

Downtown & Tourism

Creating a vibrant Downtown that is uniquely San Antonio

Downtown San Antonio is not just a place you visit; it is a place to immerse yourself in a treasure chest of arts, culture and other eclectic samplings of our city's heritage. With its vibrant nightlife, and historic landmarks, downtown is truly the heartbeat of the city. In fiscal year 2008, more than 4 million locals and visitors discovered all that downtown has to offer.

- The Convention, Sports and Entertainment Facilities Department hosted more than 41,000 visitors during the NCAA Men's Final Four. The NCAA Hoop City experienced record attendance with more than 62,000 visitors and resulted in an unprecedented economic impact of more than \$90.4 million for the city.

- The Convention and Visitors Bureau launched a new brand strategy to market San Antonio as a premier destination. A new logo, advertising campaign, marketing video and website were launched in 2008 after a St. Valentine's Day kick-off that included hundreds of couples married in special "Deep. In the Heart." ceremonies at the Arneson River Theatre, mariachi serenades along the River Walk, thousands of yellow roses given to visitors and a nighttime cityscape awash in *corazón* red.

- The Office of Cultural Affairs launched a new arts and cultural website, www.sahearts.com. This new arts and culture resource tells of the rich, diverse arts community right here in San Antonio and further demonstrates San Antonio as the cultural capital of Texas.

- The Convention, Sports and Entertainment Facilities Department served as the site for the 2008 Golden Jubilee, a religious gathering of 35,000 Ismaili Muslims. The gathering was the City's largest three-day event since the 1968 HemisFair.

- In 2008, more than 8.4 million passengers traveled through the San Antonio International Airport surpassing fiscal year 2007. The San Antonio International Airport also handled more than 220,000 airport landing and take-offs.

- In 2008, HemisFair Park celebrated its 40th Anniversary during the NCAA Final Four Big Dance festivities.

- More than 66,000 football fans packed the Alamodome for the 2007 Valero Alamo Bowl making it the most attended sporting event in Alamodome history. The game translated into a bowl record \$42.6 million direct economic impact for San Antonio.





MAIN PLAZA

The Heart of the City

Revitalizing the Heart of the City – Main Plaza Redevelopment

In April 2008, memories of San Antonio's rich historical past and the community it bore were rekindled as the City celebrated in grand fashion the opening of its cultural hub – Main Plaza. Known as the Heart of the City, Main Plaza has been transformed into an urban oasis offering a vibrant, public gathering place incorporating modern enhancements while preserving its past.

