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

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Out & About Downtown

by Paula X. Stallcup, Director, Downtown Operations



I hope you all are enjoying this great, mild weather! We have several upcoming, outdoor events this fall that are the perfect opportunity to experience downtown.

Visit the Dia de los Muertos altars at Market Square and La Villita, and enjoy great art, shopping and dining while you are there. You can also have some Halloween fun at Treat Street, or register for a cultural workshop on creating traditional Day of the Dead altars.

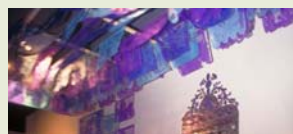
The opening of Café College is an exciting addition to downtown. I plan to take my son, a high school student, to get assistance as we plan his college future! San Antonio's future is also in the planning phase - read more about the Mayor's 20/20 Vision for San Antonio.

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.

¡Qué Vivan Los Muertos!

by Veronica Garcia, Executive Assistant



From pre Columbian times, Día de los Muertos (the Day of the Dead) has been celebrated in Mexico and other Latin countries throughout the world. Today, it is celebrated during All Saints' and All Soul's Days on November 1st &

Mark Your Calendar

Sundays beginning October 3

Mariachi Festival with Las Alenas
Aztec Theatre
www.saroselive.com

October 15 - 17

International Accordion Festival
Arneson River Theatre in La Villita
[Website](#)

October 16

¡Qué Vivan Los Muertos!
Interactive Workshop
Market Square
[Register Now!](#)

October 23

Desert Fire: An Evening of Middle Eastern Dance
Arneson River Theatre in La Villita
www.asheba.com

"Cielito Lindo" Baile de los Muertos
La Villita
www.lasmonas.org

October 23 - November 2

Los Altares del Mercado
Market Square

October 28 - November 4

The Day of the Dead Exhibit
La Villita (Bolivar Hall)

October 30

Treat Street
La Villita

[Click here for schedule](#)

Texas Cheer
Arneson River Theatre
[website](#)

October 31

¡Qué Vivan Los Muertos!
Interactive Workshop
La Villita
[Register Now!](#)

Día de los Muertos Celebration
Market Square and La Villita
For info call 207-8611

November 6

Veterans Parade
Downtown (noon - 2pm)
www.usmvpa.org

2nd. Día de los Muertos is a special celebration where individuals remember departed friends and relatives.

In recognition of this cultural tradition, the Downtown Operations Department is hosting *¡Qué Vivan Los Muertos!*, an interactive workshop designed to create a greater awareness for Día de los Muertos and preserve the practice within a contemporary context.

During the workshop, participants will be guided through a history of Día de los Muertos and learn about the essential elements of a traditional altar. Attendees will also participate in a hands-on workshop where an altar will be collectively created by the participants. Join us as we pass on the rich Latin tradition of celebrating this special day of loved ones lost and remembered.

The workshop is led by Jesus de la Torre, an educator and social marketer focusing on cultural preservation. Two sessions will be offered:

- Saturday, October 16 from 9 - 12 am (at Market Square in Farmers Market Plaza) [Register Now!](#)
- Sunday, October 31 from 10 am - 2 pm (at La Villita in Plaza Juarez) [Register Now!](#)

The registration fee is only \$15.00 per person. Space is limited, so register now using the links above, or contact Veronica at 207-8477.

Interested in seeing traditional altars in person? Visit La Villita from October 28 through November 4, 2010 for **The Day of the Dead Exhibit** in Bolivar Hall. South San High School students will display original "Dia de los Muertos" creations and the artwork will be available for purchase throughout La Villita's shops and galleries.

Be sure to also visit Market Square October 23 - November 2, 2010 for **Los Altares del Mercado**. This public display of altars created by children from local schools, as well as local merchants from Market Square, is not to be missed!

Come back to La Villita and Market Square on Sunday, October 31, 2010 for a **Día de los Muertos Celebration**. The lively event features food, music, arts and crafts, and a dance and drum procession at 12 noon in Market Square and at 2:00 p.m. in La Villita! For more information, call us at 207-3677.

Rock and Run

by Tonya Drake, Special Projects Manager



Are you ready to rock and run? The Rock 'n' Roll San Antonio Marathon & ½ Marathon will take place on Sunday, November 14, 2010. This year the event will start in historic downtown San Antonio in front of the Convention Center and wind its way past the Alamo, through downtown, around the King William neighborhood and along the Mission Trail, before finishing at the Alamodome.

The Alamodome also is hosting the San Antonio Health & Fitness Expo on November 12th and 13th with more than 100 exhibitors offering free samples and showcasing the latest in running gear, sports apparel, health & nutritional information and much more. The Expo is free and open to the public.

