



ARTSPEAK

Newsletter of the City of San Antonio **Office of Cultural Affairs**

Getting It Done: A Progress Report on the Cultural Collaborative

Perhaps the worst fate that could befall any community planning effort is for the final report to join the hoary host of POTS (Plans on the Shelf), whose primary purpose seems to be the collection of dust particles. This is definitely not the situation with The Cultural Collaborative: A Plan for San Antonio's Creative Economy. Subsequent to City Council approval of TCC in June 2005, Mayor Hardberger appointed an implementation committee (see below) to oversee the plan's strategies and objectives as they are completed. This issue of San Antonio ArtSpeak is dedicated to presenting the progress and accomplishments of the first two years.

To summarize briefly, the overall goal of The Cultural Collaborative is to support the growth and recognition of San Antonio's Creative Economy over the next ten years. There are five objectives in support of the goal of TCC and the 38 strategies of the plan are organized according to these five areas.

- **Access:** Provide greater access to the arts and culture to residents throughout San Antonio.
- **Economic Development:** Promote the economic growth of San Antonio's creative economy.
- **Community Awareness:** Increase community awareness of the role and value of all San Antonio's arts and culture.
- **Authenticity and Creativity:** Strengthen San Antonio's unique and diverse culture, heritage and architecture.
- **Resources:** Develop increased resources of all types.

Two years into the plan, 71% of the strategies have been accomplished or are in progress. Implementation has occurred in all goal areas. The full plan can be accessed at www.sanantonio.gov/tccwebfiles/pdfs/adoptedplan.pdf



TCC Implementation Committee

Tom Cannon
Tom DeBrooke
Mike De La Garza
Mary Flanagan
Tom Frost III (Chair)
Malena Gonzalez-Cid
James Hu
David Marquez
Dennis Martinez

Rudy Martinez
Robert Peche
Aaronetta Pierce
Mimi Quintanilla
Elizabeth Ramirez
Harriett Romo
Penelope Speier
Kausi Subramanian
Reggie Williams (Co-Chair)

Staff

Bethany Prestigiacomio,
Special Projects Manager
Charlie Jarrell,
Special Projects Officer
Danita Nelson,
Public Information Officer

OCA's Mission

To provide leadership, resources and support for arts and cultural organizations and individual artists, enhancing the quality of life for San Antonio visitors and citizens.

OCA's Vision

To be a recognized public agency leading the creative environment.

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OCA Staff

Felix Padrón, Director
Ernesto Rubio
Bethany Prestigiacomio
Lewis Andrews
Victoria S. Garcia
Juan Hernandez
Charlie Jarrell
Danita Nelson
Rafe Saenz
Anastacio "Tache" Torres
Sarah Yates



Creative Capital Professional Workshop Participants 2007

The following San Antonio artists participated in the first Creative Capital professional development program held June 15-17, 2007. The aim of the program is to help artists break patterns of crisis management and increase satisfaction in their art practices and careers.

Composers

David Heuser
Ken Metz

Composer/Songwriter

Bett Butler

Film

Pete Barnstorm
Dora Peña
Ya'ke Smith

Film/Visual Arts

Karen Mahaffy
Jason Stevens
Anne Wallace
Guillermina Zabala

Playwrights

Rodney Garza
Shelia Rinear

Theatre Director

Melissa Marlowe

Visual Arts

Oscar Alvarado
Melanie Rush Davis
Joan Fabian
Diana Kersey
Katie Pell
Riley Robinson
Chris Sauter
Laura Schultz
Hills Snyder
Bettie Ward
Bernice Williams

Access Strategies Achieved or in Progress

Access Strategies are aimed to bring more arts and culture to neighborhoods by facilitating the use of existing venues, making arts and culture relevant to diverse cultures by focusing on needs and interests and addressing barriers, expanding arts and cultural education by addressing education on the policy level and making resources more available to schools and improving community-wide marketing.



continuing education for artists. SAAETF welcomes the participation of anyone interested in arts in education. Membership forms can be obtained from Lori at the Southwest School of Art and Craft (224-1848) or lknight@swschool.org.

A portable stage has been purchased for San Antonio Parks and Recreation. These stages can be rented for \$575/per eight hour day with \$50/hour additional over eight hours. This includes towing and set up. The stage comes with a PA system and can be set up in a park, parking lot or other open space. It's a great way to bring performing arts into your neighborhood. For rental information and stage reservation, you can contact SA Parks staffer Mark Jenkins at 207-3050 or mark.jenkins@sanantonio.gov.

OCA has an inventory of city-owned facilities and is working to expand it to include others and make the inventory and fee schedule available on the web.

Bromley Communications is developing a marketing plan to promote the arts city-wide.

Waiting in the Wings

There are five Access Strategies remaining to be addressed: Creating a network of "Cultural Captains," one-stop permitting for festivals and cultural events, producing a Neighborhood Arts Catalog, developing a Board Diversity Training Program and strengthening arts education connections at the three arts magnet schools. These strategies will be implemented upon recommendation by the TCC implementation committee.

Awareness Strategies Achieved or In Progress

Awareness Strategies are aimed at spreading understanding of the creative community throughout the general population.

Creating a long-term advocacy initiative has begun with the community awareness campaign created as part of the marketing plan mentioned earlier.

OCA, through the Arts Funding Division, is reaching-out to new and emerging organizations to expand and diversify the pool of agencies that receive city funding and technical assistance. These efforts reflect OCA's commitment to ensure that TCC's cultural equity focus is met by encouraging organizations that service special populations to apply. Already this year, the number of project applications considered for funding has doubled. New groups are also being encouraged to participate in the Incubator Program, which has been developed in partnership with the Non-Profit Resource Center.

