



City of San Antonio

Agenda Memorandum

File Number:
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Agenda Item Number: {{item.number}}

Agenda Date: June 10, 2025

In Control: San Antonio Arts Commission

DEPARTMENT: Department of Arts and Culture

DEPARTMENT HEAD: Krystal Jones

COUNCIL DISTRICTS IMPACTED: Citywide

SUBJECT:

Director's Report: Pride Night at Culture Commons Gallery, Digital Media and Arts Pilot Program

SUMMARY:

Pride Night at Culture Commons Gallery

Pride Night at Culture Commons Gallery highlights Confluence of Cultures: Nuestra Gente, Cultura y Comida and celebrates San Antonio's two UNESCO designations: the Missions World Heritage Designation and as a Creative City of Gastronomy.

Digital Media and Arts Pilot Program

Staff will brief on developments for the Digital Media and Arts Pilot Program

BACKGROUND INFORMATION:

Pride Night at Culture Commons Gallery

The City of San Antonio celebrates PRIDE month, inviting the community to partake in a fun,

family friendly PRIDE night. Drag performances, poetry readings, musical performances and much more. Pride Night is scheduled for Thursday, June 12, 2025, from 6:00p.m. – 9:00p.m. at Culture Commons Gallery, 115 Plaza de Armas. Community resource tables will be present the duration of the event, providing resources to the community on their specific services offered.

Digital Media and Arts Pilot Program

In January 2022, OutFront Media and the Urban Activation Institute approached the Development Services Department (DSD) to propose a Digital Media and Arts Pilot Program in San Antonio. The proposal seeks to allow off-premise advertising in districts around San Antonio and requires changes to the City's sign code. The proposal's intent would allow off-premise advertising.

(City Code Chapter 28). The main parts of the proposal are summarized below:

- The City would create one or more urban entertainment districts through an ordinance allowing digital platforms/screens to be installed on approved buildings within the district. The proponents used similar programs established in Denver, CO, Atlanta, GA, and West Hollywood, CA, as examples.
- The digital screens would allow approved off-premise advertising that met specific civic and community-approved criteria.
- The program would also require a minimum amount of time for public messaging and approved digital art to be shown on the screens.

The City would receive a percentage of each digital platform's revenue, which the City could then use for whichever City programs are allowed by the approved policy. While most of the discussion referenced other cities that used the revenue to support the jurisdictions' Arts programs, the proponents indicated that the City could decide how to use the funds generated.

The Planning and Community Development Committee was briefed on April 24 and agreed that the program should go to full City Council for an “A” session. This item will be considered by City Council in June.

ISSUE:

This is an announcement only.

FISCAL IMPACT:

There is no fiscal impact, as this is an announcement only.

ALTERNATIVES:

There are no alternatives, as this is an announcement only.

RECOMMENDATION:

There are no recommendations, as this is an announcement only.