



City of San Antonio

Agenda Memorandum

File Number:
{{item.tracking_number}}

Agenda Item Number: 2

Agenda Date: March 24, 2023

In Control: Governance Committee Meeting

DEPARTMENT: Department of Arts and Culture

DEPARTMENT HEAD: Krystal Jones

COUNCIL DISTRICTS IMPACTED: Citywide

SUBJECT:

Creation of a Cultural Corridor Program and Cultural Corridor Pilot along Wurzbach Road in District 8.

SUMMARY:

On September 6, 2022, Councilmember Manny Peláez (District 8) submitted a Council Consideration Request (CCR) regarding the creation of a Cultural District Program and Cultural Corridor Pilot.

BACKGROUND INFORMATION:

San Antonio is uniquely defined by its multicultural influences and origins, and it hosts several corridors that are renowned for their cultural importance in the form of retail, restaurants, arts, and entertainment. District 8 is the most demographically diverse district in San Antonio. Census data shows that two of the three census tracts with the highest percentage of Asian families in Bexar

County along both sides of Wurzbach Road, from NW Military Highway to Fredericksburg Road. The corridor is known for its abundance of iconic Mediterranean, North African, Chinese, Japanese, and Indian cuisine and retail establishments. Many large employers in the area (e.g. USAA and Medical Center hospitals) have hired high numbers of professionals hailing from Silk Road countries. Furthermore, this corridor also hosts the Center for Refugee Services and the surrounding area hosts San Antonio's largest community of resettled refugees. The surrounding area also features multiple churches and temples representing the diverse Silk Road faith traditions.

In an effort to establish this area of Wurzbach Road as a cultural corridor, Councilmember Peláez submitted a request for the creation of a Cultural Corridor Pilot along Wurzbach Road between Fredericksburg Road and NW Military Highway that would designate the area as the Silk Road Cultural Corridor in recognition and celebration of the Middle Eastern, African, and Asian cultural traditions and communities which make this corridor unique. In addition, the Councilmember requested that this program be implemented through San Antonio's zones of cultural significance following the pilot.

ISSUE:

The Department of Arts & Culture will brief the Governance Committee on the status of the Statewide Cultural District Program administered by the Texas Commission on the Arts as well as Department of Arts & Culture's Cultural Districts Grant Program and Toolkit that assists San Antonio organizations and corridors in preparing an application for the state designation. In addition, the department will provide an overview of other opportunities available to corridor areas around San Antonio, including the Main Street Pilot Program Pilot administered by the City of San Antonio's Economic Development Department.

With direction from the Governance Committee, the Department of Arts & Culture will work with District 8 to identify a lead partner organization within the area to connect with opportunities including the City's Cultural District Grant Program and Main Street Pilot Program. In addition, the Department will evaluate opportunities to include a City of San Antonio designation as part of the Cultural District Grant Program.

FISCAL IMPACT:

There is no fiscal impact.

ALTERNATIVES:

This item is for briefing purposes only.

RECOMMENDATION:

Staff recommends referral to the Community, Health, Environment and Culture Committee for further consideration.