



NEIGHBORHOOD & HOUSING SERVICES

Downtown Activation Initiatives - Centro Houston Street TIRZ City Council A Session May 2, 2024 - Item #41

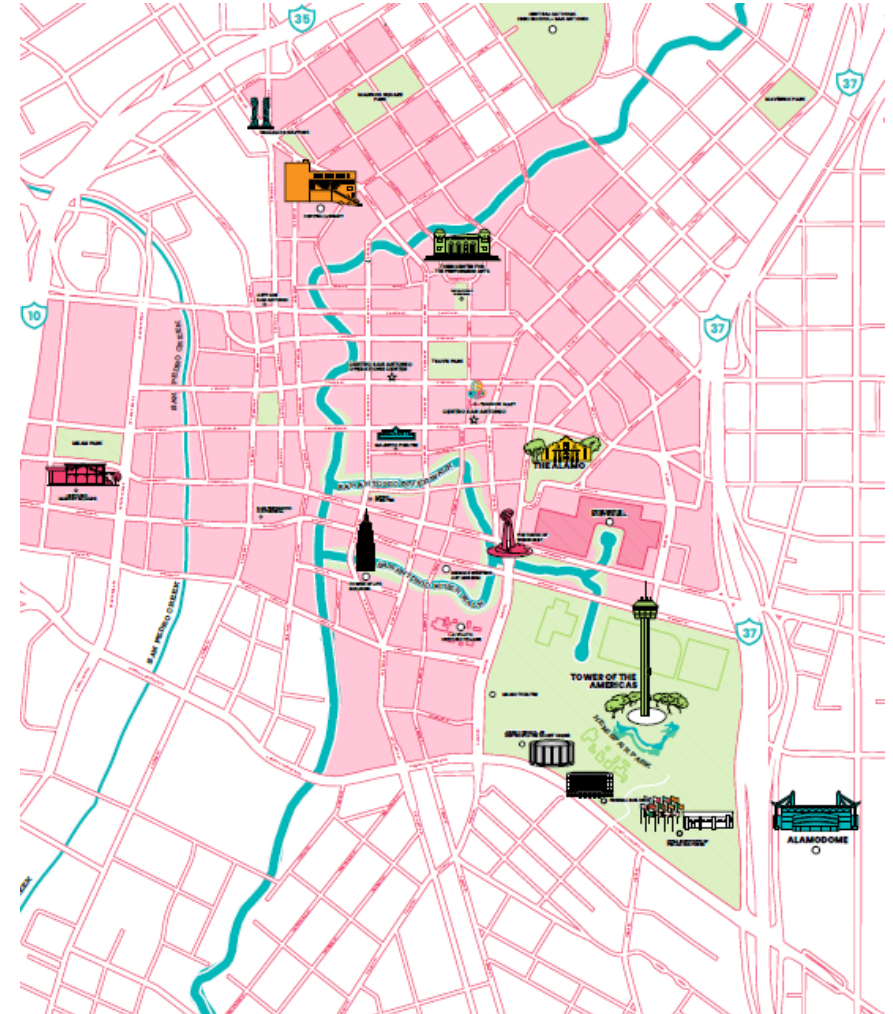
Veronica Garcia, Director, NHSD

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 Downtown Public Improvement District covers about one square mile encompassing the most iconic, exciting, and historic locations in our city and serves as 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.



Agreement

Funding will support the month-long Holidays on Houston Street initiative over the next two years. Holidays on Houston Street started in 2023 to foster public engagement in the central business district.

Inaugural event featured 5 marquee events generating a 15% increase in visitors downtown over the previous December, 13 new works of art, and over a million new holiday lights.

Marquee events include a holiday night market, drone light shows, a holiday 5K, street performers, and a community dinner. Activations include live music, interactive art, film screenings, children's activities, and events.



Fiscal Impact

- Funding for this Agreement activation initiatives in downtown San Antonio is available through the tax increment produced by the Houston Street Tax Increment Reinvestment Zone.
- 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 \$200,000 in FY 2025 and \$200,000 in FY 2026 for activation initiatives in downtown San Antonio.

The Houston Street TIRZ Board approved this funding at their March 27, 2024 meeting.



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