



# City of San Antonio

## Agenda Memorandum

**File Number:**  
**{{item.tracking\_number}}**

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**Agenda Item Number:** 5

**Agenda Date:** April 9, 2024

**In Control:** San Antonio Arts Commission

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**DEPARTMENT:** Department of Arts and Culture

**DEPARTMENT HEAD:** Krystal Jones

**COUNCIL DISTRICTS IMPACTED:** Citywide

**SUBJECT:**

Urban Entertainment District (Briefing)

**SUMMARY:**

This is a briefing about community engagement meetings held by the City of San Antonio regarding a proposal for San Antonio to create one or more urban and entertainment districts using outdoor media platforms.

**BACKGROUND INFORMATION:**

In January 2022, members of Outfront Media and the Urban Activation Institute approached the City of San Antonio's Development Services Department (DSD) with a proposal for San Antonio to create one or more urban and entertainment districts using outdoor media platforms. In January 2024, the Planning and Community Development Committee (PCDC) directed DSD to bring back a proposal outlining options for a pilot program. To help develop these options, DSD has held a series of community engagement meetings in April.

**ISSUE:**

This briefing will outline community engagement discussions held to date, as well as upcoming opportunities for arts nonprofits and artists to provide feedback.

**FISCAL IMPACT:**

There is no fiscal impact as this is a briefing.

**ALTERNATIVES:**

There are no alternatives as this is a briefing.

**RECOMMENDATION:**

There are no recommendations as this is a briefing.