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FOCUS DOWNTOWN

News, Issues & Events from City of San Antonio Downtown Operations
March 2010

In This Issue

[Message from the Director](#)

[Luminaria](#)

[Spring Break in Market Square](#)

[St. Patrick's Day Celebrations](#)

[Tejano Music Awards](#)

[NCAA Women's Final Four](#)

[Census 2010](#)

[Downtown STAR](#)

[More Downtown Trees](#)

[Haven for Hope Update](#)

[Contact Us](#)

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Out & About Downtown

by Paula X. Stallcup, Director, Downtown Operations



Spring is in the air - and the weather has never been better! Bring the family downtown this month and experience a wide range of activities - you are sure to find something for everyone. This year we celebrate the third annual Luminaria, where young and old will enjoy interactive arts exhibits and live entertainment. You can also celebrate St. Patrick's Day at [La Villita](#) or Fiesta Primavera at [Market Square](#).

With so much going on, it is important that we work to improve downtown for everyone. Read the latest on the [Haven for Hope](#) Campus, and our plans to support the homeless community. This month we will complete Phase I of a year-long River Walk Capital Improvements project. We also planted new trees in Travis Park and continue to get the word out on [Census 2010](#) to ensure each San Antonian is counted.

There is always something happening downtown, and every month we are making sure you know about it. As always, we look forward to seeing you out and about downtown!

We're located at 400 N. St. Mary's, #100. Contact us at (210) 207-3677 or via email at downtown@sanantonio.gov for questions or assistance related to downtown San Antonio.

Luminaria Lights Up Downtown

by Tonya Drake, Special Projects Manager



The third annual Luminaria will be held on March 13, 2010. There will be hundreds of artists, eight stages and the event is free to the public. Come experience a variety of visual and

Mark Your Calendar

March 1 - 26

Contemporary Art Month

La Villita
For info call 207-8601

Citywide
www.contemporaryartmonth.com

March 9 - 12

Spring Break on the Back 40
Institute of Texan Cultures
HemisFair Park
For info call 273-1730

March 13

LUMINARIA

www.luminariasa.org

Fiesta Primavera
Market Square
For info call 286-7432

St. Patrick's Day Festivities

Street Parade
11:00 am - 1 pm

www.harpandshamrock.org

Dyeing of the River Green, River
Parade and Celebration
Arneson River Theatre
3:15 pm

www.thesanantonioriverwalk.com

March 19

Downtown's BEST Award
nominations due

March 19 - 21

Tejano Music Awards Fan Fair
Market Square

www.tejanomusicawards.com

March 20

Festival of India
La Villita

For info call 286-8751

March 28

Easter Egg Hunt & Picnic
HemisFair Park
For info call 223-2611

April 2

Good Friday Prayer Services & Re-
enactment
Milam Park

For info call 227-1297

April 3

Primer Sabado
Market Square

www.marketsquaresa.com

performing arts plus live music at an event the entire family will enjoy!

Luminaria received the Pinnacle Award from the International Downtown Association. The award-winning event will light up downtown from 6 pm - midnight.

This year's event will take place in the Henry B. Gonzalez Convention Center, HemisFair Park and Maverick Plaza within La Villita. This celebration of artists, musicians, performers and cultural organizations is the only one of its kind in the entire state of Texas and was inspired by similar celebrations in Chicago, Paris, Rome, and Madrid.

Come downtown to experience an evening of Luminaria! For more information visit www.luminariasa.org.

Fiesta Primavera at Market Square

by Sonia Gaeta, Senior Management Analyst



Looking for a family friendly Spring Break event? Visit historic Market Square March 12 - 14 for **Fiesta Primavera** as we kick off our spring entertainment season! Young and young-at-heart alike will enjoy the festivities on March 13, 2010.

View the colorful art designs, eat from over 30 food and beverage booths, dance and listen to live music, or play in the children's area featuring a carnival with games and rides. Whether you enjoy tasting salsa, or just dancing to it, don't miss the Salsa Dance Contest on March 13 at 7:00 p.m!

