

CITY OF SAN ANTONIO
Interdepartmental Memorandum
Office of Cultural Affairs

AGENDA ITEM NO. 1

23
A+B

TO: Mayor and City Council

FROM: Felix Padrón, Executive Director, Office of Cultural Affairs

COPIES: Terry Brechtel, City Manager; Roland A. Lozano, Assistant to the City Manager

SUBJECT: Two Ordinances Authorizing Support for Planning Services for The Cultural Collaborative

DATE: February 5, 2004

SUMMARY AND RECOMMENDATIONS

The following two (2) ordinances will support the planning services for The Cultural Collaborative: A Community Plan for San Antonio's Creative Economy. They are as follows:

This ordinance authorizes: 1) the acceptance of a Challenge America Access to the Arts Grant in the amount of \$10,000 from the National Endowment for the Arts (NEA); and 2), a request by the City of San Antonio to the San Antonio Area Foundation, acceptance from and use of \$21,300 from a designated fund entitled: The Cultural Collaborative: A Fund for a Community Plan for San Antonio's Creative Economy, previously established pursuant to City Council authority, with said funds to support the development of The Cultural Collaborative.

This ordinance approves the terms and conditions and authorizing the City Manager or her designee to execute any and all documents and agreements in connection with retaining Jerry Allen & Associates, a professional cultural planning consulting firm, to provide planning services for The Cultural Collaborative: A Community Plan for San Antonio's Creative Economy (TCC) for an amount not to exceed \$150,000; and providing for payment from an NEA Challenge America Access to the Arts Grant in the amount of \$10,000; \$20,000 from the designated fund at the San Antonio Area Foundation, entitled: The Cultural Collaborative: A Fund for a Community Plan for San Antonio's Creative Economy, and \$120,000 budgeted for Fiscal Year 2003 in the Community & Visitors' Facility Fund.

Staff recommends approval of these two Ordinances.

BACKGROUND

During City Council FY 2002-2003 priority session, a cultural plan for the City of San Antonio was identified as a Tier-One priority. To support this priority, City Council allocated **\$120,000** for the initiative as part of FY 2002-2003 budget. However, research conducted by staff indicated that the cost of developing comprehensive cultural plans in cities comparable to San Antonio exceed the amount allocated by City Council. As a result, it was determined that additional dollars needed to be raised. To meet this goal, OCA established a designated fund at the San Antonio Area Foundation to facilitate private and public donations. City Council approved the establishment of this fund by ordinance on May 8, 2003. In addition, OCA has also been awarded a grant for TCC from the National Endowment for the Arts and other grant requests are still under consideration. The total amount of funding currently available to support the efforts of TCC is as follows:

BACKGROUND continued

Funding Sources	Amount
Community & Visitors' Facility Fund	\$120,000
San Antonio Area Foundation	\$ 21,300
National Endowment for the Arts	\$ 10,000
Funding Sources Total	\$151,300

To begin this initiative, in December 2002, the Office of Cultural Affairs, with the assistance of a consultant, conducted a preliminary cultural planning study to identify for the City staff the most effective and productive cultural planning process for San Antonio. The Consultant's Report on the preliminary planning study was forwarded to City Council members in Jan. 2003. The report outlines San Antonio's readiness for cultural planning, articulates key observations and issues in a preliminary fashion, and recommends the best approach for developing a cultural plan tailored to San Antonio.

In August 2003 the Mayor sent letters of invitation to potential **TCC Steering Committee** members. Members of the TCC Steering Committee will guide the cultural planning process and endorse the final plan. The 81-member committee (list attached) is composed of civic and community leaders. Twenty-four (24) are members of the TCC Executive Committee, a subcommittee of the TCC Steering Committee that will act as a resource and have a much more active working relationship throughout the TCC process (list attached). The Steering Committee is co-chaired by the Mayor and the Bexar County Judge. The criteria used for identifying committee members are as follows: 1) interest in arts and culture, 2) ethnic diversity and gender, 3) leadership in their field of expertise, 4) visibility and influence in the community, and 5) ability to represent the community. Twenty-five (25) members of the TCC Steering Committee volunteered to be members of the Executive Committee.

