



City of San Antonio

Agenda Memorandum

File Number:

Agenda Item Number: 36

Agenda Date: June 6, 2024

In Control: City Council A Session

DEPARTMENT: Department of Arts and Culture

DEPARTMENT HEAD: Krystal Jones

COUNCIL DISTRICTS IMPACTED: Citywide

SUBJECT:

Approving an agreement between the City of San Antonio and the Alamo Colleges Foundation, Inc., for an amount not to exceed \$100,000, to support the production of The Other Side Of The Mirror (Al Otro Lado Del Espejo) exhibition to be held in Querétaro, Mexico.

SUMMARY:

This ordinance approves an Agreement to use Funds between the City of San Antonio and the Alamo Colleges Foundation, Inc., for an amount not to exceed \$100,000, to support the production of The Other Side Of The Mirror (Al Otro Lado Del Espejo) exhibition to be held in Querétaro, Mexico. Funding for this agreement is available in the amount of \$75,000 in the General Fund and \$25,000 in the Hotel Occupancy Tax Fund FY 2024 Adopted Budget.

BACKGROUND INFORMATION:

The cities of San Antonio and Querétaro, Mexico share many similarities, both past and present day. More than 300 years ago, the Spanish Crown founded the Colegio de Santa Cruz in Querétaro to train Franciscan missionaries who were charged with spreading Christianity north to California, Texas and Louisiana. They relocated training closer to central Mexico, selecting a village indigenous peoples called Yanaguana (what the Spanish later named, and is now known as, San

Antonio). It was here they built and grew a town, military garrison and enlisted indigenous people to help build five missions, now, collectively, a UNESCO World Heritage Site.

Since then, the two cities have grown with many parallels between the two. Querétaro City Center is also designated a UNESCO World Heritage site. San Antonio is also a UNESCO Creative City of Gastronomy, with Querétaro a UNESCO Creative City of Design. The two cities also have roughly the same population, with frequent travel between the two. H-E-B has five stores in Querétaro, Toyota has three large assembly plants in the area and there are hundreds of multi-national corporations and banks conducting business together daily. There are also cultural exchanges, with Querétaro lending the San Antonio Museum of Art numerous art objects for its 1718 300th Anniversary Exhibition. In addition, Querétaro and Mexican residents in surrounding cities are curious about visiting San Antonio, especially with two recent non-stop flights between the two cities recently launched.

To help solidify the relationship between San Antonio and Querétaro, the Museo de Arte de Querétaro, Mexico will host the exhibit *The Other Side Of The Mirror (Al Otro Lado Del Espejo)*, which will showcase more than 15 San Antonio artists, along with scholars, photographers, ceramists, poets, historians, and storytellers. Running September 20, 2024 – January 20, 2025, the exhibit (a partnership between the museum, Lion and Kathy Sosa, Alamo Colleges Foundations, Inc., Visit San Antonio, and the City of San Antonio – among others), will commemorate the close relationship and similarities between San Antonio and Querétaro. In addition, a Friendship City agreement will be signed between the two city mayors.

ISSUE:

Ordinance approving an Agreement between the Alamo Colleges Foundation, Inc., and the City of San Antonio in an amount not to exceed \$100,000, with \$25,000 allocated from the Department of Arts & Culture's financial support of the Sister Cities Program and \$75,000 allocated from the Mayor's Office. The allotted funds approved for uses such as transportation and travel for participating artists, shipping of artworks and educational materials related to the exhibition, production of artist videos, catalog development, marketing, translations, and exhibition installation.

ALTERNATIVES:

City Council could elect not to approve this action, limiting the opportunity to promote tourism, cultural exchange, and business development between San Antonio and Querétaro as well as limiting the opportunity for San Antonio artists to be showcased abroad for professional and economic growth.

FISCAL IMPACT:

This ordinance authorizes an agreement between the Alamo Colleges Foundation, Inc and the City of San Antonio in an amount not to exceed \$100,000 to support the production of the *The Other*

Side Of The Mirror (Al Otro Lado Del Espejo) exhibition to be held in Querétaro, Mexico. Funding for this agreement in the amount of \$75,000 is available in the General Fund FY 2024 Adopted Budget and \$25,000 is available from the Hotel Occupancy Tax Fund FY 2024 Adopted Budget.

RECOMMENDATION:

Staff recommends approval of the Agreement between the City of San Antonio and the Alamo Colleges Foundation, Inc., for an amount not to exceed \$100,000, to support the production of The Other Side Of The Mirror (Al Otro Lado Del Espejo) exhibition to be held in Querétaro, Mexico.