Plan now to spend your Spring Break at Market Square this year with Fiesta Primavera from 10:00 a.m. - 11:00 pm on March 12 and 13, or 10:00 a.m. - 9:00 p.m. on March 14. For more information, contact Yvette Ramirez at 210-286-7432.

Be sure to return to Market Square for **Primer Sabado** on April 3 from 12 noon to 6:00 p.m. and enjoy free local entertainment, children's activities, arts & crafts, food booths and more. Visit www.marketsquaresa.com for more details!

St. Patrick's Day Festivities

by Blanche Mendoza, Facilities Operations Coordinator



In keeping with the spirit of the Irish people's love of life, and continuing a tradition that goes back over 40 years, the [Harp & Shamrock Society of Texas](http://www.harpandshamrock.org) will hold a St. Patrick's Day street parade on March 13. The parade begins at 11:00 a.m. at Avenue E and Houston Street, continues south on Alamo Street and ends at Historic La Villita. While you're out celebrating the Irish culture, remember to wear green on a shirt, skirt, or hat to avoid getting pinched!

Following the street parade, join the [Paseo del Rio Association](http://www.paseodelrio.org) in kicking off this year's annual St. Patrick's Day Festival and Celebration on Villita Street and the [Arneson River Theatre](http://www.arnesonrivertheatre.com) from 1 - 6 pm. This event has been held for over 25 years in La Villita! Highlights

April 4 - 6

NCAA Women's Final Four
HemisFair Park & Alamodome
www.ncaa.com/finalfour

April 9

Downtown's BEST Awards
Westin Riverwalk
www.downtownsa.org/best

River Walk Improvements Phase I is Nearly Done!

by Cindy Martinez,
Special Projects Manager



Phase I of the River Walk Capital Improvement Project is nearing completion! Work on the ADA ramp and sidewalk between the Omni La Mansion Hotel to the St. Mary's Street Bridge will be finished this month by private contractors, and Downtown Operations Department staff will complete the landscaping to finish out the project.

The completion of Phase I makes the outer loop of the River Walk ADA accessible from the King William neighborhood to the Museum Reach. The project also addressed major tripping and safety hazards along our famous linear park. A ribbon-cutting event will be scheduled later this month to commemorate the completion of this major work. Look for a notice soon inviting you to help us celebrate!

For more information on the project, contact Cindy Martinez at 207-3372.

Centro Celebrates 10 Year Anniversary

by Alyse Garber,
Downtown Alliance San Antonio

include Irish music and a dance at the Arneson Theatre, food booths, local crafts, and a children's area with magicians, face-painters, balloon artists and much more.

Don't miss the Dyeing of the River Green by the Arneson River Theatre at 3:00 pm, and witness the temporary re-naming of the river to "The River Shannon", followed by the St. Patrick's Day River Parade. All events are free and open to the public, and the fun continues through 6:00 p.m. For additional information contact the Paseo del Rio Association at 210-227-4262.

Tejano Music Awards Fan Fair

by Sonia Gaeta, Sr. Management Analyst



Get ready for Tejano tunes and artist awards! This month, the Tejano Music Awards will be celebrating 30 years of bestowing the industry's most prestigious annual honors to the best in Tejano music. The awards were created in 1980 by the Texas Talent Musicians Association (TTMA) as a way to recognize artistic efforts and achievements in Tejano music.

Six stages and 100 bands bring nearly 100,000 fans to historic Market Square for the Tejano Music Awards Fan Fair scheduled for March 19-21 from 12 noon - 10 pm. The three-day event will feature the best in Tejano music, artists autograph sessions, Tejano merchandise, food and beverage booths and much more! The Fan Fair event is free and open to the public.

For more information, visit www.tejanomusicawards.com.