Don't forget the Kid's Rock event in Brackenridge Park on Saturday,

Lation Music Festival
Main Plaza
www.mainplaza.org

November 9
Urban Renaissance Luncheon
"The State of Downtown"
Westin Riverwalk
www.downtownsa.org

November 28 - December 4
Mariachi Vargas
Extravaganza
Downtown
www.mariachimusic.com

State of Downtown

by Alyse Garber,
Downtown Alliance



Come learn about all of the recent accomplishments and future plans for downtown San Antonio at the Downtown Alliance's annual "State of Downtown" Urban Renaissance Luncheon on November 9, 2010. Networking starts at 11:30 am with the luncheon beginning at 12 noon at the Westin Riverwalk.

The presentation will cover the convention and visitor industry, office and retail leasing, and the downtown housing market, providing a better understanding about "how we're doing..." in the downtown marketplace. Speakers will include David Adelman with Cross & Co, Mike Sawaya with the City of San Antonio Convention Sports and Entertainment Facilities and Russell Noll with Transwestern.

Space is limited, and tickets can be purchased online at www.downtownsa.org or by calling 210-225-3862.

November 13th. More than 1000 kids from kindergarten to 5th Grade are expected to participate in the 1 mile run.

To register, volunteer, get road closure information and more, visit www.rnrnsa.com.

SA 2020

by Paula Stallcup, Director



The energy was in the air at the kick off event for the Mayor's Vision 2020 Plan. Mayor Castro along with local leaders kicked off the SA2020 community-wide effort to chart San Antonio's course for the next decade.

Downtown will be an important part in this prioritization process that will be undertaken by the community. We have many issues but San Antonio can work through them all by acknowledging the issues and setting a plan to tackle them. Through the SA2020 process of coming together as a city and speaking up, San Antonio will be able to map our priorities and decide what kind of community we want to be in ten years.

The next meeting is scheduled for Thursday, October 28, 2010 and will be held at McCollum High School beginning at 6:30pm. Please visit www.sa2020.org to get more information and participate in this important process.

Urban Spaces Tour

by Colleen Swain, Assistant Director



In the mood to "Get Urban to the Core?" Join Downtown Alliance for their 7th annual Urban Spaces event slated for Friday, Nov. 19.

Covering some of the most exciting residential, commercial and cultural spaces in downtown San Antonio, this guided walking tour will include a variety of urban stops including some of the best penthouse vistas in the city. Food and drinks will be served along the way, ending with a social reception atop Plaza Rio in the heart of downtown.

Tours leave every half hour beginning at 4pm, and space is limited, so please RSVP today to sign up for your preferred time slot. (Student and military discounts are also available.) Log onto www.downtownsa.org for more info or call (210) 225-3863.

¡Mas Mariachis!



Fall signals cooler weather - and great outdoor art festivals! The International Accordion Festival will be in La Villita from October 15 - 17. Dia de los Muertos is just around the corner, with several altar displays citywide beginning later this month.

Fall also brings fantastic mariachi festivals. More than 15,000 mariachi musicians, aficionados and Mariachi

Diwali Lights Up HemisFair Park

by Sonia Canales,
Communications & Public Affairs



Diwali is one of the biggest festivals celebrated in India and, for the second year, is being celebrated in the Alamo City. Join us at 6:00 p.m. on Saturday, November 6 and experience this colorful event filled with Indian music, dance, food and a special lighting ceremony as a thousand tea lights are released into the fountains at HemisFair Park at the [Tower of the Americas](#). The event rounds out with a professional fireworks display.

This free event is sure to provide a fun, cultural experience for the entire family! For more information, call 210-273-2200 or 210-207-8083.

Treat Street in La Villita



Put on those spooky costumes, grab your candy buckets and round up the kids...its time for Treat Street 2010! Treat Street is a fun and safe Halloween experience that can be enjoyed by the entire family.

Vargas fans will convene in San Antonio for the largest and longest running mariachi music celebration in Texas-the Mariachi Vargas Extravaganza. The 7-day event takes place November 28 - December 4, 2010 in the heart of downtown San Antonio at various venues including the River Walk, San Fernando Cathedral, the St. Anthony Hotel and the Municipal Auditorium.

Mariachi Vargas de Tecalitlán is a 13-piece group based out of Mexico City. The group has performed for five generations, since 1897, and sets the standard for the mariachi music industry. Mariachi Vargas will perform in concert during the Mariachi Vargas Extravaganza on Saturday, December 4 at 7:30 p.m. Mariachi Vargas will conduct workshops for student mariachi musicians, participate in community presentations and judge the largest and most competitive mariachi group and vocal competitions during the Mariachi Extravaganza.

To register for the Extravaganza, or purchase tickets for the Mariachi Vargas concert, visit www.mariachimusic.com.

Want even more mariachis? Don't miss the Mariachi Festival with Las Altenas, Texas' finest all female Mariachi group. These award-winning women showcase the majesty of mariachi music like none other. With classics such as "La Bikina" and "El Rey", and even a medley of famous Beatles songs, this mariachi festival appeals to audiences of all generations and heritages.

Mariachi Las Altenas perform on Sundays at 4pm at the Historic Aztec Theatre. Tickets are available online at www.saroselive.com, by calling 210-212-7638, or at the Aztec Box Office located at 104 N. St. Mary's Street.

