



Alameda Theater Restoration Project

August 15, 2017
Community Meeting

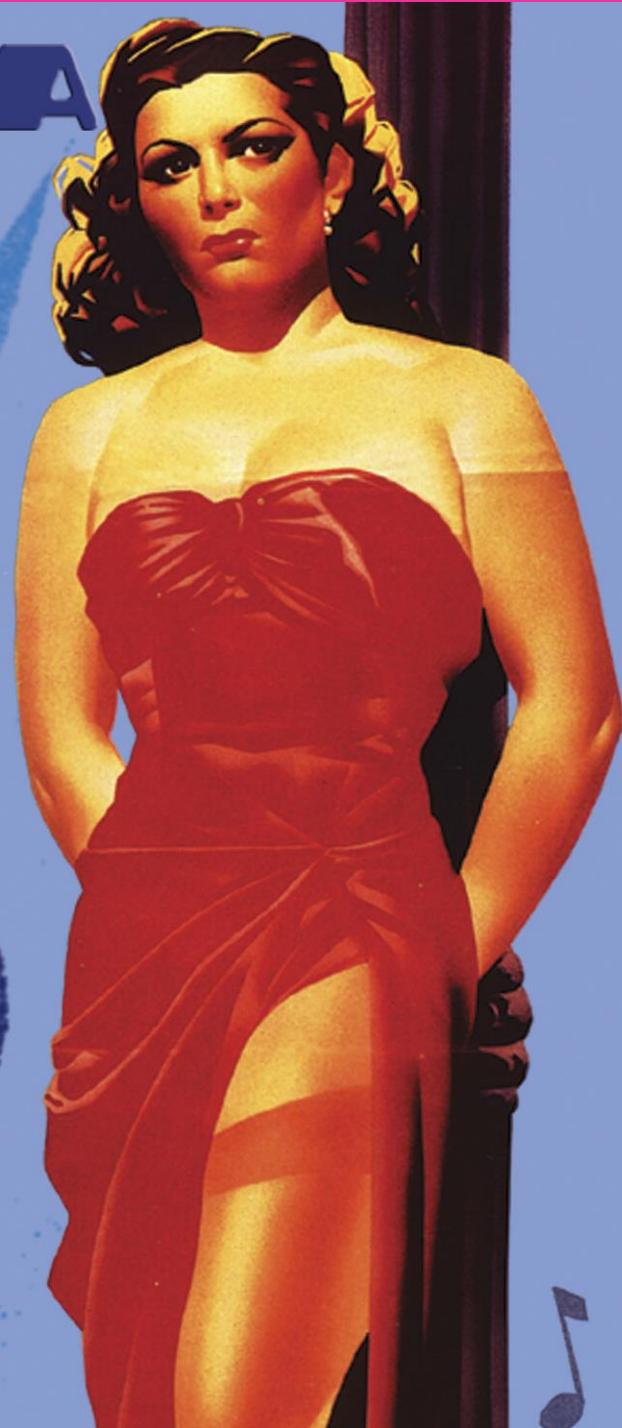
ALAMEDA

The Alameda complex was completed in 1949 as a Mexican-American entertainment venue.

For the next thirty years, the Theater featured major artists from throughout the United States, Spain, Mexico, and other Latin American countries.

The property was sold twice prior to the City acquiring it in 1994.

The theater is located in the City's Zona Cultural, an area designated by the Texas Commission of the Arts in 2015 as a Cultural Arts District.



Alameda Theater Today



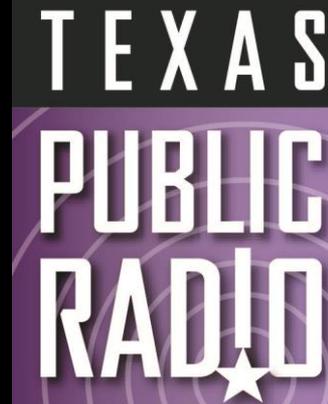
DECAL HOLDERS ALLOWED
COMMERCIAL
LOADING ZONE
15 MINUTE
LIMIT
TRUCK
LOADING ZONE
COMMERCIAL
VEHICLES ONLY





Moving Forward

- For the past 2 years, the City and County have worked with TPR and La Familia Cortez on a concept that would relocate TPR's Headquarters to the newly constructed back stage of the Alameda Theater and restore and reopen the Theater as a multi-media live performing arts and film center featuring the American Latino-Multicultural Story.
- The partners retained Michael Kaiser with the DeVos Institute of Arts Management to perform an assessment of the concept and make a recommendation.



