

**CITY OF SAN ANTONIO
OFFICE OF CULTURAL AFFAIRS
CITY COUNCIL AGENDA MEMORANDUM**

TO: Mayor and City Council

FROM: Felix Padrón, Director Office of Cultural Affairs

SUBJECT: Ordinance Authorizing Contracts for Eight Community Arts Projects,
Establishing Accounts in the Neighborhood Heritage Initiative Program and an
Account to support the Program

DATE: November 18, 2004

SUMMARY AND RECOMMENDATIONS

Neighborhood Heritage Initiative Program (NHI). This Ordinance authorizes the Interim City Manager or his designee of the City of San Antonio to execute any and all documents and agreements in connection with the Neighborhood Heritage Initiative Program, and awarding eight projects totaling \$120,000, to be funded from FY 2003 and 2004 Community and Visitor Facilities Funds.

The Cultural Arts Board and the City Staff recommend approval of this ordinance.

BACKGROUND INFORMATION

Neighborhood Heritage Initiative Program. In response to the Community Revitalization Action Group's (CRAG) recommendation, the Cultural Arts Board (CAB) implemented the Neighborhood Heritage Initiative (NHI) in March 2000, with an allocation of \$60,000. The NHI is a funding opportunity developed by the Office of Cultural Affairs (OCA) to support and facilitate the efforts of Neighborhood Commercial Revitalization (NCR) project areas. The objective is to provide financial support for a variety of cultural/art-centered activities that advance neighborhood and commercial revitalization plans. The awards are intended to strengthen the revitalization efforts of NCRs, which are responsible for enhancing and developing business enterprises within the district and for residents of adjoining neighborhoods.

The NCR Project areas established by the City are Austin Highway, Deco District, Community Economic Revitalization Agency (CERA), MidTown on Blanco, Presa Real and Southtown. CAB recognized the NCRs as eligible candidates for the NHI initiative because of their organizational capacity and readiness to support cultural and arts-centered activities consistent with neighborhood revitalization.

City Council approved the NHI Program's eligibility requirements and review criteria in March 2000. NHI's eligibility requires that a project must promote community cultural heritage, attract new residents and visitors, and encourage economic development. In addition, the

artist(s)/cultural arts organizations must be the lead in every aspect of the project; there must be a link with or complement specific neighborhood plans or other initiatives that target the project area; and no matching funds would be required from the applicant.

The approved criteria include artistic merit and cultural relevance, partnership/stakeholder involvement, impact, budget and schedule, and City Policy/Plan coordination. The objectives of the program are to broaden access to quality arts programs in underserved areas (due to geography, economic conditions, education, ethnic background, or disability) and support partnerships among arts organizations and non-arts organizations in all sectors of a community.

This will be the NHI's third funding round. The funds available for this round of applications total \$120,000 allocated from FY 02-03 and FY 03-04 Community and Visitor Facilities Fund designated for the NCRs. The table below illustrates the source of funds.

FUNDING SOURCES	AMOUNT
FY 2003 Community & Visitor Facilities Fund	\$ 60,000
FY 2004 Community & Visitor Facilities Fund	\$ 60,000
TOTAL CVF Funding	\$120,000

On May 7, 2004, OCA received sixteen (16) project support applications from five (5) NCRs. Staff conducted a minimum eligibility review of each application before forwarding the applications to the review panel, which was comprised of four departments: (1) Public Works Department, (2) Parks and Recreation Department, (3) City Manager's Office, and (4) Asset Management Department. In addition, a representative of the Public Art Committee, and two members from the Cultural Arts Board Neighborhood Arts Subcommittee served on the review panel. The panel reviewed the applications from June 6 – 18th, 2004, in accordance with the review criteria. On July 20, 2004, members of CAB's Neighborhood Arts Subcommittee reviewed the panel's results including applicant responses, and made preliminary funding recommendations. On September 28, 2004, the full Board met and approved the funding recommendations to City Council. CAB and OCA proposes to fund eight grants totaling \$120,000 and supporting projects in five NCR areas.