On Nov. 12, 2003, the OCA and the Department of Economic Development officially kicked off TCC with a conference at the Henry B. Gonzalez Convention Center called **Finding Ways: A Conference on Art, Culture & Economic Development in San Antonio**. The purpose of the conference was to educate the community on the important relationship among arts, culture, creativity, and economic development, and engage the community in a dialogue to identify issues for the cultural planning process. Eight TCC focus areas pertaining to arts, culture, and economic development have been identified and are as follows: neighborhood revitalization, attracting and retaining creative individuals and business in San Antonio, arts and culture in education, arts and cultural infrastructure, civic design, advocacy and outreach, tourism, and resources. Over 450 community participants attended the event.

An RFQ for professional cultural planning experts was advertised nationally and released on the City's website on August 11, with responses due on September 12, 2003. Eight (8) responses were received. In September 2003 OCA briefed the City Council Quality of Life Committee on the status of TCC. In October 2003 an ad-hoc Evaluation Team was formed, composed of seven (7) voting members and three (3) City support staff members. The seven voting members on the Evaluation Team are all members of the TCC Steering Committee, and six of the seven are members of the TCC Executive Committee. The Evaluation Team met in November to review the eight submittals based on the following criteria: methodology (30%), background and capability (50%) and SBEDA (20%). Based on the initial review, the evaluation team decided to interview four (4) firms. In December 2003 the Evaluation Team conducted the interviews and rated the firms (scoring matrix attached). Based upon the review of the submittal and the interview, the Evaluation Team gave the highest ranking to the firms of **Jerry Allen & Associates** and **The Cultural + Planning Group**. Jerry Allen & Associates has 25 years of experience in the local arts agency and cultural planning fields. Allen has conducted cultural plans in numerous cities nationwide, including Charlotte, NC; Broward County, FL; Los Angeles, CA; San Diego, CA; Denver, CO; Dallas, TX; Minneapolis, MN; and Montgomery County, MD.

BACKGROUND continued

The Cultural + Planning Group specializes in cultural and facilities planning, program evaluation and design, organizational capacity building, and innovation and the networked economy. David Plettner is the group's lead consultant with 16 years experience. The Group has conducted cultural and facilities planning for many cities in California and has a prestigious list of private clients.

In compliance with the City's SBEDA policy, Jerry Allen & Associates has submitted a good faith effort plan to identify local, minority and women-owned business. Allen has identified two local consultants who have joined the team. The **local team members** are Carol Rodriguez, an independent professional facilitator, and Pablo Martínez, a writer and arts consultant. Allen has allocated 18.4% of the contract to the local consultants.

The TCC Executive Committee met January 6, 2004, and endorsed Jerry Allen & Associates in partnership with The Cultural + Planning Group for the project. The full TCC Steering Committee met January 20th where Mr. Allen, Ms. Rodriguez and Mr. Martínez were in attendance and described the proposed planning methodology and scope of work. The scope includes a detailed communications plan, community engagement through six open-topic community forums, numerous topic-specific focus group meetings, 75-100 key individual interviews, and a detailed plan that will include implementation of action strategies. The TCC Steering Committee endorsed the scope of work and methodology at their meeting.

POLICY ANALYSIS

The activities proposed in the scope of work by Jerry Allen & Associates and The Cultural + Planning Group is consistent with Council's direction to conduct a community cultural plan with the overall goal of enhancing arts and cultural activities as an economic generator for the City.

FINANCIAL DATA

Approval of this request will not impact the City's General Fund. TCC has three sources of funds: 1) \$120,000 from FY 2002-2003 Community & Visitors Facilities Fund, 2) \$20,000 raised and maintained in a designated fund at the San Antonio Area Foundation and 3) a 2004 project-specific grant award of \$10,000 from the National Endowment for the Arts.

COORDINATION

This ordinance has been coordinated with the TCC Steering Committee, the Departments of Economic Development, Convention & Visitors' Bureau, Asset Management, Public Works, Parks & Recreation, and the City Attorney's Office.