Economic Development Strategies Achieved or In Progress

Economic Development Strategies include: strategic planning for the creative sector, small business development programs including a business incubator and training, supporting creative persons through technical assistance and artists fellowships, developing and enhancing cultural districts throughout the City and expanding cultural and heritage tourism.



The City of San Antonio Economic Development Department (EDD) is providing small business assistance for creative businesses.

Creating a fellowship program for individual artists is being carried out through other agencies that focus on artists grants. Two examples of this are the recently formed Artists Foundation and NALAC, National Association of Latino Arts and Culture. The TCC provides supplemental funding support to enhance the efforts of these agencies' grants.

Creating a Cultural and Heritage Tourism Program and developing a Cultural/Heritage Tourism Plan is being carried out by a partnership of OCA, the San Antonio Convention and Visitors Bureau and various community partners. Work in this area began with a Cultural Heritage Tourism Marketing Assessment completed in January, 2007. The assessment made recommendations for short, medium and long-range actions that are now being acted on.

Developing Support Services for Artists was kicked off with a Creative Capital Professional Development training program in June, 2007. This training helped the artists do a better job of creating a business plan for their art careers.

Identifying and pursuing other economic growth opportunities within the creative economy and coordinating efforts to develop the creative economy are being done in collaboration with the EDD, who is now including the status of the creative industries in their reports on the various sectors of the economy.

Waiting their Cue

The TCC Implementation Committee has not yet recommended for action the following Economic Development Strategies: Supporting the education and development of the creative workforce, supporting the development of emerging cultural districts and reinstating COSAS (Catalog of On-Site Artists Services).

Authenticity and Creativity Strategies Achieved or In Progress

Authenticity and Creativity Strategies will secure the unique quality of life enjoyed by residents of and visitors to San Antonio.

Developing a Public Art Master Plan is in progress with a consultant group and should be completed by September, 2007.

Completing Implementation of OCA's Neighborhood Tour Packages is in progress as part of the Cultural Heritage Tourism Program.

Authenticity and Creativity Strategies Awaiting Implementation

Developing an Urban Design Master Plan will be addressed in the next fiscal year.

Save the Date!

Creating Ways: A Conference on the Business of Art and Culture in San Antonio

November 7, 2007
Henry B. Gonzalez
Convention Center
San Antonio, Texas

Presented by the Office
of Cultural Affairs and
the Economic Development
Department City of
San Antonio.

Find out all that has
been accomplished in the
735 plus days since the
Finding Ways conference
kicked off The Cultural
Collaborative planning
process. In addition to
the local story, you will
hear from internationally
known speakers on the
Creative Economy.



Cultural Arts Board Members
(as of March 2007)

| | |
|-------------------|-------------------------------|
| Mayor's Appointee | Susan Budge |
| District 1 | Vacancy |
| District 2 | Antoinette V. Franklin |
| District 3 | Theresa A. Ybañez |
| District 4 | Rudy Martinez (Chair) |
| District 5 | Pedro Rodriguez |
| District 6 | Ruby Perez |
| District 7 | Patricia Pratchett |
| District 8 | Vacancy |
| District 9 | Nelson H. Balido (Vice Chair) |
| District 10 | Jan Van Den Hende |

Resources Strategies Achieved or In Progress

A major factor in keeping plans from becoming POTS is planning for the resources, both human and financial, necessary to bring them to fruition.

Creating a TCC Implementation Committee was the first strategy implemented and has guided all other strategies.

Increasing the Annual Budget to OCA for Grantmaking was achieved ahead of schedule when City Council approved the change to allotting the maximum of 15% of the Hotel Occupancy Tax funding allowed by State law beginning with the 2006-2007 fiscal year.

Creating a Capital Grants/Deferred Maintenance Program was achieved and activated as one of OCA's Grant Funding Programs this fiscal year.

Promoting increased private funding for the arts is the primary function of theFund SA www.thefundSA.org through its individual and workplace giving programs. OCA links to theFund on its Web site. A new funding source for artists in San Antonio developed in the last year is the Artist Foundation www.artistfound.org created by Bettie Ward and Patricia Pratchett to raise funds for awards to individual artists for the creation of new work.

Exploring the development of a Performing Arts Center was done by Louise Stevens of ArtsMarket, Inc. She presented her recommendations to the Implementation Committee in June, 2007. Options for action are now being studied by staff for further proposals.

Developing enhanced uses of HemisFair Park was initiated through the HemisFair Park Master Plan. Ms. Stevens' top recommendation for a site for a new performing arts complex is in HemisFair Park.

Resources Strategies Not Yet Initiated

Three Resources Strategies remain to be taken up at a future time: Developing a Dedicated Tax-Based Revenue Stream, establishing a Capital Grants Program/Construction-Renovation and Increasing Funding Allocated to OCA for New Staff and Program Expenses. These can hopefully be brought up to the front burner in upcoming budget years.

Looking Ahead

The Office of Cultural Affairs is grateful to The Cultural Collaborative Implementation Committee for their steadfast support and dedicated effort in bringing to life the vision of San Antonio as a community exemplifying the results of a strong creative industry with goals and the determination to achieve them. As the strategies in progress are completed and the

ones not yet started are put into motion, we salute all of the arts and cultural organizations and individuals who have participated in this tremendous task and hope that this counting of the ways we have been successful will give you a sense of accomplishment and pride and renewed energy to carry on to complete this ten year plan and replace it with a new one.

