



City of San Antonio

Agenda Memorandum

File Number:

Agenda Item Number: 40

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 the City of San Antonio and the Houston Street TIRZ for Holidays on Houston Street and other events.

SUMMARY:

This item will approve a Funding Agreement between the City of San Antonio and the Houston Street Tax Increment Reinvestment Zone (TIRZ) in the amount of \$250,000.00 for lighting and decor on Houston Street in support of Holidays on Houston Street and other events.

BACKGROUND INFORMATION:

Holidays on Houston Street is a celebration of the Houston Street area (connecting Alamo Plaza, Travis Park, and Legacy Park) taking place from November 29, 2024, to January 2, 2025 and will promote public and private activations and events. 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.

This item allows the City to contract with a vendor to provide and install programmable color

changing lights at 5 additional intersections downtown, to design and install additional permanent street lighting, to design, fabricate and install additional lighted décor elements to be used during Holidays on Houston Street and other significant holiday or community events in downtown. This lighting and décor will provide a holiday experience for several holiday events to promote Downtown San Antonio, as a partnership between the City of San Antonio, Visit San Antonio, and Centro San Antonio. Other significant events the permanent lighting will support include 4th of July and the National Collegiate Athletic Association (NCAA) Final Four.

On March 27, 2024, the Houston Street TIRZ Board of Directors approved a Funding Agreement through Resolution T09 2024-03-27-02R between the City of San Antonio and the Houston Street TIRZ in the amount of \$250,000.00 for lighting and decor on Houston Street in support of Holidays on Houston Street and other events.

ISSUE:

City Council consideration is requested to approve a funding agreement in the amount not to exceed \$250,000.00 for holiday lighting and décor on Houston Street.

ALTERNATIVES:

If City Council does not approve the funding agreement, the holiday lighting and décor will have to find the needed funding elsewhere, or they will not occur.

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.