



City of San Antonio

Agenda Memorandum

File Number:19-1615

Agenda Item Number:

Agenda Date: 1/22/2019

In Control: Arts, Culture and Heritage Committee

DEPARTMENT: Center City Development and Operations Department

DEPARTMENT HEAD: John Jacks

COUNCIL DISTRICTS IMPACTED: City Council District 1

SUBJECT:

Briefing on Alameda Theater Complex Restoration Project

SUMMARY:

Briefing on the Alameda Theater Complex restoration and redevelopment project that will result in the restoration of the Alameda Theater and the relocation of Texas Public Radio to the Alameda Theater Complex

BACKGROUND INFORMATION:

Built in 1949, the historic Alameda Theater featured Spanish language films, variedades and the performing arts, including the great legends of Mexican song and screen. The Theater permanently closed in the late 1980s, and the City of San Antonio acquired the property in 1994. Based on a concept plan, stakeholder interviews and professional expertise, the City of San Antonio, Bexar County, Texas Public Radio, and La Familia Cortez partnered to undertake an effort to relocate TPR's corporate headquarters to the newly constructed back stage annex of the Alameda and to restore and reopen the Theater as a multi-media live performing arts and film center that would feature the American-Latino multicultural story.

The Alameda Theater Conservancy (ATC) is a 501(c)(3) that was created in May 2017. The mission of the ATC is to be a vital presenter of Latino arts and culture, and to manage and program the Alameda Complex. The board includes a representative from the City of San Antonio, Bexar County, Texas Public Radio, and La Familia Cortez. Once the theater project is designed, the non-profit board plans to expand additional

programming and fundraising partners from the community.

In August 2017, City Council approved a Funding and Development Agreement among the City, County, TPR, and the Alameda Theater Conservancy, including City and County contributions of \$9 million each and a \$5 million contribution from TPR for the restoration and redevelopment of the Theater and Annex properties. The source for the City's contribution is the Houston Street Tax Increment Reinvestment Zone. The ATC is committed to raising additional funds to support the project. As part of the project:

- The Alameda Theater will be restored and reopened as a performing arts facility.
- The Alameda Theater capacity goal is 1,000 with a tiered floor design that can accommodate theater seats or events tables and chairs.
- The Alameda Theater will include a thrust stage to create a more intimate setting for performances and events.
- The programming will be diverse, collaborative, and include partnerships with local, national, and international arts organizations and community organizations.

Additionally, City Council approved a Master Lease Agreement with the Alameda Theater Conservancy for management of the Alameda Theater capital project and future operations and programming of the Theater. The City, in partnership with the project partners, has held several community meetings and individual stakeholder meetings on the project since March of 2017. Additional community engagement will continue to be an integral part of the design and programming process for the theater.

Over the past 18 months, the ATC completed a competitive solicitation process and engaged Overland Partners + Martinez & Johnson Architecture for the full design of the theater project. The TPR Annex headquarters project began construction in January 2019 and is expected to be completed in early 2020. The design of the Theater is currently underway and construction is scheduled to begin Fall 2019 with completion in early 2021.

ISSUE:

This item is for briefing purposes only.

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.

