

City Tower Flores St. Mural

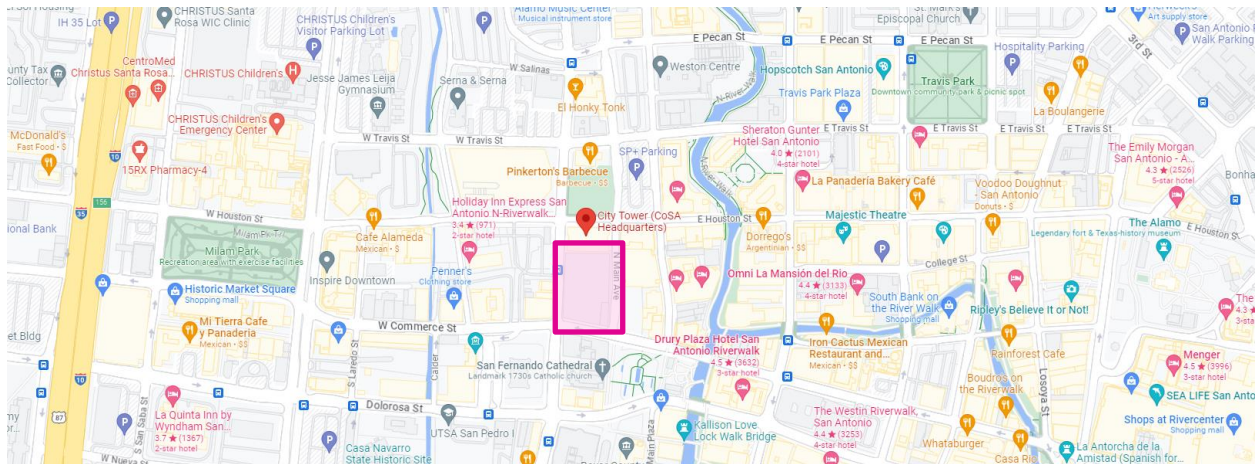


ARTS & CULTURE

Date of Final Report: May 5, 2023

Arts & Culture Project Manager: Renée Talamantez

Project Location: City Tower Parking Garage (60 N Flores St, San Antonio, TX 78205)



Goal of Engagement: Identify theme and style of the proposed public art mural.

Marketing Strategy: The Department of Arts & Culture managed outreach and promotion by utilizing social media and an email newsletter to promote survey. Social media included posts on Facebook, Instagram, and Twitter feeds. Department outreach also included stakeholder engagement and emailed invitations to District 1 neighborhood associations, requesting that they share the event and survey with their constituents.



Target Audience: Zip codes located within District 1 and the broader San Antonio community.

Survey Dates: March 2-April 30, 2023

Total responses: 67

Summary of Findings: Results indicate a mural that is vibrant and inspiring is preferred. Thematically, the community is interested in San Antonio's diverse and historic community.

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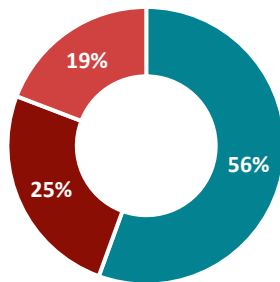


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Evidence:

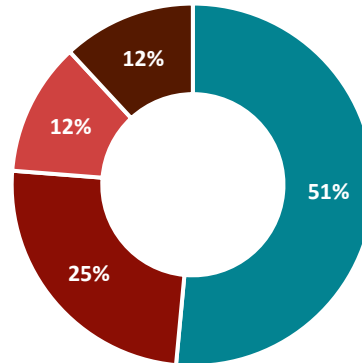
Theme

- Inspiration: A vision of San Antonio's diverse, vibrant, and historic community.
- Innovation: If you could design the future of San Antonio, what would that look like?
- Teamwork: How City departments work together and the community at large.



How do you want the artwork to make you feel?

- Inspired
- Joyful
- Informed
- Peaceful



Sample of Theme Comments

Love to see a diverse and historic community.

San Antonio is a vibrant, diverse community of varied races, religions, & ethnicities commingling to create a beautiful, unique city culture I'm proud of.

This should reveal all the creative confluence that is San Antonio... all types of creativity, cooking, gardening, art, etc.

This city is growing and changing, but there's an eye toward the history that has built the foundation. I'd love to see something that represents the excitement that change can bring while honoring the deep traditions.

Next Steps:

Milestone	Completion Date
Community Engagement	April 30, 2023
Design	Summer-Fall 2023
Fabrication	Winter 2023-Spring 2024
Installation & Dedication	Summer 2024