

San Antonio art



SPARK

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

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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Have You Seen the New Web Site?

OCA has proudly launched a new cultural resource for the San Antonio community and beyond! The new Web site, www.SAHEARTS.com, tells of the rich, cultural arts community here in San Antonio and further recognizes San Antonio as the cultural capital of Texas. "The Web site is a cultural resource for all residents of San Antonio as well as visitors to the city. It is a place for all to find out how to experience the vibrant arts and culture San Antonio has to offer," states Felix Padrón, director of OCA.

The site offers many new exciting features. SAHEARTS.com is centered on an inclusive cultural arts events calendar, where users can find everything from classical music concerts at the Majestic to performance art in Southtown. Organizations are invited to submit cultural arts event information through a simple online form and even add photos. Also featured on the site is an extensive San Antonio creative business directory. Here you can discover galleries, museums, theatres and performance venues all over the city. While you're out exploring, take a tour! Interactive cultural heritage tours allow visitors to explore the city from their computers

or print out and take the information with them as they roam San Antonio. Other features of the site include a space for job postings and other opportunities for the creative community, current arts news, an always-expanding image gallery filled with vivid images of the creative community and much more!

SAHEARTS.com was designed by San Antonio-based G2E Services and esd & associates, and coincides with the new integrated marketing campaign produced by Bromley Communications. Look for the new SAHEARTS marketing campaign to roll out this spring! SAHEARTS.com and the extended marketing campaign are part of an initiative recommended by TCC after several years of planning and research on the city's arts and cultural life. If you would like to add your organization to our business directory, list your event on our cultural calendar or promote an opportunity for the San Antonio's creative community, visit www.sahearts.com to find out how you can be involved in this new community resource.



**TCC
Implementation
Committee
Members**

*Tom Frost III (Chair)
Frost National Bank*

*Col. Clarence R. "Reggie" Williams,
USAF Ret. (Co-chair)
San Antonio Area Foundation*

*Thomas F. Cannon, Ph.D.
University of Texas at San Antonio*

*Robert Peche
San Antonio Economic
Development Department*

*Michael De La Garza
Toyota Motor Manufacturing,
Texas, Inc.*

*Thomas V. DeBrooke
Credibility Sharing, LLC*

*Mary Flanagan
Management Solutions Group, LLC*

*Malena Gonzalez-Cid
Centro Cultural Aztlan*

*James C. Hu
Taiwanese Chamber of Commerce*

*David E. Marquez
Bexar County*

*Dennis Martinez
DM Associates, LLC*

*Aaronetta Pierce
Texas Cultural Trust Council*

LUMINARIA
Arts Night in San Antonio



Photo by Melanie Rush-Davis

San Antonio Artists Light Up Downtown

On March 15 artists from all disciplines came together for one day to display the dynamic vitality of San Antonio's creative spirit and to showcase the city's extraordinary art scene. Luminaria: Arts Night San Antonio was a great success for the city. Attendance far exceeded the number the Luminaria Planning Committee estimated, and, according to those surveyed at the event, over 80% were very



Photo by Rudy Ornelis

*Mayor of San Antonio
Phil Hardberger with artist
Jesse Treviño*

satisfied with their experience. From the beginning there was an overwhelming response by artists and organizations wanting to participate. Over 200 artists applied to be a part of the downtown Luminaria celebration, and hundreds participated city-wide. Mayor Phil Hardberger initiated the event, wanting to "bring together the best and the brightest of San Antonio's creative minds" and position San Antonio as a "leader in appreciating the expansive creative talent that exists in our community." The desire to create a city-wide celebration of the arts was based on the success of similar international celebrations such as Nuit Blanche in Paris and Noche Blanca in Madrid. Luminaria is the first of its kind in Texas and the second in the U.S. after Chicago's Looptopia.

The central celebration was held downtown from 6 p.m. until midnight, with Alamo Plaza hosting the main area stage. The night's events extended from the Kress Building on Houston Street down Alamo Street to the Magik Theatre. Previously empty storefronts on Houston Street were turned into galleries, and streets and alleyways became musical and theatrical performance spaces leaving visitors and locals alike in awe of San Antonio's creative spirit. Mayor Hardberger officially kicked off the night with the help of the Alamo City Community Marching Band. Later in the night the Alamo was lit up with colorful lights from Bill FitzGibbons' light installation, set to music provided by the San Antonio Symphony. The lights, in tune with the

music, seemed to dance across the facade of the historic building, adding to the nights' magical atmosphere.