The recommendations are listed below and the projects are described in Attachment 1.

Austin Highway	Bus Shelters	\$17,040
CERA	Celebration of Kwanzaa	\$15,000
CERA	Tales from the Cemetery	\$15,000
CERA	Birds in Flight	\$ 9,516
Jefferson/Woodlawn Lake CDC -		
	Deco Days Art Fest	\$16,944
Presa Real	Art Stops	\$15,000
Presa Real	Holiday Laser Spectacular	\$ 7,500
Southtown	Artscape	\$24,000
TOTAL RECOMMENDED:		\$120,000

POLICY ANALYSIS

This ordinance is consistent with the revised review criteria and the CRAG recommendation to support and facilitate the efforts of Neighborhood Commercial Revitalization (NCR) project areas.

FISCAL IMPACT

Approval of this request will not require the appropriation of additional funds and will not affect the City's General Fund. The funding will come from the Community and Visitor Facilities Fund.

COORDINATION

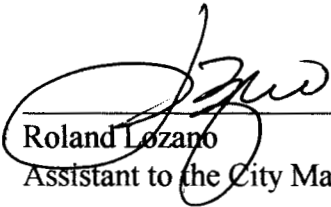
The ordinance has been coordinated with the Cultural Arts Board, the Office of Management and Budget, the Finance Department, and the City Attorney's Office.

The required Discretionary Contract Disclosures are attached.

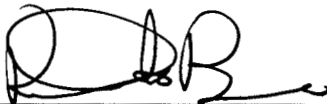
Attachments: Attachment 1 – Neighborhood Heritage Initiative Program FY 2004-2005 Projects
Discretionary Contract Disclosure Forms



Felix Padrón, Director
Office of Cultural Affairs



Roland Lozano
Assistant to the City Manager



J. Rolando Bono
Interim City Manager

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:

Gloria Johnson-Ramirez, Executive Director

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

Austin Highway Revitalization Project, Inc.

and the name of:

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

Not Applicable

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;

Not Applicable

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.

Not Applicable


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:
Not Applicable		

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.

Not Applicable		
Signature: 	Title: Executive Director Company: Austin Highway Revitalization Project, Inc.	Date: 10/07/04

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

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

Gerald W. Embry
William Lewis III

(2) the identity of any **business entity**¹ that would be a party to the discretionary contract:

EastTown @ Commerce NCR District/Community Economic Revitalization Agency (CERA)
The Carver Community Cultural Center

and the name of:

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

Not Applicable

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;

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Not Applicable

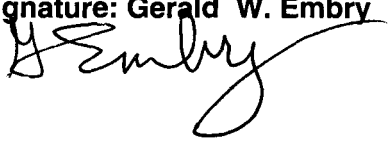
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N/A		
Signature: Gerald W. Embry 	Title: Revitalization Coordinator EastTown @ Commerce Company: CERA	Date: 10/18/04

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

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Gerald W. Embry
William Lewis III

(2) the identity of any **business entity**¹ that would be a party to the discretionary contract:

EastTown @ Commerce NCR District/Community Economic Revitalization Agency (CERA)
The Carver Community Cultural Center

and the name of:

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

Not Applicable

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;

Not Applicable

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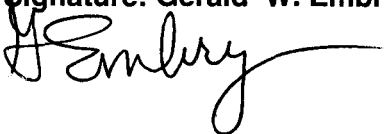
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n/A		
Signature: Gerald W. Embry 	Title: Revitalization Coordinator EastTown @ Commerce Company: CERA	Date: 10/18/04

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

Hoi Ellis
Linda E. Green

(2) the identity of any **business entity**¹ that would be a party to the discretionary contract:

Stonemetal Press

and the name of:

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

None

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;

None

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None

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N/A		
Signature: Hoi Ellis	Title: Revitalization Coordinator Company: CERA	Date: 10/18/04

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None

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

Jefferson Woodlawn Lake Community Development Corporation

and the name of:

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

None

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;

None

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None

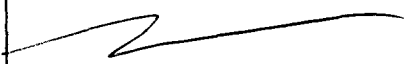
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None		
Signature:  Mariana P. Dannelley	Title: Executive Director Company: Jefferson Woodlawn Lake CDC	Date: Oct. 22, 2004

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

N/A

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

PRESA REAL NCR PROGRAM

and the name of:

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

N/A

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;

THE URBAN-15 GROUP

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- (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.