FELIX N. PADRON

Executive Director, Office of Cultural Affairs

Approved as Recommended:


ROLANDA A. LOZANO

Assistant to the City Manager


TERRY BRECHTEL

City Manager

Attachments: TCC Steering Committee List, Final Rating of Short-listed Firms, Discretionary Contracts Disclosure

**The Cultural Collaborative:
A Community Plan for San Antonio's Creative Economy**

Steering Committee

Co-Chairs:

Mayor Edward D. Garza

Judge Nelson W. Wolff

John Adams, Assoc. Exec. Director for Planning, UT Institute of Texan Cultures at San Antonio

Melvin L. Braziel, President & CEO, San Antonio Housing Authority

Thomas F. Cannon, Dir., Tourism Management Program, Univ. of Texas at San Antonio

Hector J. Cardenas, Vice President, Alta Vista Neighborhood Association

Mary Christine Castro, Communities Organized for Public Service

Rosemary Catacalos, Executive Director, Gemini Ink

Ramiro A. Cavazos, Director, City of San Antonio Economic Development Department

William J. Chiego, Director, The Marion Koogler McNay Art Museum

Lila Cockrell, President, San Antonio Parks Foundation

John L. Collet, President, Collet International Inc.

Mary P. Cruz, President, West San Antonio Chamber of Commerce

Michael De La Garza, MDLG & Associates

Rita Elizondo, President, San Antonio Hispanic Chamber of Commerce

Henry Feldman, President & CEO, La Mansion del Rio Hotel

Bill FitzGibbons, Executive Director, Blue Star Contemporary Art Center

Roger O. Flores, Jr., San Antonio City Council, District 1

Tom Frost, III, Sr. Executive Vice President, Frost National Bank

Very Reverend David Garcia, Rector, Cathedral of San Fernando

Virginia Gill, Lackland Terrace Neighborhood Association

Chave Gonzaba, Chair, Gonzaba Management Group

Malena Gonzalez-Cid, Executive Director, Centro Cultural Aztlan

Cathy Obriotti Green, Director of Public Relations, Zachry Construction Corporation

Ana M. "Cha" Guzmán, President, Palo Alto College

Patricia Hawk Wing, Executive Director, Native American Center of Texas, Inc.

Jon Hinojosa, Executive Director, SAY Sí

Nettie P. Hinton, Board of Directors, Neighborhood Resource Center

Peter M. Holt, CEO, HOLT CAT; Chairman, San Antonio Spurs

Sterling Houston, Artistic Director, Jump-Start Performance Co.

James C. Hu, President, Taiwanese Chamber of Commerce

Cunneen Ingmundson, Board Member, Government Canyon Natural History Association

Antoinette C. Jackson, Secretary of the Carver Community Cultural Center Development Board

Brenda L. Kingery, Artist

Joseph R. Krier, President & CEO, The Greater San Antonio Chamber of Commerce

Megan Kromer, Consultant

Claudia Ladensohn, Acting Chair, Texas Commission on the Arts

Jim LaVilla-Havelin, Young Artist Programs Director, Southwest School of Art & Craft

James M. LeFlore, Program Coordinator, Public Art & Design Enhancement Program, City of San Antonio Public Works

William Lewis III, Executive Director, Carver Community Cultural Center

James Lifshutz, President, Lifshutz Companies

Malcolm Matthews, Director, City of San Antonio Parks & Recreation Department

Jim McNutt, Director, Witte Museum

John Milam, President & CEO, VIA Metropolitan Transit

Bruce Miller, Executive Director, Kelly USA Business Park

Debbie Montford, Chair, Texas Cultural Trust Council

Lew Moorman, V.P. of Strategy & Corporate Development, Rackspace Managed Hosting

George W. Neubert, Director, San Antonio Museum of Art

Virginia S. Nicholas, Third Vice President, San Antonio Conservation Society

Al J. Notzon III, Executive Director, Alamo Area Council of Governments

Paula Owen, Director, Southwest School of Art & Craft

Linda M. Pace, Trustee, ArtPace | A Foundation for Contemporary Art, San Antonio

Felix N. Padrón, Executive Director, City of San Antonio Office of Cultural Affairs

Jackie Pepper, Kings Court Housing Foundation

Aaronetta Pierce, Board of Directors, Texas Cultural Trust Council

Rick Reyna, Executive Director, Midtown on Blanco

Mark A. Richter, Director, Lyric Opera of San Antonio

Linda Rivas, President, SER Jobs for Progress, Inc.