San Antonio's Public Markets

by Paula X. Stallcup, Director



For the last several months, the City has convened a group of stakeholders to participate on ad hoc committees for La Villita and Market Square. The purpose of the committees was to review the recommendations from the retail management study which stated that the local government was not the best entity to manage these facilities.

The committees have received a tremendous amount of information on each of the facilities in order to make a recommendation. This information included a review of management structures for other public markets across North America.

The recommendations are scheduled to be presented to the City Council Economic and Community Development Committee on Thursday, October 28, 2010. Both Market Square and La Villita are beautiful, historic facilities that require expert management and additional resources in order to continue to play a vital role in the life, culture and economy of San Antonio, as premier downtown destinations.

That's a Wrap for Movies by Moonlight

by Kelly Rafferty, Assistant Director



Movies by Moonlight in HemisFair Park finished the season with over 9,000 attendees who enjoyed great movies and great downtown evenings. Over 330 people completed surveys throughout the

Visit La Villita in downtown San Antonio on October 30, 2010 from 12:00 - 6:00 pm to join in the free event. Live entertainment combined with activities for children, including face painting, balloon animals, games and more, are sure to keep your ghosts, goblins and princesses amused throughout the day. There will also be plenty of trick-or-treat candy and a costume contest sponsored by the Paseo del Rio Association.

Treat Street is sponsored by Fox San Antonio 29. For a complete schedule of events, [click here](#).

Market Square is Open



Don't let the construction deter you - Market Square shops and restaurants are open for your shopping and dining pleasure! Construction is on schedule, with a target completion in Spring 2011. The new Market Square will include ADA improvements in El Mercado along with a new entrance and awning plus a redesigned public plaza.

To ensure the safety of visitors, San Saba Street has been closed to vehicular traffic from Dolorosa to Commerce. The street will reopen at the end of December 2010.

Historic Market Square is one of San Antonio's most exciting shopping, dining and entertainment experiences. The festive setting featuring over 100 shops as well as celebrated restaurants will maintain regular hours of operation and special events will take place in the fall as scheduled.

Visit our website at www.marketsquaresa.com for regular construction updates and information on upcoming events including the celebration of the new

series, and 99% were satisfied with their experience. The movies are definitely bringing locals back to downtown...98% of attendees were from San Antonio and represented the greater San Antonio area.

Movies by Moonlight is produced by the City of San Antonio Downtown Operations Department, with a goal of providing a free downtown outdoor cinema experience for San Antonians. We extend a huge thank you to our series sponsor, RiverCenter Mall, for making this season possible. Other generous sponsors this year included Time Warner Cable and the Hilton Palacio del Rio Hotel. The San Antonio Parks Foundation was also a huge partner in the event!

Ben Olivo with the San Antonio Express News visited Movies by Moonlight this year. Read about his movie experience at <http://blogs.mysanantonio.com/weblogs/downtown/2010/09/movies-by-moonlight.html>

Thanks to everyone for helping make this season a success. We look forward to seeing you under the moonlight next year!

Yes You Can Go to College!

by Virginia Hutto, Cafe College



Anyone can go to college. How? Challenge Yourself to aim high, Make a Plan for success, Discover Your Options for the future, and Find the Money to pay for college. Café College is the new college access education center recently opened as a resource for middle and high schools students, transfer students, parents, and anyone wishing to go to college.

Café College is the vision of Mayor Julian Castro, and aims to provide San Antonio citizens with the tools they need to further their education. The center recently opened last month and is located in downtown San Antonio at 131 El Paso. From the first day of operations, Café College has seen a steady stream of community members who have dreams of continuing their education and just need some assistance in the process.

Free services include assistance with completing college applications, finding financial aid, seminars and more. Café College also offers prep classes for standardized college admittance tests, including SAT and ACT tests.

Café College is off to a great start, and the friendly staff is eager to assist any one, at any age, who has aspirations for a college education. For more information, visit www.cafecollege.org or call 207-4528.

Sidewalk Cafes Wanted Downtown

by Veronica Garcia, Executive Assistant



Fall brings great weather and is the perfect time to create outdoor seating areas for dining. Imagine happy residents and visitors, taking a moment to dine al fresco on the busy sidewalks of downtown. Chic bistro tables and sun shading umbrellas can add to the visual aesthetics of downtown, and offer diners a chance to get outside and enjoy the fresh air and pleasant San Antonio weather.

Market Square coming in the Spring of 2011.

"Sidewalk cafés create a busier and livelier downtown," says Ben Brewer, President of the Downtown Alliance. "Businesses and pedestrians benefit from the atmosphere outdoor dining creates, and our goal is to continue the success from the River Walk to the street level."

The City recently created a new, affordable policy that encourages restaurants to add sidewalk cafés. Adding outdoor dining space is an inexpensive way to add capacity to a restaurant, and provides additional marketing benefits. To apply for a sidewalk café permit, call 210-207-8426 or [click here](#).

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

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Assistant Directors: Colleen Swain & Kelly Rafferty

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