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N/A		
Signature: 	Title: EXEC. DIRECTOR Company: PRESA REAL	Date: 10/25/04

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N/A

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PRESA REAL

and the name of:

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

N/A

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;

OSCAR AWARADO, ARTIST
ROBERT TATUM, ARTIST

ANJALI GUPTA, ARTIST

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N/A

N/A		
Signature:	Title:	Date:
	Executive Company: Presa Real	10-25-04

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

Vincent Martinez, Bill FitzGibbons, Bernice Williams

(2) the identity of any **business entity**¹ that would be a party to the discretionary contract:

Mainstreet Alliance of San Antonio - Southtown
Contemporary Art for San Antonio/Blue Star Art Space

and the name of:

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

N/A

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;

N/A

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N/A


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:
N/A		

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.

N/A		
Signature: 	Title: <i>Executive Director</i> Company: <i>Santitas Municipal Alliance of San Antonio</i>	Date: <i>10/4/04</i>

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.

LB
11/18/04
Item #?

AN ORDINANCE

**AUTHORIZING THE INTERIM CITY MANAGER OR HIS
DESIGNEE TO EXECUTE EIGHT (8) DELEGATE
AGENCY CONTRACTS IN CONNECTION WITH THE
NEIGHBORHOOD HERITAGE INITIATIVE PROGRAM
FOR COMMUNITY BASED ART PROJECTS IN A TOTAL
AMOUNT OF \$120,000.00; AND PROVIDING FOR
PAYMENT.**

* * * * *

WHEREAS, in response to the Community Revitalization Action Group's recommendation, the Cultural Arts Board ("CAB") implemented the Neighborhood Heritage Initiative Program (the "Program") in March 2000, in order to support and facilitate the efforts of Neighborhood Commercial Revitalization ("NCR") project areas by providing funding for a variety of cultural and art-centered activities that advance neighborhood and commercial revitalization plans; and

WHEREAS, the funds available for this current round of applications total \$120,000.00 and were allocated in Fiscal Year 2002-2003 and Fiscal Year 2003-2004 for the NCRs; and

WHEREAS, on May 7, 2004, the Office of Cultural Affairs received sixteen (16) project support applications representing five (5) different NCRs and City staff conducted a minimum eligibility review of each application before forwarding the applications to a Review Panel (the "Panel") comprised of representatives from the Public Works Department, Parks and Recreation Department, City Manager's Office, Asset Management Department, the Public Art Committee and the CAB's Neighborhood Arts Subcommittee; and

WHEREAS, after the Panel reviewed the applications, members of CAB's Neighborhood Arts Subcommittee reviewed the Panel's results, including applicant responses, and made preliminary funding recommendations; and

WHEREAS, on September 28, 2004, the full CAB met and approved the funding recommendations consisting of eight (8) grants totaling \$120,000, which would support projects in five NCR areas; and

WHEREAS, City staff recommends that City Council authorize funding in the amount of \$120,000.00 for the eight (8) Program projects identified in Attachment I, which is attached hereto and incorporated herein; **NOW THEREFORE:**

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF SAN ANTONIO:

SECTION 1. The terms and conditions of eight (8) Delegate Agency Contracts in connection with the Neighborhood Heritage Initiative Program for community based art projects, in a total amount of \$120,000.00, are hereby authorized and approved.

SECTION 2. The Interim City Manager or his designee is authorized, for a sixty-day period following the effective date of this Ordinance, to execute eight (8) Delegate Agency Contracts in connection with the Neighborhood Heritage Initiative Program, in the amounts specified in Attachment I, for community based art projects in a total amount of \$120,000.00. Copies of the Delegate Agency Contracts, previously signed by the delegate agencies, are attached hereto and incorporated herein as Attachment II.

