World Heritage Office Overview and Work Plan Update
Arts, Culture and Heritage Council Committee

Colleen Swain, Director
August 15, 2017
World Heritage Partners

2025
Anticipated Economic Impact

- $44M - $105M annually
- 500 to 1,000 new jobs
- $2M in local hotel tax revenue
World Heritage Area Open House
When: Saturday, September 30, 2017, 9am - 11am
Where: Stinson Airport, 8535 Mission Rd.

For more information, call 210-207-2177, or email WorldHeritageSA@sanantonio.gov.

World Heritage Work Plan
- Infrastructure
- Transportation
- Beautification
- Wayfinding
- Small Business
- Marketing
- Land Use
- Alamo Master Plan
Alamo Master Plan

REIMAGINE the ALAMO
www.ReimagineTheAlamo.org

Infrastructure

Sidewalks - $730,000
Traffic - $132,000
Streets - $2.4 Million
PROPOSED 2017-2022
BOND PROGRAM
City of San Antonio

Street, Bridges & Sidewalks
$25 Million

Trail Signage & Wayfinding
$5 Million

Cultural Arts Center
$5 Million

Park & Land Acquisition
$2.25 Million

Infrastructure - Roosevelt

9/19/2017
Infrastructure — Utility Undergrounding

Transportation
Beautification – Photo Banners
Beautification – Stinson Mural

Beautification – Villamain Murals
Beautification - US 90 at Mission, Steves, Presa and Roosevelt Murals
Beautification - Mission Parkway at SE Military Drive Mural

Signage and Wayfinding
- 615 Signs along the River Walk
- 349 City wayfinding signs
- 55 B-Cycle stations
- 14 TxDOT signs
Small Business Development

- Mobile Responsive Website to connect visitors to local businesses
- Installing free wifi at Mission Concepcion to facilitate use
- Coordinating with Smart Cities initiative

Small Business Development

- Operation Facelift
- World Heritage Business Preservation Policy and Program:
  - World Heritage Business Certification & Registry
  - Façade Improvement Matching Grants
  - Landscape, signage and parking lot improvement grants
  - Interior infrastructure loans
  - Education
Marketing & Outreach

- Mobile Responsive Website
- World Heritage Neighborhood Leadership Academy
- World Heritage Ambassador
- World Heritage Festival
- Application to UNESCO Creative Cities Network

Marketing and Outreach — Mobile Responsive Website

- Multiple Languages
  - Points of Significant Cultural & Historical Interest
  - Recommended Routes
  - Social Media Platform Integration
- Event Listing
  - Videos & Photos
- Audio Tours
Marketing & Outreach –
World Heritage Neighborhood Leadership Academy

SAN ANTONIO MISSIONS
WORLD HERITAGE • OUR HERITAGE
WORLD HERITAGE AMBASSADOR

• Must be a Certified Tourism Ambassador
• Programs Launches – August 29th
Marketing and Outreach

- AACOG – 2016 Government Project of the Year
- Sidovia – World Heritage
- GoUNESCO – Make Heritage Fun
- UNESCO Cities of Creativity
- 7th America’s Competitiveness Exchange
- San Antonio Tricentennial Summer Institute for Educators
- Organization of World Heritage Cities – International Student Film Competition
- Tours and Events – ICMA, Final Four, City of Houston Delegation, City Parks Alliance – Board of Director
Land Use – Mission Historic District

- Stakeholder Meetings scheduled for August 23 and 24
- Community Input at Office of Historic Preservation's Homeowner Fair – August 26

Land Use – Zoning

- Initiate rezoning process for properties within Land use Amendments
- Review key commercial Corridors
- Review Mission Protection Overlay District (MPOD)
- Launch September 30th
World Heritage Office Overview and Work Plan Update
Arts, Culture and Heritage Council Committee

Colleen Swain, Director
August 15, 2017