Rudi R. Rodriguez, President, Texas Tejano.Com

Ricardo Romo, President, University of Texas at San Antonio

Richard Rosen, Executive Director, Magik Children's Theatre of San Antonio

Stephanie Sant'Ambrogio, Artistic Director, Cactus Pear Music Festival

John Phillip Santos, Author

Leslie Sapadin, Sr. Vice President, United Way of San Antonio

Sylvia Schmidt, Chair, San Antonio Cultural Arts Board

Diane Simpson, Chair of the Board, North San Antonio Chamber of Commerce

Terry Smith, Executive Director, Region 20 Education Service Center

Lionel Sosa, President, Sosa Consultation

Susan Spencer, President, San Antonio Business & Economics Society

Joci Straus, Chair, Las Casas Foundation

Juan Tejada, Musician & Music Instructor, Palo Alto College

Melvin Tennant, Executive Director, City of San Antonio Convention & Visitors' Bureau

Maria Elena Torralva, Director, Guadalupe Cultural Arts Center

Frank Villani, President, ARTS San Antonio

Joe R. Villarreal, Member, San Antonio Cultural Arts Board

Rebecca P. Waldman, Exec. Director, City of San Antonio Department of Asset Management

Thomas G. Wendorf, P. E., Director, City of San Antonio Public Works

Marc Wiegand, Attorney, Bracewell & Patterson, L.L.P.

Col. Clarence R. "Reggie" Williams USAF (Ret.), Exec. Dir. & CEO, San Antonio Area Foundation

Kenneth L. Wilson, President, Bank of America—San Antonio

Robert E. Zeigler, President, San Antonio College

The Cultural Collaborative:
A Community Plan for San Antonio's Creative Economy

Executive Committee of the Steering Committee

John Adams, Assoc. Exec. Director for Planning, UT Institute of Texan Cultures at San Antonio
Thomas F. Cannon, Dir., Tourism Management Program, Univ. of Texas at San Antonio
Rosemary Catacalos, Executive Director, Gemini Ink
Ramiro A. Cavazos, Director, City of San Antonio Economic Development Department
Lila Cockrell, President, San Antonio Parks Foundation
Michael De La Garza, MDLG & Associates
Chave Gonzaba, Chair, Gonzaba Management Group
Malena Gonzalez-Cid, Executive Director, Centro Cultural Aztlan
Patricia Hawk Wing, Executive Director, Native American Center of Texas, Inc.
James C. Hu, President, Taiwanese Chamber of Commerce
Megan Kromer, Consultant
Claudia Ladensohn, Acting Chair, Texas Commission on the Arts
William Lewis III, Executive Director, Carver Community Cultural Center
Jim McNutt, Director, Witte Museum
John Milam, President & CEO, VIA Metropolitan Transit
Debbie Montford, Chair, Texas Cultural Trust Council
George W. Neubert, Director, San Antonio Museum of Art
Paula Owen, Director, Southwest School of Art & Craft
Felix N. Padrón, Executive Director, City of San Antonio Office of Cultural Affairs
Jackie Pepper, Kings Court Housing Foundation
Aaronetta Pierce, Board of Directors, Texas Cultural Trust Council
Richard Rosen, Executive Director, Magik Children's Theatre of San Antonio
Maria Elena Torralva, Director, Guadalupe Cultural Arts Center
Frank Villani, President, ARTS San Antonio
Marc Wiegand, Attorney, Bracewell & Patterson, L.L.P.

