



## CENTRO SA & DOWNTOWN ALLIANCE

### HOST THE IDA SPRING MEETING

APRIL 25 - 27.

DON'T MISS THIS GREAT MEETING!

FOR MORE INFORMATION, CALL US AT 210.225.3862.

## DISTRICT DEVELOPMENTS

SPRING 2009

### MESSAGE FROM THE PRESIDENT

Ben E. Brewer



There is a lot to be excited about. To name but a few, we have a new brand in place and new web site on its way; the International Downtown Association meeting, coming to San Antonio April

25-27, is an excellent opportunity for the District to shine on a national and international stage; and, the Ambassador Amigos are getting a new tool to help them serve the Center City even better than before.

Here's a sneak preview about what the Ambassadors will have—a handheld PDA that will contain a ton of information regarding downtown businesses, routes, and more. This new product, created by Eponic of Portland, Oregon, is a streamlined system of data acquisition and online reporting. It is designed to make our Ambassador Amigos more productive and helpful.

We have a database of the businesses within the District and will download it to the Ambassadors' handhelds. Using these PDAs, our Amigos will quickly be able to look up information for visitors. And, there's more. The Amigos will carry portable printers capable of printing step-by-step walking directions to any business in the database, as well as event and general information for any business in the system. Additional features include daily activity logs that are customizable and can replace pen and paper records, and has the capability to handle online reporting.

We hope to have these PDAs in the hands of our Ambassador Amigos around the time the International Downtown Association comes to town in late April.

This type of handheld information system is beginning to be used in public improvement districts around the country. I am very proud to be at the forefront of this exciting technology, bringing better service to visitors, residents and businesses in and surrounding the District!

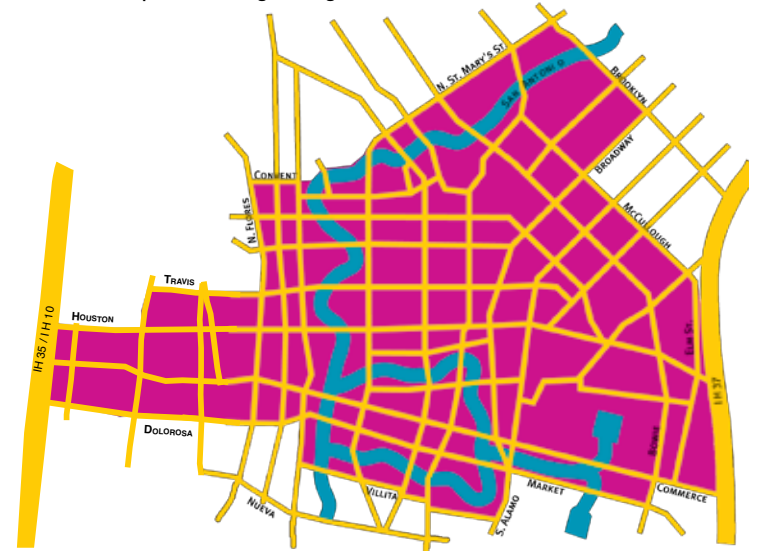
### DISTRICT RENEWAL

Since the beginning of this fiscal year, Downtown Alliance has engaged in the reauthorization of the Public Improvement District for the new term that will begin October 2009.

We formed a reauthorization committee to work on several issues for the District's renewal. The committee, comprised of Centro and Downtown Alliance board members, several at-large property owners, and City of San Antonio representatives, explored key issues and presented its recommendations:

- **TERM RENEWAL:** The term length should remain five years.
- **DISTRICT BOUNDARIES:** Expand the District boundary to the west so that it includes Market Square. *See the map on the right.*
- **DELIVERED SERVICES:** Basic services provided by the District for the past 10 years will continue. Additional emphasis will be placed on marketing and public relations associated with the District.
- **ASSESSMENT RATE:** The rate should not exceed \$.12 per \$100 of assessed valuation. Additionally, owners of residential condominiums will be assessed at a reduced rate.

Over the past month, Downtown Alliance has collected petitions executed by property owners for the reauthorization. The petition process is required by statute for creating public improvements districts in the state of Texas. These petitions will be delivered to the City of San Antonio, which triggers a public hearing process regarding reauthorization of the District.



We should have the results of this process by late April/early May. Once approved, an annual service plan will be prepared and presented to the City in late summer for the new service year to begin October 2009.

This is a long process...and a worthwhile one. It allows for an examination and realignment of our geographic area, those served, and the services provided.

### SAN ANTONIO: IN THE SPOTLIGHT

As we've previously mentioned, Downtown Alliance and Centro San Antonio will cohost the International Downtown Association (IDA) Spring Conference, April 25 – 27. This conference centers on downtown San Antonio as an urban laboratory, and offers mobile workshops, tours, and roundtables that engage participants. As IDA focuses on downtown as a sustainable place, as a physical place, and its vital essence as an experience, attendees will enjoy a compelling, rewarding and unique event, with some new twists. They will participate in keynotes and sessions, as well as more mobile workshops and tours that showcase the San Antonio experience.

**KEYNOTE SPEAKERS** are: Sheryl Sculley, San Antonio City Manager; Henry Cisneros, Executive Chairman of CityView; and Richard C.D. Fleming, Civic Entrepreneur.

The **BREAKOUT SESSIONS** include: Marketing Downtown Effectively • Meeting in the Middle: Peaceful and Profitable • Coexistence Between AM and PM

Businesses • Old Spaces, New Faces • Historic Sustainability • Women in Urban Management • Pinching Pennies: Managing Downtown During Challenging Times • Great Project! Now Where Do I Find the Money? • Will Condos Sell? Will Apartments Lease? • A New Look at Video Surveillance • The Good Neighbors at GSA • Liquid Assets: Extending the River Experience.

