



City of San Antonio

Agenda Memorandum

File Number:

Agenda Item Number: 26

Agenda Date: November 9, 2023

In Control: City Council A Session

DEPARTMENT: Neighborhood and Housing Services

DEPARTMENT HEAD: Veronica Garcia, Director

COUNCIL DISTRICTS IMPACTED: Citywide

SUBJECT:

Funding Agreement between the City of San Antonio, Houston Street Tax Increment Reinvestment Zone, and Centro San Antonio for activation initiatives in downtown San Antonio

SUMMARY:

This item approves a funding agreement between the City of San Antonio, the Houston Street Tax Increment Reinvestment Zone, and Centro San Antonio for an amount not to exceed \$100,000 for activation initiatives in downtown San Antonio. Funding for this item is available in the City's increment in the Houston Street TIRZ.

BACKGROUND INFORMATION:

Centro San Antonio is a placemaking organization working to create a more beautiful, playful, welcoming, and prosperous downtown. Centro's role within the Public Improvement District covers about one square mile encompassing the most iconic, exciting, and historic locations in our city and serve at the cultural, creative, and civic epicenter of San Antonio. Providing funding to Centro will enable them to facilitate event programming and foster public engagement in the central business district.

In partnership with the City of San Antonio, Visit San Antonio, and many other organizations

downtown, Centro is committed to adding additional downtown activation to increase opportunities for locals and visitors in downtown San Antonio. Examples of activations will include live music, interactive art, film screenings, children's activities, and events. Funding will support special programming in downtown such as Holidays on Houston Street, which will debut this year, and the Fourth of July celebration in downtown.

Holidays on Houston Street will take place from November 24, 2023, to January 2, 2024 and will promote public and private activations and events during that period including Alamo Plaza, Travis Park, and Legacy Park. Marquee events will include a Holiday Market, drone light shows, a Holiday 5k, new art installations, and street performers.

The Houston Street TIRZ Board will consider this item at the October 30, 2023 Board meeting.

ISSUE:

City Council consideration is requested for the approval of Funding Agreement between the City of San Antonio, the Houston Street Tax Increment Reinvestment Zone, and Centro San Antonio for an amount not to exceed \$100,000 for activation initiatives in downtown San Antonio. Funding for this item is available in the City's increment in the Houston Street TIRZ.

ALTERNATIVES:

If City Council chooses to not approve the Funding agreement, Centro San Antonio will be unable to increase activation initiatives in downtown San Antonio.

FISCAL IMPACT:

This item approves a funding agreement between the City of San Antonio, the Houston Street Tax Increment Reinvestment Zone, and Centro San Antonio for an amount not to exceed \$100,000 for activation initiatives in downtown San Antonio. Funding for this item is available in the City's increment in the Houston Street TIRZ. There is no fiscal impact to the City's General Fund.

RECOMMENDATION:

Staff recommends approval of a Funding Agreement between the City of San Antonio, the Houston Street Tax Increment Reinvestment Zone, and Centro San Antonio for an amount not to exceed \$100,000 for activation initiatives in downtown San Antonio.