Assessment Scope

- ≈ What type of venue and at what capacity can San Antonio support without compromising the sustainability of other performing arts facilities?
- ≈ What type of programming can such a venue support without compromising the sustainability of other performing arts facilities?
- ≈ Can a Latino focused cultural center and public radio exist under the same roof?

Concept

Historic Theater Restoration

- Creates thrust stage into audience
- Seat count reduced to 1,000
- Tiered audience for theater seats, event tables, and chairs
- Diverse Latino focused programming

Texas Public Radio Headquarter Relocation

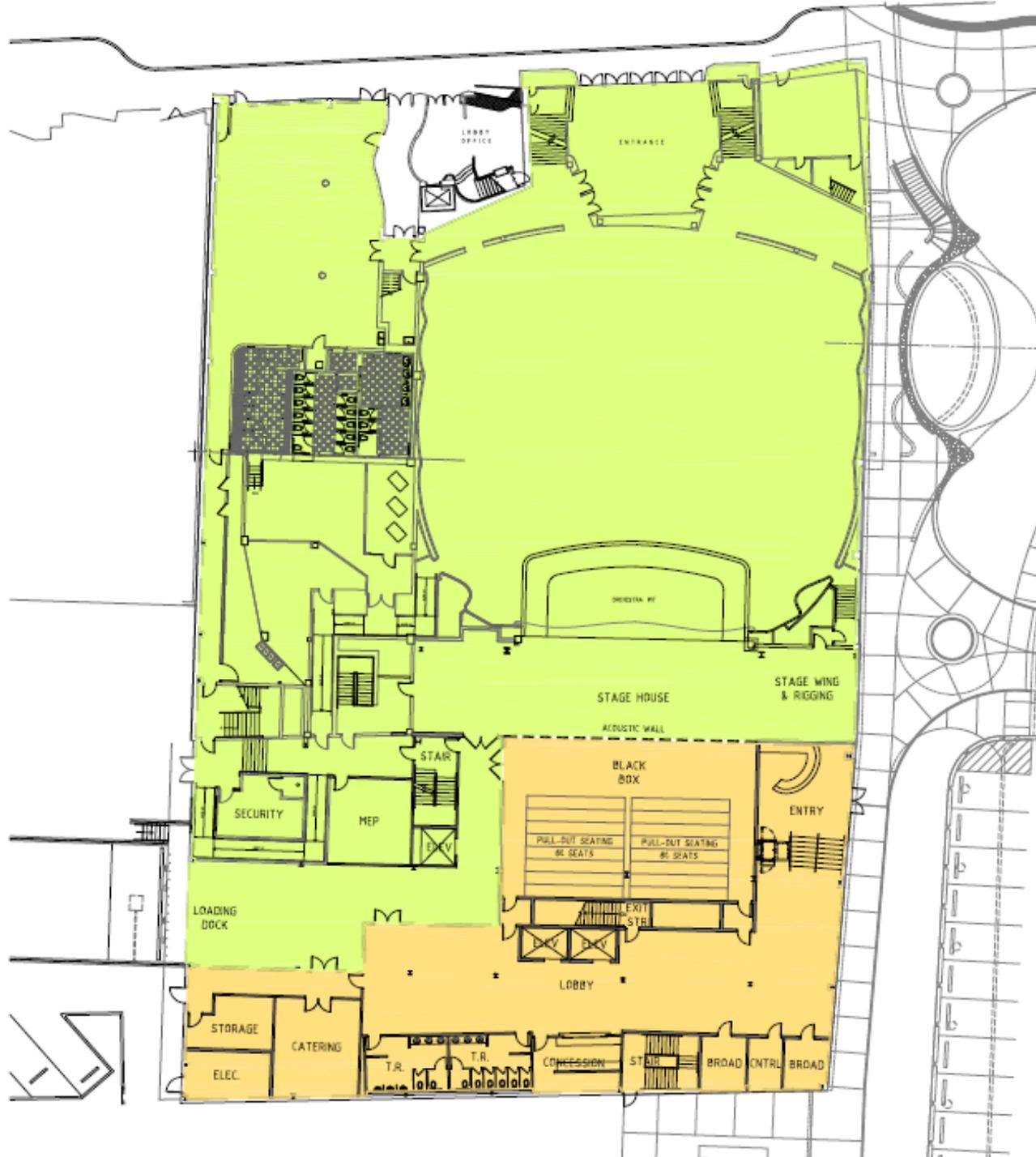
- Back stage office space
- 43 jobs up to 87 jobs downtown
- Ground floor production activated by studios with windows
- 200 seat black box theater

