

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

TO: Mayor and City Council

FROM: Felix Padrón, Director

SUBJECT: Accepting a Texas Commission on the Arts Grant

DATE: 10 March 2005

SUMMARY AND RECOMMENDATIONS

This ordinance authorizes the acceptance and appropriation of a \$2,500 grant from the Texas Commission on The Arts (TCA) to fund research and development of the Economic Impact Study of San Antonio's Creative Industry.

Staff recommends approval of this ordinance.

BACKGROUND INFORMATION

In November 2004 the San Antonio Office of Cultural Affairs submitted a TCA Special Initiative Grant Application requesting \$2,500 to help fund research for the Economic Impact Study of San Antonio's Creative Industry. The grant was awarded in January 2005.

In September 2004, OCA and the Department of Economic Development partnered to conduct an economic impact study of the local creative industry. This project is part of The Cultural Collaborative: A Plan for San Antonio's Creative Economy. OCA entered into two contracts of \$7,000 each with Drs. Richard V. Butler and Mary E. Stefl, both professors at Trinity University. Drs. Butler and Stefl conducted the other impact studies of targeted industries in San Antonio. An oversight committee was formed to monitor the study's methodology and inform the research process.

Drs. Butler and Stefl have used 2003 payroll and employment statistics from the Texas Workforce Commission aggregated according to North American Industrial Classification System (NAICS) codes for the San Antonio metropolitan statistical area in order to conduct an economic impact analysis of businesses included in the creative industry in San Antonio. The oversight committee has determined which businesses should be included in this industry. Drs. Butler and Stefl have also calculated the financial contribution to local government using sales tax data.

Pertaining to the graph below, grants and sponsorships from non-City sources were obtained to fund the \$14,000 required for the research and development of the economic impact study.

Private sponsorships (various)	\$7,500
Grants (TCA)	\$2,500
City Funds (OCA)	\$4,000
TOTAL	\$14,000

POLICY ANALYSIS

Acceptance of this grant will enable the City to complete the Economic Impact Study of San Antonio's Creative Industry, an important component of The Cultural Collaborative: A Plan for San Antonio's Creative Economy.

FISCAL IMPACT

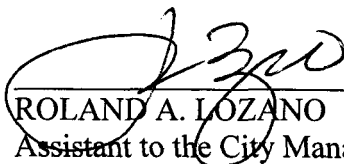
Approval of this ordinance authorizes the use of a \$2,500 grant award from the TCA. This ordinance will not impact the City's General Fund.

COORDINATION

This ordinance has been coordinated with the City Attorney's Office.



FELIX N. PADRÓN
Executive Director, Office of Cultural Affairs



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J. ROLANDO BONO
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