Throughout the night, art was unveiled in some surprising and unusual spaces. Art installations filled Peacock Alley, turning the usually abandoned alley into gallery and performance space. Also in Peacock Alley, with Mayor Hardberger and Steering Committee Chair Marise McDermott in attendance, Jesse Treviño unveiled his new work, *Mexicano Chicano Americano – Removing the Hyphen*. The windows of the Kress Building featured Guillermina & Martin's media installation *Amalgamation*, John Mason's abstract animation and Michele Monseau's paint like animation. The inside of the building was turned into a temporary movie theater, screening several films at a time. Events included a film slam of 20 short films in three hours. Down the street San Antonio Public Radio stations, Texas Public Radio's KSTX 89.1 FM, Trinity University's KRTU 91.7 FM, and San Antonio College's KSYM 90.1 FM, came together for the first time to present the live public radio showcase, *Art on the Airwaves*. The event featured artists Katie Pell, Chuck Ramirez and Gary Sweeney along with musical performances by Mombasa Code, Mwendo Drummers, Eric Revis and Hyperbubble featuring N'Black Oasis, and spoken word by Dr. Carmen Tafolla, Beverly Monestier, Trey Moore, Bryce Milligan and Ben Judson. The Magik Theatre at the entrance of Hemisfair Park hosted nearly 20 theatre, dance and small music groups performances throughout the night. The diverse groups included such organizations as the Guadalupe Cultural Arts Center, San Antonio Theatre Coalition, the Alamo Arts Ballet Theatre, the Viva Tango Quintet, The Ballet Conservatory of South Texas and the Arathi School of Indian Dance. Outside, poets and individual musicians performed at the Hemisfair gazebo.

Henry Brun and the Latin Playerz with special guests Augie Meyers and Flaco Jimenez closed out the night on the Houston Street stage, followed by a spectacular fireworks finale over the Emily Morgan Hotel. The show provided an impressive end to an extraordinary night.





**TCC
Implementation
Committee
Members (cont.)**

*Mimi Quintanilla
Witte Museum*

*Elizabeth C. Ramirez, Ph.D.
Edgewood ISD Fine Arts Academy*

*Harriett D. Romo, Ph.D.
University of Texas at San Antonio*

*Penelope Speier
O4Arts Foundation for
Arts in Education*

*Kausi Subramaniam
San Antonio Dance Umbrella*



Professional Development Retreat Hosted in San Antonio

This May, a group of San Antonio visual and performing artists will gather again for the Creative Capital Professional Development Retreat. This is the second year for the San Antonio event. A new batch of San Antonio artists will have the opportunity to develop skills in marketing/public relations, fundraising and strategic planning to increase satisfaction in their art practices and careers.

The retreat is designed to deliver skill-building opportunities to diverse communities of artists. Professional artists were invited to apply in the visual art, theatre, dance, music, creative writing and film/video disciplines. Submissions are judged by a panel of arts experts, and up to 24 applicants are invited to attend. The goal of the retreat is to provide a cohesive structure that will help artists organize, plan and

sustain their creative careers. The process has shown to bond the artists as a community, creating a supportive network that carries on past the weekend. The artists are given a chance to create networks to transform and strengthen communities through shared learning and bonding activities. One San Antonio visual artist and 2007 Creative Capital participant recently commented about his experience: “It has been nice to hear of the success of my fellow Creative Capital workshop attendees, and I am not surprised — I was inspired while in the presence of artists of diverse disciplines from many places. Since last summer’s workshop, I have applied for a few dozen public art projects and artist registries with very positive results.”

Addressing Your Audiences on Their Terms

By Aimee Stead, Director of Marketing and Development, The Magik Theatre

Over 600 arts marketing professionals gathered en masse November 2–5 in sunny Miami to get reacquainted with someone very close to all of our hearts—our audience. I had the privilege of attending the Americans for the Arts Annual National Arts Marketing Project Conference, representing both the City of San Antonio and The Magik Theatre. Appropriately themed “Flourishing in the New Frontier,” this conference provided crucial insights into building new audiences, strengthening bonds with existing audiences and making genuine connections with them in an ever-increasingly cluttered, technology-based world.

The takeaway was simple. Consumers — (or in our case, audiences) — do not want to be dictated to about what would satisfy their innermost desires, as traditional marketing and advertising often does. Today’s consumer takes pride in being able to see through marketing hype and instead has this to say: “Don’t tell me what I want. I’ll tell you what I want.” Where the consumer was traditionally dependent on what we the marketer provided in order to make purchasing decisions, there is now a shift in values that puts the consumer in control. (Think American Idol, MySpace, WebMD, Wikipedia, RSS feeds, etc.)

Now this does not mean that as marketers for our organizations we should roll over and hand off our programming decisions to our audience. It simply means that it is no longer enough to send out a seasonal brochure filled with flashy photos of upcoming productions or exhibits and expect the city to arrive in droves each week. Consumers need to touch, smell, feel and hear you before they commit to purchasing an experience with you. They must feel that they made the

decision themselves, that they discovered the value you bring to their lives.

Many of you may be thinking that you already address these things through marketing in your organizations. That may be so, but our audiences are savvy and have access to more information now than ever before, and how we connect with them is as important as what we say. Here are some highlights from the conference:

- Evaluate your brand. – Does it alienate anyone? Are we missing out on new audiences?
- Don’t throw everyone into the same general bucket. – Segment your list and talk directly to those segments for a more personalized message.
- Word of Mouth 2.0 – Chatter is now electronic, so sign your organization up with free social networking sites.
- Involve your audience – Take them behind the scenes both physically (through special events) and electronically. Use your Web site to implement virtual tours, live webcasts, blogs, etc.