SECTION 3. Additional financial information to be provided by the Finance Department.

NCR

Austin Highway

CERA

CERA

CERA

Jefferson/Woodlawn Lake CDC

Presa Real

Presa Real

Southtown

Project

Bus Shelters

\$17,040

Celebration of Kwanzaa

\$15,000

Tales from the Cemetery

\$15,000

Birds in Flight

\$ 9,516

Deco Days Art Fest

\$16,944

Art Stops

\$15,000

Holiday Laser Spectacular

\$ 7,500

Artscape

\$24,000

SECTION 4. The financial allocations in this Ordinance are subject to approval by the Director of Finance of the City of San Antonio. The Director of Finance may, subject to concurrence by the City Manager or the City Manager's designee, correct allocations to specific cost centers, general ledgers and fund numbers as necessary to carry out the purposes of this Ordinance.

SECTION 5. This Ordinance shall be effective on and after the tenth day after passage hereof.

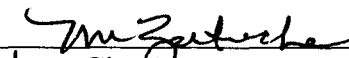
PASSED AND APPROVED this 18th day of November, 2004.

M A Y O R

ATTEST:

City Clerk

APPROVED AS TO FORM:


for City Attorney

Attachment I

ATTACHMENT 1
NEIGHBORHOOD HERITAGE INITIATIVE PROGRAM
FY 2004 – 2005 Projects

NCR: AUSTIN HIGHWAY REVITALIZATION PROJECT

Community Partner: TBA (CALL FOR ARTISTS)

Project Name: Bus Shelters

Application Abstract: AHRP proposes to construct a pair of decorative bus shelters that will enhance and showcase the revitalization effort currently underway on the Austin Highway corridor from N. New Braunfels to Eisenhower Road. The proposed shelters will include a decorative element that will coincide with the AHRP's design Guidelines and that will illustrate Austin Highway's historical importance to San Antonio. The Austin Highway corridor is heavily traveled by motorists, pedestrians, and transit riders. According to VIA Metropolitan Transit records, the transit ridership on Austin Highway is approximately 3,000 riders during the weekday and 2,000 during the weekends. Within the 1.7-mile target area, there exists only one bus shelter to accommodate the thousands of VIA transit riders that utilize bus services on a daily basis. Some places on the Highway are not even equipped with a bench or place for riders to sit and wait for the bus to arrive. In an effort to encourage more pedestrian traffic, AHRP would like to make it more convenient and appealing for residents to ride the bus by providing attractive bus shelters that will shield riders from weather elements while at the same time are aesthetically pleasing. Currently, the proposed project timeline is from October 2004 to June 2006 for project completion. The design of the shelters will be derived from a list of proposals submitted by artists responding to a "Request for Proposal" process. This process will help identify the artist that will design the bus shelters.

NCR: CERA (Community Economic Revitalization Agency)

Community Partner: Carver Cultural Center

Project Name: Celebration of Kwanzaa

Application Abstract: The Carver Cultural Center and Community Economic Revitalization Agency, Inc. will present A Celebration of Kwanzaa from December 6th through the 11th of 2004. The project will feature the African American Dance Ensemble (AADE) in two performances at the 650 seat Carver Theater, and a week of evening Kwanzaa events for families conducted by AADE. Five community events celebrating the values of the holiday season and traditional African cultures will be offered free to families on the evening of Monday, December 5th through Friday, December 10th at the Little Carver Civic Center. Each Kwanzaa workshop will be based on one or more of the seven principles of Kwanzaa: Umoja/unity, Kuumba/creativity, Ujima/collective work and responsibility, Nia/purpose, mani/faith, Kujichagulia/self determination, and Ujimaa cooperative economics. Activities that highlight these principles through African songs and dance, craft making, and lecture demonstrations of the values of Kwanzaa will engage children, parents, and grandparents in the celebration of this uniquely American holiday. The family activities will be free and will foster ethnic pride within the black community and cultural awareness in the community at large. Approximately 2,500

ATTACHMENT 1
NEIGHBORHOOD HERITAGE INITIATIVE PROGRAM
FY 2004 – 2005 Projects

children, parents, and teachers will be served by these events, and a study guide to enhance the educational experience will be provided free to schools and parents.

