



City of San Antonio

Agenda Memorandum

File Number:
{{item.tracking_number}}

Agenda Item Number: 4

Agenda Date: March 27, 2024

In Control: Tax Increment Reinvestment Zone No. 09 - Houston Street Meeting

DEPARTMENT: Office of Historic Preservation

DEPARTMENT HEAD: Shanon Shea Miller

COUNCIL DISTRICTS IMPACTED: District 1

SUBJECT:

Funding Agreement between the City of San Antonio, Houston Street TIRZ, and Centro San Antonio for an amount not to exceed \$200,000 in FY2025 and \$200,000 in FY2026 for the activation initiatives in downtown San Antonio.

SUMMARY:

Funding Agreement between the City of San Antonio, Houston Street TIRZ, and Centro San Antonio for an amount not to exceed \$200,000 in FY2025 and \$200,000 in FY2026 for the activation initiatives in downtown San Antonio.

BACKGROUND INFORMATION:

This funding will support the month-long Holidays on Houston Street initiative over the next two years. This will include the planning and execution of related events and activations. Holidays on Houston Street started in 2023 to foster public engagement in the central business district and increase interactive opportunities for locals and visitors in downtown San Antonio during the

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

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

ISSUE:

The Houston Street TIRZ Board is being asked to approve a Resolution authorizing the negotiation and execution of a funding agreement in the amount of \$200,000 in FY25 and \$200,000 in FY26 for downtown activations related to Holidays on Houston Street. Without Board approval, this funding agreement will not move forward to City Council for consideration.

FISCAL IMPACT:

There is no fiscal impact to the City of San Antonio. The increment is taken from the Houston Street TIRZ.

ALTERNATIVES:

If the Houston Street TIRZ Board of Directors does not approve the execution of the funding agreement, the downtown activations will have to find the needed funding elsewhere, or they will not occur.

RECOMMENDATION:

Staff recommends the Houston Street TIRZ Board authorize the negotiation and execution of a funding agreement with the Centro San Antonio in the amount of \$200,000 in FY25 and \$200,000 in FY26 for downtown activations.