At The Magik Theatre, we’ve already begun to implement many of these principles through our new Web site and online reservation system to launch next month. Audiences will be able to make reservations online, season pass holders can manage their accounts and readers will be able to experience The Magik through actor blogs, surveys and podcasts. In today’s culture of abundant choices, The Magik Theatre is rethinking how to engage our audience members on their terms.

Do you have an experience to share? Email Linsey Whitehead at linsey.whitehead@sanantonio.gov

Cultural Arts Board Members (as of October 2007)

District 1	Diane Malone
District 2	Antoinette V. Franklin
District 3	Theresa A. Ybañez
District 4	Joe De La Rosa
District 5	George Tamez
District 6	Javier Flores
District 7	Henry Brun
District 8	Vacancy
District 9	Nelson H. Balido (Chair)
District 10	Jan Van Den Hende (Vice Chair)

Cultural Arts Board Members Needed

Cultural Arts Board vacancies exist in District 8. Replacements must be appointed by the Council persons in each of those districts. CAB members make funding recommendations to City Council who then approve or disapprove them. Persons with experience in the arts as a patron or artist should contact their Council person to let them know. CAB members meet once a month and serve two year terms unless a City Council election results in a new Council person.



OCA Welcomes New Team Members to the Family

There are big changes at the Office of Cultural Affairs! OCA welcomes several new faces to the team, and bids farewell to one valued team member.



Ayten Cibildak

We are happy to announce a new staff member. **Ayten Cibildak** joins the team as OCA's new Contract Administrator. Ayten comes to the Office from the City's Finance Department where she was the Contract Coordinator. She brings with her the skills and experience to help enhance relationships with the arts agencies we help fund by evaluating and improving existing contract and monitoring practices.

After an extensive search we are also pleased to announce the new Cultural Affairs Manager, **Frank Villani**. Mr. Villani joined the team in March to oversee the Art Funding Division of the Office of Cultural Affairs. He joins OCA with a high level of professionalism and dedication to the San Antonio arts and cultural community. Mr. Villani has extensive experience in the creative non-profit and for-profit industries, including affiliations with local, national and international associations. Mr. Villani has been a consultant for the Mid America Arts Alliance reviewing the touring viability of international performing arts companies, and he was also involved with presenter evaluation committees for companies from Japan, Taiwan and Canada. He has served on the Boards of the Texans for the Arts, Southwest Presenters, International Festivals Association and in San Antonio on the Cultural Alliance. His former position was as Executive Director of Arts San Antonio.



Frank Villani

In his new role as Cultural Affairs Manager, Mr. Villani brings his deep understanding of the San Antonio creative community, as well as of arts funding policies,

procedures and contract management. He also has strong multicultural programming, financial, accounting and legal background which is extremely valuable to this position. We are very excited to have Frank Villani on board, and feel the department will greatly benefit from his wealth of knowledge and expertise.

As OCA welcomes several new staff members, we also bid farewell to a valued team member. **Ernest Rubio** retired at the end of February with over 30 years experience with the City of San Antonio. Ernest began his career with the city in 1971 contributing to the Model Cities Program. Over the years he oversaw the evaluation of many City projects, and helped set up a monitoring unit with the City. He found his military background came in handy for problem solving and strategic thinking. He moved to Parks and Recreation where he monitored a small group of arts agencies. It soon became evident that there was a need to establish an arts and culture department with the City to handle arts funding. In 1985 The Department of Arts and Culture was established. The department later became the Office of Cultural Affairs and expanded from only offering arts funding to developing other programs such as cultural tourism, and eventually expanding to include The Cultural Collaborative Division. Over the years Ernest watched arts agencies grow into larger, more experienced organizations. As he leaves the department, he is excited about the emergence of new organizations that look to established agencies for guidance, and for the potential they have in forming partnerships and collaborations. The Office of Cultural Affairs and the City of San Antonio appreciate his great contributions to the cultural community, and we wish him well. Buena suerte, Ernesto!



Ernest Rubio

FY09 Arts Funding Applications Available in April

The City of San Antonio Office of Cultural Affairs is proud to announce the FY09 Arts Funding applications that will be available in early April, 2008 and supporting various programs.

Please visit the www.sahearts.com for the specific on-line application information and to determine your eligibility options. Once on-line, you will be able to review program descriptions and objectives, eligibility requirements, guidelines, and timeline for submitting your application.

The Office of Cultural Affairs provides financial support to San Antonio eligible nonprofit arts and cultural organizations and neighborhood groups to

support programs and projects that further artistic excellence and foster increased, diverse public participation and awareness of the arts in San Antonio.

Arts funding is the City's investment in arts and cultural activities to help leverage matching funds raised by organizations from other sources including foundations, individuals and corporate sponsors.

The Arts and Cultural Funding process is competitive and utilized to purchase arts and cultural services for the community. All final funding decisions are subject to actual dollars available, City budget priority of services and City Council approval.