NCAA Clean Zone Ordinance

by Elena Stout, San Antonio Sports



All eyes are on San Antonio as we gear up for the 2010 NCAA Women's Final Four at the Alamodome April 4 - 6. A portion of downtown will become a Clean Zone to regulate commercial activity near the event site. Vendors wishing to sell marketing items, or sell/distribute food, beverage, literature, merchandise, and temporary unauthorized entertainment must have approval from the NCAA and the San Antonio Local Organizing Committee. In

addition, vendors/distributors will need to obtain a Clean Zone License or Privately Controlled Property Vending Program Permit from the Downtown Operations Department.

The NCAA Final Fours provides San Antonio with ample media exposure and we want to showcase our downtown in the best possible light. By promoting a "clean" downtown, we encourage visitors and viewers to discover the beauty of San Antonio.

More information on the Clean Zone is available at www.sanantonio.gov, or contact Elena Stout with the San Antonio Local Organizing Committee at 210-820-2127.

Be Counted San Antonio

by Dr. Karl Eschbach, State Demographer



You've seen them watering plants and cleaning sidewalks downtown. You may have even asked them for directions to a local hot spot - or to that building you just could not locate! This year, the **Centro San Antonio** Amigos celebrated their 10 year anniversary, marking a decade of service improving downtown through the Ambassador, Maintenance, and Streetscaping programs. Centro San Antonio is the non-profit organization responsible for overseeing the Downtown Public Improvement District.

At the 10th Anniversary birthday party on January 26, the Amigos debuted their new bright yellow and dark purple uniforms and received praise from Centro and **Downtown Alliance** President Ben Brewer, as well as former Mayor Howard Peak, Mayor Pro-tem Elisa Chan, and Downtown Operation's Director Paula Stallcup. At the event, Brewer presented Stallcup with an honorary Amigo Award, a framed Ambassador Captain's Shirt, for her commitment and dedication to downtown.

The uniform change and updated logo signify the great changes Centro has seen in just 10 years. Over the first 5 years, the Amigos helped over 1 million people. In the past 5 years, they served over 4 million! Looking ahead, the Amigos are rolling out a virtual Amigo on Twitter and will reinstate the popular "Ask an Amigo" column. For more information, look for the golden Amigos or contact Bernie Cantu at 225-3862.

Who's The Best?

The 10th Annual Downtown's BEST Awards, hosted by Downtown Alliance, will celebrate a decade of downtown on April 9, 2010 at the Westin Riverwalk. The awards recognize the people, organizations, and places that have

The 2010 census is coming soon and your participation is crucial. Many San Antonians doubt the security and privacy of the information shared with census employees or fear other government departments will have access to the data.

In fact, it is a federal crime for census employees to share the information collected and can face severe penalties, including fines and prison sentences. Additionally, census staff members are sworn for life to protect the facts they gather.

Publishing private information obtained through the census is also against the law. No names, addresses, social security numbers or phone numbers are ever disclosed. The data on individuals and establishments is also protected from and not subject to the Freedom of Information Act.

The census aims for an accurate count of the nation's populations. The data obtained determines political representation and allocates millions of dollars in government funds for schools, hospitals, emergency services, non-profit organizations and businesses. Census Bureau leaders estimate that the community will gain more than \$13,000 in federal funds over the next 10 years for every San Antonian who completes and mails in the form.

With one of the shortest questionnaires in history, the 2010 Census asks for name, gender, race, ethnicity, relationship, and whether you own or rent your home. It takes only about 10 minutes for the average household to complete.

Let's do our part for San Antonio and BE COUNTED. It's in our hands!

For more information visit www.sanantonio.gov/census/.

Downtown STAR - Julio Eureste

by Veronica Garcia, Executive Assistant



The Downtown STAR award recognizes Downtown Operations Department employees that go above and beyond the call of duty, demonstrating exceptional **Service, Teamwork, Attitude and Resourcefulness**. Each Downtown STAR receives an award, recognition in the department newsletter, lunch with the Director, and a special prize. A copy of the nomination also goes in their personnel file.

Awardees are selected once a quarter by a committee of Downtown Operations Department employees.