Project: Cultural Collaborative Department: Office of Cultural Affairs					
	Maximum Points	Jerry Allen & Assoc. 444 Hoover Road Soquel, CA 95073	AMS Planning & Research 2150 Post Road Fairfield, CT 06824	McCollam Consulting 1914 Bissonnet Street Houston, TX 77005	Wolf, Keens & Company 10 Rogers Street, #102 Cambridge, MA 02142
Methodology	30	29	21	21	20
Background & Capability	50	48	42	37	37
SBEDA Criteria	20	0	0	12	0
Total	100	77	63	70	57

FINAL RATING OF
SHORTLISTED FIRMS

ATTACHMENT B

City of San Antonio
Discretionary Contracts Disclosure*

For use of this form, see City of San Antonio Ethics Code, Part D, Sections 1&2
Attach additional sheets if space provided is not sufficient.
State "Not Applicable" for questions that do not apply.

This form is required to be supplemented in the event there is any change in the information under (1), (2), or (3) below, before the discretionary contract is the subject of council action, and no later than five (5) business days after any change about which information is required to be filed.

Disclosure of Parties, Owners, and Closely Related Persons

For the purpose of assisting the City in the enforcement of provisions contained in the City Charter and the Code of Ethics, an individual or business entity seeking a discretionary contract from the City is required to disclose in connection with a Submittal for a discretionary contract:

(1) the identity of any individual who would be a party to the discretionary contract:

(2) the identity of any business entity¹ that would be a party to the discretionary contract:

Jerry Allen and Associates

and the name of:

(A) any individual or business entity that would be a subcontractor on the discretionary contract;

The Cultural+Planning Group

and the name of:

(B) any individual or business entity that is known to be a partner, or a parent or subsidiary business entity, of any individual or business entity who would be a party to the discretionary contract;

¹ A business entity means a sole proprietorship, partnership, firm, corporation, holding company, joint-stock company, receivership, trust, unincorporated association, or any other entity recognized by law.

- (3) the identity of any *lobbyist* or *public relations firm* employed for purposes relating to the discretionary contract being sought by any individual or business entity who would be a party to the discretionary contract.

None


Political Contributions

Any individual or business entity seeking a discretionary contract from the city must disclose in connection with a Submittal for a discretionary contract all political contributions totaling one hundred dollars (\$100) or more within the past twenty-four (24) months made directly or indirectly to any *current* or *former member* of City Council, any *candidate* for City Council, or to any *political action committee* that contributes to City Council elections, by any individual or business entity whose identity must be disclosed under (1), (2) or (3) above. Indirect contributions by an individual include, but are not limited to, contributions made by the individual's spouse, whether statutory or common-law. Indirect contributions by an entity include, but are not limited to, contributions made through the officers, owners, attorneys, or registered lobbyists of the entity.

To Whom Made:	Amount:	Date of Contribution:
None		

Disclosures in Submittals

Any individual or business entity seeking a discretionary contract with the city shall disclose any known facts which, reasonably understood, raise a question² as to whether any city official or employee would violate Section 1 of Part B, Improper Economic Benefit, by participating in official action relating to the discretionary contract.

Signature: 	Title: Principal Company: Jerry Allen & Assocs.	Date: 9/11/03

² For purposes of this rule, facts are "reasonably understood" to "raise a question" about the appropriateness of official action if a disinterested person would conclude that the facts, if true, require recusal or require careful consideration of whether or not recusal is required.

City of San Antonio Discretionary Contracts Disclosure*

For use of this form, see City of San Antonio Ethics Code, Part D, Sections 1&2

Attach additional sheets if space provided is not sufficient.

State "Not Applicable" for questions that do not apply.

* This form is required to be supplemented in the event there is any change in the information under (1), (2), or (3) below, before the discretionary contract is the subject of council action, and no later than five (5) business days after any change about which information is required to be filed.

