October) with projects emphasizing infrastructure improvements, the city's history, education and sustainability. In collaboration with area non-profit organizations, the last Serve 300 community service day is scheduled for Saturday, October 13 with projects throughout the city with an emphasis on sustainability.

The Tricentennial update will provide a briefing summarizing Serve 300 events and a recap of media coverage received as a result of a strategic communications and marketing plan. The briefing will also include an update on Tricentennial events planned for the remainder of the year.

ISSUE:

The briefing will provide the Committee a summary of Serve 300 events and an update on Tricentennial events planned for the remainder of the year.

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.