Alameda Theater Today









Alameda Theater Conservancy

The mission of the Alameda Theater Conservancy is to be a vital presenter of Latino arts and culture, and to manage and program the Alameda Complex. In recognition of the role of the arts to unite people, the ATC aims to serve everyone in San Antonio and those who visit with programming that entertains, educates and inspires.

Latino-focused Programming

Must be Diverse and Appeal to Many Age Groups

≈ Types of programming

- ≈ Community Meetings
- ≈ Civic Engagement
- ≈ Arts Education
- ≈ Symposiums
- ≈ Performing Arts (music, theater, dance)
- ≈ Film Festivals
- ≈ Spanish Language Programming
- ≈ Private events

≈ Collaborative programming

- ≈ International
- ≈ National
- ≈ Local
- ≈ Guadalupe Cultural Arts Center
- ≈ Esperanza
- ≈ Other Latino Arts agencies
- ≈ Arts San Antonio
- ≈ Instituto de Mexico
- ≈ TPR
- ≈ Centro De Artes

TPR



Community Engagement

- ≈ Public Briefings
 - ≈ March 29th B Session
 - ≈ April 13th San Pedro Creek Citizens Advisory Committee
 - ≈ April 18th Commissioner's Court
- ≈ Individual stakeholder meetings (numerous)
- ≈ Public meetings
 - ≈ March 29th
 - ≈ June 27th
 - ≈ August 15th

Community Feedback



Pedro Téran with his
“Spirit of the Dance”, Feb 1949
Courtesy of UTSA Institute of Texan Cultures

!VOLVER A ALAMEDA!

JANUARY 14, 2017

318 W HOUSTON ST.



SHOWTIMES:

2PM - MY DOG THE CHAMPION

4PM - EL BOLERO DE RAQUEL

6PM - SELENA

Recordando El Teatro Alameda Remembering the Alameda



Story
Collection

Cultural
Mapping

Photographs

Memorabilia

Community
Effort

RECORDANDO

El Teatro Alameda



Cuéntenos sus historias del Teatro Alameda en uno de los días de recuerdos programado

MIÉRCOLES

23 y 30 de AGOSTO
12-3 p.m.
Biblioteca Bazan
2200 W. Commerce

JUEVES

14 y 21 de SEPTIEMBRE
9-11 a.m. y 5:30-7:00 p.m.
Biblioteca Central
600 Soledad

O llame a 210.207.0241 para hacer una cita



Nuestras recuerdos del Teatro Alameda serán documentados para que podamos contarlos en el nuevo historia del teatro.



CITY OF SAN ANTONIO
OFFICE OF HISTORIC PRESERVATION

REMEMBERING

The Alameda Theater



Come share your memories at one of our story-telling days

WEDNESDAYS

AUGUST 23 and 30
12-3 p.m.
Bazan Library
2200 W. Commerce

THURSDAYS

SEPTEMBER 14 and 21
9-11 a.m. and 5:30-7:00 p.m.
Central Library
600 Soledad

Or by appointment, call 210.207.0241 to schedule a time



Our stories and memories of The Alameda Theater will be recorded so that we can tell the story of the new and improved Alameda



CITY OF SAN ANTONIO
OFFICE OF HISTORIC PRESERVATION

Volunteers Wanted

- ≈ Your Time!
- ≈ Your Input on...
 - ≈ Programming / performances
 - ≈ Education for youth
 - ≈ Marketing



Next Steps



Community Input (Ongoing)

- ≈ Design
- ≈ Program Plan



ALAMEDA

AN AMERICAN STORY.