



City of San Antonio

Agenda Memorandum

File Number:

Agenda Item Number: 41

Agenda Date: May 2, 2024

In Control: City Council A Session

DEPARTMENT: Neighborhood and Housing Services

DEPARTMENT HEAD: Veronica Garcia, Director

COUNCIL DISTRICTS IMPACTED: District 1

SUBJECT:

Funding Agreement between City of San Antonio, Houston Street TIRZ, and Centro San Antonio for activation initiatives in downtown San Antonio.

SUMMARY:

This item will approve a Funding Agreement between City of San Antonio, Houston Street Tax Increment Reinvestment Zone (TIRZ), and Centro San Antonio for an amount not to exceed \$200,000.00 in FY 2025 and \$200,000.00 in FY 2026 for activation initiatives in downtown San Antonio.

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. In partnership with the City of San Antonio, Visit San Antonio, and many other organizations downtown, Centro is committed to adding downtown activation to increase opportunities for locals and visitors in downtown San Antonio. Providing funding to Centro will enable them to facilitate event programming and foster public engagement in the central business district.

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.

On March 27, 2024, the Houston Street TIRZ Board of Directors approved a Funding Agreement through Resolution T09 2024-03-27-01R between the City of San Antonio, Houston Street TIRZ, and Centro San Antonio for an amount not to exceed \$200,000.00 in FY 2025 and \$200,000.00 in FY 2026 for activation initiatives in downtown San Antonio.

ISSUE:

City Council consideration is requested for the approval of a Funding Agreement between the City of San Antonio, Houston Street TIRZ, and Centro San Antonio for an amount not to exceed \$200,000.00 in FY 2025 and \$200,000.00 in FY 2026 for activation initiatives in downtown San Antonio.

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:

Funding is available through the City's increment in the Houston Street TIRZ. The TIRZ Board approved this funding at its March 27, 2024 meeting. There is no fiscal impact to the General Fund.

RECOMMENDATION:

Staff recommends approval.