NCR: CERA (Community Economic Revitalization Agency)

Community Partner: Carver Cultural Center

Project Name: Tales from the Cemetery

Application Abstract: The Carver Community Cultural Center and Community Economic Revitalization, Inc. have commissioned playwright Sterling Houston to write a work, "Tales of the Cemetery", which will be produced by the Renaissance Guild for presentation at the Little Carver Civic Center. This work will focus on the story of San Antonio's early settlement by telling the stories of those buried at San Antonio's first City Cemetery. The play will be followed by a tour of the cemetery that may include visits to the graves of those featured in the play, bringing San Antonio's history alive through the personal stories of those who made our town what it is today.

The premier of the play and tour will be presented by the Carver Community Cultural Center to those in our community who may be interested in booking future presentations for various purposes, including destination managers, tour guides and others who work in San Antonio's visitor industry, history buffs such as the San Antonio Conservation Society, school superintendents, sororities and fraternal groups, and the directors of San Antonio's cultural organizations such as the Witte Museum and Texas Public Radio.

Tales of the Cemetery will bring to life the story of San Antonio's early settlement by telling the personal stories of six people buried at San Antonio's first cemetery. The story will be told through the perspectives of those who made up San Antonio's early population, demonstrating the town's diversity while examining issues such as segregation. The characters may include a notable person such as Clara Driscoll (ranch heiress credited with saving the Alamo from destruction), Ella Austin (African American community leader), a German Jewish merchant, Mr. Joske, and other unknown persons such as a Confederate Soldier and a Buffalo Soldier, a working Irish, Polish or Hispanic resident. The drama of the production will be transported to the cemetery when actors still in character surprise audience members in the cemetery during the subsequent hour.

As the play will be presented at the Little Carver on an ongoing basis, it is necessary that sets for the production do not require a lengthy load in time. Tales of the Cemetery will be illustrated with slides of the people and times featured in the work, to be projected on simple screens and scrims. The set designer will research various archives to secure the pictures needed. The photos thus discovered might form the basis of an exhibit of the history of San Antonio's East Side that will be permanently displayed in the inner lobby of the Carver Theater.

ATTACHMENT 1
NEIGHBORHOOD HERITAGE INITIATIVE PROGRAM
FY 2004 – 2005 Projects

NCR: CERA (Community Economic Revitalization Agency)

Community Partner: LE GREEN

Project Name: Birds in Flight – Eagles to the East (Lamp Post Banners)

Application Abstract: The eagle has always been regarded with respect and reverence by many different cultures. Early Persian and Egyptian art shows the eagle with its talons sunk into serpent or a dragon representing the triumph of good over evil. The ancient Greeks believed that the eagle was sacred to Zeus, god of the elements, and was the bearer of his thunderbolts. Peasants buried eagle wings in their fields as an offering to Zeus to protect their crops from damage by storms. As Native American legend tells, when the world was new, the Creator made all the birds. He colored their feathers like a bouquet of flowers. The Creator then gave each a distinct song to sing. The Creator instructed the birds to greet each new day with a chorus of their songs. Of all the birds, our Creator chose the Eagle to be the leader. The Eagle flies the highest and sees the furthest of all creatures. The Eagle is a messenger to the Creator.

Much like an eagle that has been sitting motionless on some commanding lookout, San Antonio's Eastside is set to economically, culturally and socially soar effortlessly through the skies to a bright future. And just as the eagle has courageously made its way back from the endangered species list, our community will once again claim victory over poverty, urban blight, and economic decay and social discontentment.

