

# CULTURE & CREATIVE DEVELOPMENT

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## FY 2015 PROPOSED ANNUAL OPERATING BUDGET

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Director

September 3, 2014

# DEPARTMENT PURPOSE

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Support the creative community

- Invest in art and cultural providers
- Leverage resources
- Enhance the urban landscape
- Increasing awareness



# DEPARTMENT OVERVIEW

## Culture & Creative Development

Public Art  
San Antonio

Arts Funding

Strategic  
Initiatives

Facilities

SA Film

- La Villita
- Market Square
- Spanish Governor's Palace
- Mission Marquee

# FY 2014 ACCOMPLISHMENTS



There is a significant **connection** between the amount of **arts activity** in a neighborhood and neighborhood **stability** and **improvement**

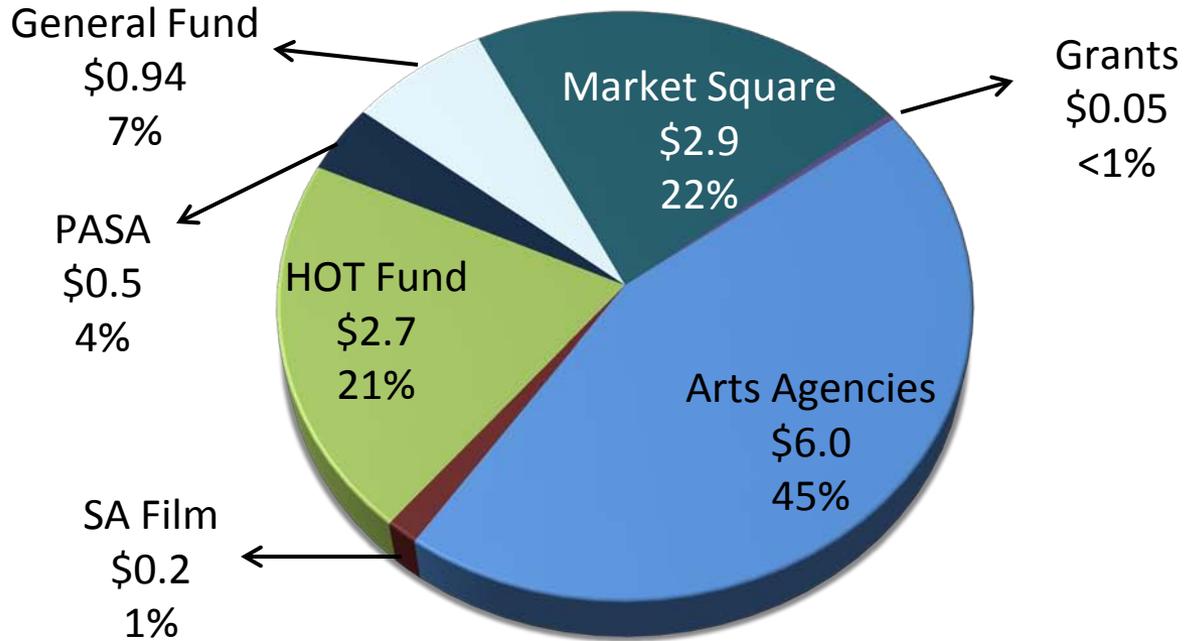
(Source: National Endowment for the Arts)  
#SA2020 [www.SA2020.com](http://www.SA2020.com)

- ✓ New Arts Funding Guidelines
- ✓ Enhanced access to City Cultural Facilities
- ✓ New public art initiatives activated
- ✓ International exchanges
- ✓ New Poet Laureate
- ✓ New Luminaria
- ✓ Dynamic Website



# FY 2015 Proposed Budget \$13.3 M

(\$ in Millions)



Fund	FY 2014	FY 2015	\$ Change
Culture and Creative Development Fund*	\$8.5	\$9.2	\$0.7
General Fund (La Villita, Spanish Gov., Mission Marquee)	0.90	0.94	0.04
Market Square Fund	2.6	2.9	0.3
SA Film Commission	0.2	0.2	0.0
Grants (TCA Funding)	0.03	0.05	0.02
Positions	30	32	2

\*Fund includes 95% Hotel Occupancy Tax and 5% funded from capital projects

# FY 2015 GENERAL FUND & HOTEL OCCUPANCY TAX FUND IMPROVEMENTS



## Mission Drive-In *operations*

Supports  
programming &  
events  
coordination



## La Villita *accessibility*

Enhances  
utilization &  
event  
coordination  
support

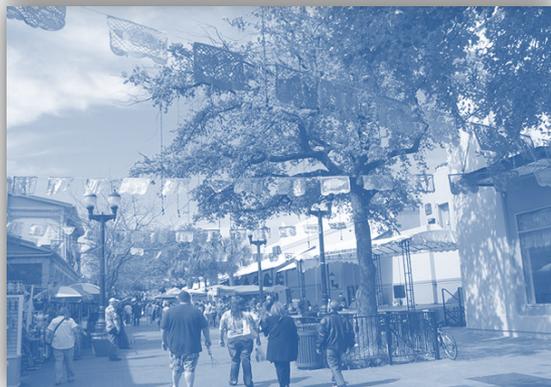


## La Villita *marketing*

Improves  
Marketing &  
Website

\$482,000 for La Villita and Mission Drive-In

# FY 2015 MARKET SQUARE IMPROVEMENTS



# ARTS FUNDING PROCESS

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## New Guidelines (4 Month Process)

- 4 Community Hearings
- 5 Cultural Arts Board Hearings
- 161 Attendees

## City Council

- Guidelines Approved: May 1, 2014

## Implementation (4 Month Process)

- 12 Application Workshops
- Applications reviewed and scored by 5 independent panels and staff
- Scores and funding released: Aug 11
- CAB Preliminary Recommendations: Aug 6
- CAB Final Recommendations: Sept 2

# ARTS FUNDING SNAPSHOT



62 agencies & artists being funded



25 new agencies/artists being funded



57 of 62 agencies funding increased



DCCD to continue policy discussion for maximizing investment with long term catalytic partners

# FY 2015 ARTS FUNDING

## Proposed Funding by Category

**\$6 Million**

(\$ in Millions)



# FY 2015 MAJOR INITIATIVES

Maintaining alignment with SA2020

- La Villita
- El Mercado Zona Cultural
- Luminaria
- Downtown Cultural Plan
- Arts Commission
- Arts Funding

New Plaza de Armas Offices



# CONCLUSION



## *Explore San Antonio*

Discover La Villita Historic Arts Village, Spanish Governor's Palace, and Historic Market Square.

**100% Aligned with SA2020**

## *Public Art San Antonio*

Navigate the public art map to explore art installations all around town.



**44% more artists & agencies funded**



## *Film San Antonio*

Find resources and events for filmmakers and film lovers.

**15% Increase in dollars invested**

## *Arts Funding*

Learn more about how the DCCD funds local arts and culture.



**90% Community Satisfaction (City & SA2020 Survey)**