This month we highlight another Downtown STAR:

Julio Eureste, Parking Meter Technician - Parking

Julio goes above and beyond to assist customers and always has a positive attitude. He encourages co-workers to learn new technologies, which helps us better serve our customers. Julio is also very resourceful! After some downtown meter domes were vandalized, he suggested cutting them in half and using the good parts to create replacement domes. His idea saved the department money and provided a wise alternative use for our damaged equipment.

Way to go, Julio!

If you know a Downtown Operations Department employee who demonstrates exceptional customer service and has left a positive impression on you, nominate him/her for the Downtown STAR award at

made significant contributions to Downtown San Antonio, creating a better place to live, work, shop, play, and be entertained.

Nominations are due March 19. Learn more at www.downtownsa.org/best

San Antonio Recognized in *New Mobility Magazine*

The national *New Mobility* magazine recognized the ADA improvements on the San Antonio River Walk. The February 2010 issue highlights the \$3 million capital improvement project, including our efforts to widen pathways, repair trip hazards and create ADA ramps for better accessibility along our famous linear park.

<http://www.sanantonio.gov/dtops/DowntownStars.asp>. For more information, you may also contact Veronica at 207-8477.

New Trees in Travis Park

by Juan Guerra, Senior Horticulturalist & Mike Nentwich, City Forester



Downtown Operations, in coordination with [Parks & Recreation](#), recently planted 20 new trees in [Travis Park](#)! Ten red oaks in the park were experiencing major canopy dieback and were deemed unsafe by the City Forester. Once removed to ensure pedestrian safety, there was an urgent need for the reforestation of the park. Four of the removed trees were memorial trees, and one dated back to 1929.

City staff planted the new trees, including 4 large (100-gallon) live oaks to replace the memorial trees and 16 smaller (45-gallon) trees including Mexican white oaks, lacey oaks and Mexican sycamore trees. Using a variety of species and sizes improves biodiversity, ecological health, and eliminates the threat of losing all the trees at the same time due to drought, disease and/or age.

This is another example of the continued partnership between Downtown Operations and Parks & Recreation to reforest downtown San Antonio. Within the past two years, this partnership has planted nearly 100 trees. Downtown Operations is in the process of scouting more tree planting locations to further improve our green infrastructure in the downtown area.

Hope for the Homeless

by Jessica C. Fernandez, Dept. of Community Initiatives



Haven for Hope's vision is to provide a wide range of social services to meet the needs of San Antonio's homeless community. In addition to providing shelter, food and clothing, the campus aims to transform the lives of homeless individuals and put them on a path towards self-sufficiency. With over 78 partner agencies, services include residential areas, medical, vision, dental, education, mental and substance abuse treatment, childcare center, housing and legal services.

Since the opening of the healthcare services building in February 2009, Haven for Hope plans to be a fully operational campus by the Second Quarter of 2010. The Campus is located within one and one half miles from central downtown, comprised of over a dozen buildings on approximately 22 acres.

Once complete, the campus will serve over 900 men, women and families living in the residential buildings, with an additional 480 people in the outdoor sleeping courtyard. The campus will contribute to a reduction in the number of homeless individuals in the criminal justice system and public medical systems, as well as reduce the number of individuals sleeping and panhandling on city streets. The campus is projected to save taxpayers an estimated \$40 million annually, create 100 new jobs and revitalize the surrounding neighborhood.

The City is currently finalizing a strategic plan for downtown and will work with [Haven for Hope](#) and other stakeholders to better meet the needs of the

homeless community. The plan will be presented to stakeholders in the near future.

City of San Antonio - Downtown Operations

The mission of the Downtown Operations Department is to provide centralized services for activities related to maintaining the core of San Antonio in an exemplary condition and support downtown facilities, programs and events that highlight the city's unique qualities as a business center and tourist destination.

Need assistance? Have a suggestion for the newsletter? Contact us with comments or questions at downtown@sanantonio.gov.

400 N. St. Mary's, #100 San Antonio, Texas 78205
Hours: Monday-Friday 7:45 a.m.-4:30 p.m.

www.sanantonio.gov/dtops
Phone: 210-207-3677

Director: Paula X. Stallcup

Assistant Directors: Colleen Swain & Kelly Rafferty

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