Through the use of graphic images of eagles in different wing spans of flight, Eastside artist Le Green seeks to enliven our inner city space with thought provoking metaphors, endorse a message of positive change and encourage economic, social and personal metamorphoses. Her public artwork will be emblazoned on silk screen lamp post banners throughout the three Eastside NCR Districts and other site specific works will be placed on outdoor billboards, public transit shelters, buses and prominent building facades, as well. Along with the images of the birds in flight, simple words calling people to action, such as: Soar, will be printed.

The exhibit will be installed in June 2005 and will run through the end of Contemporary Art Month in July 2005. The City of San Antonio has committed to assisting Green in requesting a variance for the installation lamp post banners. Meetings with VIA are set for late May to obtain space on the bus exteriors and at the bus shelters. A proposal has already been prepared by Clear Channel Communications to rent space on the 8 sheet, pedestrian targeted, billboards in and around the NCR target areas. These 11 billboards are remnants left from the early 1970's when the alcohol and tobacco industries had them installed to target inner city minorities with their products. They now often go unused. This project represents an opportunity to change what was originally meant for harm to good.

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NEIGHBORHOOD HERITAGE INITIATIVE PROGRAM
FY 2004 – 2005 Projects

NCR: JEFFERSON/WOODLAWN LAKE CDC

Community Partner: Guadalupe Cultural Arts Center

Project Name: Deco Days (Art Festival and Lecture Series)

Application Abstract: The Jefferson Woodlawn Lake CDC proposed community project is a series of contests and lectures, culminating in a day-long art festival featuring local artists' exhibits, live performances, sidewalk vendors, and food booths.

The days prior to the culminating event will feature a lecture series on the area's history and architecture; and a poster contest for students of the local high school, Jefferson High School, and local middle school, Horace Mann Middle School.

The day-long festival seeks to provide a forum for members of civic groups, schools, and neighborhood residents to experience the work of local artists, celebrate the history of the Deco District, and promote the sustenance of the Fredericksburg corridor as a successful business and cultural district. The festival will feature a stage with performing artists, art gallery exhibits and booths to promote pedestrian traffic. Each of these facets of the events will promote community cultural heritage, attract new visitors and encourage economic development.

The series of lectures and the public art performances and exhibitions will further promote the CDC's efforts to promote the New Northwest Community Plan by (1) ensuring Near NW Community's business corridors are filled with a mix of uses including busy shops, shopping, playing, working and relaxing both day and night; (2) publicly recognizing New NW individuals, businesses, civic organizations, schools and churches that work to preserve the integrity of the neighborhood and environment; (3) instigating community efforts to support area business assets; (4) encouraging shopping at local and family-run business located in the Near NW Community; (5) making art accessible; and (6) creating an awareness of the art deco heritage in the New NW Community area and Fredericksburg corridor.

The event will take place at either the Travis Building (requesting a street closure other than Fredericksburg) or another neighborhood space that will allow ample space for pedestrian traffic, and artists' showcases.

The festival will feature area artists, local business and vendors, Jefferson High School, Horace Mann Middle School, GCAC artists, churches and civic organizations.

The series will begin in July 2005 culminating in a day-long event in late September 2005.

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NEIGHBORHOOD HERITAGE INITIATIVE PROGRAM
FY 2004 – 2005 Projects

NCR: PRESA REAL

Community Partner: PW16 Art Space

Project Name: Presa Real Art Stops (2 Bus Shelters)

Application Abstract: Presa Real would like to employ local artists in making both an artistic and functional impact in the heart of the Presa Real District by providing residents with two covered bus bench/art installations on opposite sides of the street. The two bus stops in question are located in the heart of Presa Real's current target area. Artists Oscar Alvarado, Robert Tatum and Anjali Gupta are to be commissioned to design and fabricate two installations for covered bus stops consisting of steel structures with mosaic tile decorative enhancement to the structure and the designated bus stop area. The two bus stops currently consist of bench and pole with trash receptacle. They are currently in full sun with no trees or shelter for shade relief. Both bus stops will be designed according to ADA accessibility standards.

