



# City of San Antonio

## Agenda Memorandum

**File Number:**

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**Agenda Item Number:** 15

**Agenda Date:** June 16, 2022

**In Control:** City Council A Session

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**DEPARTMENT:** Department of Arts and Culture

**DEPARTMENT HEAD:** Krystal Jones

**COUNCIL DISTRICTS IMPACTED:** District 1, District 2, District 5

**SUBJECT:**

Ordinance approving a Chapter 380 Economic Development Agreement in the amount of \$186,681.85 from the Inner City TIRZ #11 between the City of San Antonio and Alamo City Studios for the Eastside Youth Content Creators Program.

**SUMMARY:**

This ordinance authorizes the funding from the Inner City TIRZ #11 to support the negotiation and execution of a Chapter 380 Economic Development Agreement between the City of San Antonio and Alamo City Studios for the Eastside Youth Content Creators Program.

**BACKGROUND INFORMATION:**

On May 6, 2022, the Inner City TIRZ #11 Board approved the negotiation and execution of a Chapter 380 Economic Development Agreement between the City of San Antonio and Alamo City Studios for an amount not to exceed \$186,681.85 for the Eastside Youth Content Creators Program (EYCCP) .

The EYCCP is a six-week program designed to teach high school students how to create and promote digital content. Taught by working industry professionals and operated by and held at

Alamo City Studios, a 20,000-square-foot production hub in San Antonio's Eastside, EYCCP works to bridge the gap between the media, film and marketing industries and the lack of media arts programs for high school students located in the Eastside.

Summer/Fall of 2022 will serve as a pilot year for EYCCP and will operate as an afterschool program for 20 – 24 incoming high school juniors and seniors. In accordance with the TIRZ No. 11 – Inner City Board's request, the program will specifically focus on enlisting students from Sam Houston High School into the program. EYCCP will focus on six core courses (Scriptwriting, Acting, Director, Editing, Video Production, and Marketing), all culminating in a media showcase for participants, residents, educators, industry professionals and supporters to attend. In addition, the program will connect students with industry organizations including CineFestival, San Antonio Black International Film Festival, the SA Film Society, and more.

Alamo City Studios has requested \$186,681.85 from the TIRZ No. 11 – Inner City to support instructor fees, equipment costs and rentals, subscriptions for students, production fees, bus transportation, lunch and snacks, media showcase, and administrative costs for the EYCCP's pilot year, with an expected program dates of August – November 2022.

#### **ISSUE:**

With the tremendous growth San Antonio's Eastside, and the City of San Antonio's focus on becoming a top film-friendly city, Eastside Youth Content Creators Program provides an opportunity for Eastside high school students to participate in a media arts program to learn how to create their own digital content from the ground up. In addition, the program provides an opportunity for students to participate in film, television, and commercial events. These skills not only better prepare students for work in the film, media, and marketing industry, but also provide introductions to entrepreneurship through work with small business owners and independent film and media professionals.

Eastside Youth Content Creators Program strives to bridge the gap in educational opportunities for San Antonio's Eastside and will conduct significant outreach to high school students, especially with a focus on Sam Houston High School, with significant interest in the program already expressed by school educators and administrators.

#### **ALTERNATIVES:**

If City Council chooses not to approve funding, alternative sources of funding, Eastside Youth Content Creators Program will be postponed, and alternative funding sources will need to be identified.

#### **FISCAL IMPACT:**

This ordinance approves a Chapter 380 Economic Development Agreement in the amount of \$186,681.85 between the City of San Antonio and Alamo City Studios for the Eastside Youth Content Creators Program to support instructor fees, equipment costs and rentals, subscriptions for students, production fees, bus transportation, lunch and snacks, media showcase, and administrative costs for the EYCCP's pilot year, with an expected program dates of August – November 2022. Funding for this agreement is available from the Inner City TIRZ #11. There is no impact to the General Fund.

**RECOMMENDATION:**

Staff and the Inner City TIRZ #11 Board recommend approval of the negotiation and execution of a Funding Agreement between the City of San Antonio and Alamo City Studios up to \$186,681.85 to support the Eastside Youth Content Creators Program.