Disclosure of Parties, Owners, and Closely Related Persons

For the purpose of assisting the city in the enforcement of provisions contained in the City Charter and the code of ethics, an individual or business entity seeking a discretionary contract from the city is required to disclose in connection with a proposal for a discretionary contract:

(1) the identity of any individual who would be a party to the discretionary contract:

None

(2) the identity of any business entity that would be a party to the discretionary contract:
and the name of:

(A) any individual or business entity that would be a subcontractor on the discretionary contract:

Business Entities:

The Cultural+Planning Group

David Plettner, Mark Anderson & Karen Masaki (Partners)

Jerry Allen and Associates

Jerry Allen

Subcontractors:

Pablo Miguel Martinez

Carol C. Rodriguez

(B) any individual or business entity that is known to be a partner or a parent or subsidiary business entity, of any individual or business entity who would be a party to the discretionary contract:

See above

(3) the identity of any lobbyist or public relations firm employed for purposes relating to the discretionary contract being sought by any individual or business entity who would be a party to the discretionary contract:

None

¹ A business entity means a sole proprietorship, partnership, firm, corporation, holding company, joint-stock company, receivership, trust, unincorporated association, or any other entity recognized by law.


Political Contributions

Any individual or business entity seeking a discretionary contract from the city must disclose in connection with a proposal for a discretionary contract all political contributions totaling one hundred dollars (\$100) or more within the past twenty-four (24) months made directly or indirectly to any *current or former member* of City Council, any *candidate* for City Council, or to any *political action committee* that contributes to City Council elections, by any individual or business entity whose identity must be disclosed under (1), (2) or (3) above. Indirect contributions by an individual include, but are not limited to, contributions made by the individual's spouse, whether statutory or common-law. Indirect contributions by an entity include, but are not limited to, contributions made through the officers, owners, attorneys, or registered lobbyists of the entity.

To Whom Made:	Amount:	Date of Contribution:
None		

Disclosures in Proposals

Any individual or business entity seeking a discretionary contract with the city shall disclose any known facts which, reasonably understood, raise a question² as to whether any city official or employee would violate Section 1 of Part B, Improper Economic Benefit, by participating in official action relating to the discretionary contract.

None		
Signature:  David Plettner	Title: Principal Company: The Cultural+ Planning Group	Date: January 27, 2004

² For purposes of this rule, facts are "reasonably understood" to "raise a question" about the appropriateness of official action if a disinterested person would conclude that the facts, if true, require recusal or require careful consideration of whether or not recusal is required.

**The Cultural Collaborative:
A Community Plan for San Antonio's Creative Economy**

Scope of Services

Jerry Allen & Associates, in accordance with the proposal, shall provide the following planning services for The Cultural Collaborative:

- 1) Project initiation, including the development of a Detail Planning Methodology, Planning Timeline, and Scope of Activities, including the identification and negotiation of potential barriers to a successful Plan;
- 2) Thorough literature review examining relevant community and organizational plans;
- 3) Development of a Detailed Communications Plan addressing the media, planning stakeholders and the general community, possibly including the creation of a Cultural Collaborative Website;
- 4) In-depth analysis of critical issues that have been identified by the City and stakeholder groups;
- 5) Assess the strengths, weaknesses, opportunities and threats of local cultural organizations, programs and facilities;
- 6) Develop an inventory of local cultural resources;
- 7) Provide a detailed advocacy strategy guiding the approval process for The Cultural Collaborative Plan;
- 8) Coordination of the Steering Committee and the Executive Committee, including providing summary written and oral reports on progress and other aspects of The Cultural Collaborative Plan;
- 9) Conduct up to one hundred (100) and no less than seventy-five (75) extensive key person interviews;
- 10) Conduct a series of focus group meetings, each meeting pertaining to a TCC focus area (neighborhood revitalization, arts and culture in education, advocacy and outreach, cultural tourism, resource development, arts and cultural infrastructure, and civic aesthetics) and any other focus area identified during the planning process;
- 11) Conduct six (6) community forums;

12) Conduct a daylong workshop at the end of the assessment period with a select group of stakeholders;

13) Provide up to three (3) months of telephone consultations as the City begins advocacy efforts and implementation;

14) Based on findings, recommend implementation strategies and programs, and stakeholders appropriate to undertake such tasks;

15) Based on findings and recommendations, create one or more draft reports and final report, and provide City with an electronic form of the full plan and Executive Summary, plus thirty (30) paper copies of the full plan and one hundred (100) paper copies of the Executive Summary, and;

16) Conduct nine (9) site visits in order to complete the above-listed tasks.