With the actual mosaic tile installation process, artist Oscar Alvarado will work with four or five students as assistants. Mosaics have survived thousands of years, and some with little maintenance. These mosaics will remain in tact as long as these bus stops do. High-fired frost proof ceramic tile and glass will be used for the mosaic. The art piece will be sealed and should be treated with a graffiti proof clear coat. The Wiggle Room @PW16 will be used for a public input meeting and/or workshop.

With this grant award we project to complete the bus stop enhancements by July, 2005 for unveiling and media attention during Presa Real's summer community event and Merchant Association promotions.

NCR: PRESA REAL

Community Partner: Urban 15

Project Name: Holiday Laser Spectacular (By Laser Artist Tim Walsh)

Application Abstract: The Holiday Laser Show is a multimedia spectacular of choreographed laser beams, animation and light effects performed to holiday music favorites and carols. Designed by laser artist Tim Walsh, this show has been featured for holiday engagements in Cincinnati, OH, Dallas, TX, Houston, TX, and New Orleans, LA and Austin, TX.

This forty-minute presentation is a family-oriented show with colorful laser animations and a stunning aerial beam display. Music includes: "Carol of the Belle", "Jingle Bells", "We Three Kings", "I Wanna Hippopotamus for Christmas", "Frosty the Snowman", "Rudolph the Red Nose Reindeer" and many more holiday classics.

One thousand free admission tickets will be made available to the students living in the Presa Real district. These students attend Robert B. Green Elementary School, St. Cecilia's

ATTACHMENT 1
NEIGHBORHOOD HERITAGE INITIATIVE PROGRAM
FY 2004 – 2005 Projects

Elementary School, St. Paul's Day School, Riverside Elementary School and Page Middle School. All presentations would take place in the auditorium of the new URBAN-15 Studios, 2500 S. Presa at Dunning. This location is within walking distance of all five schools in the Presa Real District.

NCR: SOUTHTOWN

Community Partner: Contemporary Art for SA/Blue Star Art Space

Project Name: Artscape (Street Furniture/Sculptures Open Space/Artsapes/Landscapes

Application Abstract: The South Town Main Street Alliance and Contemporary Art for San Antonio/Blue Star Art Space and neighboring commercial, residential and education community will partner in a collaborative project to plan, develop and implement a public art program aimed at bringing a cohesive aesthetic within the project area which is defined by the existing Neighborhood Commercial Revitalization/South Town Main Street Alliance designated boundaries. The overall goals and objectives of the public art project encompass the following: to produce landmarks and subsequent special events to enhance one's experience of a place and overall quality of life within the community; engender a sense of pride and community identity; reach audiences outside traditional museums, galleries, and theaters and enhance public appreciation of art; connect local artists with the overall community; attract positive attention and economic benefits; add to the beauty of everyday life and allow for community participation as well as civic dialogue in the planning, design, and creation of communal spaces.

Street Furniture, Sculpture, Open Space Artsapes/Landscapes will be installed within the project area following advertised open calls for design entries for each selected project and/or site within the defined NCR boundaries. A 5 to 7 member Design Review and Selection Committee will be formed from members of the community to include neighborhood associations, South Town Main Street Alliance Board and/or Design Guidelines Committee, and Blue Star Art Space. Their responsibilities include but is not limited to the following; develop the RFP (Request for Proposal(s)), develop selection criteria and processes as well as timelines, monitor and ensure projects will adhere to City of San Antonio and other related zoning and/or planning guidelines (Zoning, ADA guidelines, Historic District guidelines, etc.) and any other appropriate government entity as well as follow designated timelines within the contract or NHI designated project timeline (2004-2005). A minimum of two projects will involve artists working with youth from within the community. The selection panel or team will meet at Blue Star to review submissions and determine the selection of artist(s) for each of the proposed selected sites as well as budget(s) for each of the selected sites. Overall criteria for the selection process will include artistic quality, unique approach, challenging traditional patterns and techniques, and most importantly sensitivity to the historical, cultural significance and diverse nature of the community/neighborhood(s).