There's more. There will be will **ROUNDTABLE DISCUSSIONS** on such pertinent topics as: Understanding the Implications of a Global Economy • Retail Survival • Managing Downtowns in Hard Times • Managing Downtown Organizations in Hard Times • A New Administration in Washington: What Does it Mean for Downtowns? • Is There Gold in Going Green?

And the **MOBILE WORKSHOPS** that will showcase our city include: Reclaiming Public Spaces • Public Private Partnerships: Creating Opportunity • Public Art: Icing on the Cake • River Tour.

This conference attracts downtown and urban professionals from all over North America, as well as some international participants. We anticipate over 200 attendees to gather for this event, headquartered at the beautiful Grand Hyatt Hotel, and showcased throughout downtown.

The International Downtown Association serves as a world leader of and champion for vital and livable urban centers. For more information about the program, visit the IDA web site at [www.ida-downtown.org](http://www.ida-downtown.org).

**BE CENTRO!**  
**ASK AN AMIGO!**



## LOCAL EVENTS & VENUES

There is so much happening in our city, it's hard to keep up with who's offering what and when. Instead of providing you with a list of events, here's a listing of venues with contact information, including web addresses. Enjoy downtown and all it has to offer!

- THE ALAMO** 300 Alamo Plaza / 210.225.1391
- ALAMODOME** 100 Montana St. / 210.207.3663
- ARTPACE SAN ANTONIO** 445 N. Main Ave. / 210.212.4900 / [www.artpace.org](http://www.artpace.org)
- AT&T CENTER** One AT&T Center 210.444.5000 / [www.attcenter.com](http://www.attcenter.com)
- AZTEC ON THE RIVER** 201 E. Commerce, Suite 300 210.227.3930 / [www.aztecontheriver.com](http://www.aztecontheriver.com)
- BLUE STAR CONTEMPORARY ART CENTER** 116 Blue Star 210.227.6960 / [www.bluestarart.org](http://www.bluestarart.org)
- CARVER CULTURAL CENTER** 226 N. Hackberry 210.207.7211 / [www.thecarver.org](http://www.thecarver.org)
- EMPIRE THEATRE** 208 E. Houston St. / 210.226.2121 [www.majesticempire.com](http://www.majesticempire.com)
- FREEMAN COLISEUM** 3201 E. Houston St. / 210.224.1374 [www.freemancoliseum.com](http://www.freemancoliseum.com)
- GEMINI INK** 513 S. Presa St. / 210.734.9673 [www.geminiink.org](http://www.geminiink.org)
- GUADALUPE CULTURAL ARTS CENTER** 1300 Guadalupe St. / 210.351.7787 [www.guadalupeculturalarts.org](http://www.guadalupeculturalarts.org)
- LA VILLITA** 418 Villita #903 / 210.207.8610 [www.lavillita.com](http://www.lavillita.com)
- MAGIK THEATER** 420 S. Alamo / 210.227.2751 [www.magiktheatre.org](http://www.magiktheatre.org)
- MAIN PLAZA CONSERVANCY** 111 Soledad St. 210.225.9800 / [www.mainplaza.org](http://www.mainplaza.org)
- MAJESTIC THEATRE** 224 E. Houston St. / 210.226.5700 [www.majesticempire.com](http://www.majesticempire.com)
- MARKET SQUARE** 514 W. Commerce / 210.207.8600 [www.marketsquaresa.com](http://www.marketsquaresa.com)
- MCNAY ART MUSEUM** 6000 N. North Braunfels 210.824.5368 / [www.mcnayart.org](http://www.mcnayart.org)
- MCALLISTER AUDITORIUM** 1400 San Pedro Ave. / 210.733.2719 [www.accd.edu/sac/theatre/theatrespeech/McAllister/McAllister.html](http://www.accd.edu/sac/theatre/theatrespeech/McAllister/McAllister.html)
- MUNICIPAL AUDITORIUM** 100 Auditorium Circle / 210.207.8511
- JUMP-START PERFORMANCE** 108 Blue Star 210.227.5867 / [www.jump-start.org](http://www.jump-start.org)

- RIVERWALK** 110 Broadway / 210.227.4262 [www.thesanantonioriverwalk.com](http://www.thesanantonioriverwalk.com)
- SAN ANTONIO BOTANICAL GARDEN** 555 Funston 210.207.3250 / [www.sabot.org](http://www.sabot.org)
- SAN ANTONIO CHILDREN'S MUSEUM** 305 E. Houston 210.212.4453 / [www.sakids.org](http://www.sakids.org)
- SAN ANTONIO MULTIMEDIA CENTER** 660 North Main Ave. 210.226.4600 / [www.SanAntonioIc.com](http://www.SanAntonioIc.com)
- SAN ANTONIO MUSEUM OF ART** 200 W. Jones Ave. 210.978.8100 / [www.samuseum.org](http://www.samuseum.org)
- SAN ANTONIO SYMPHONY** 230 East Houston 210.554.1010 / [www.sasymphony.org](http://www.sasymphony.org)
- SAN ANTONIO ZOO** 3903 N. St. Marys St. / 210.734.7183 [www.sazoo.aq.org](http://www.sazoo.aq.org)
- SAN PEDRO PLAYHOUSE** 800 West Ashby / 210.733.7258 [www.sanpedroplayhouse.com](http://www.sanpedroplayhouse.com)
- SOUTHWEST SCHOOL OF ART AND CRAFT** 300 Augusta / 210.224.1848 / [www.swschool.org](http://www.swschool.org)
- SUNSET STATION**-Lonestar Pavilion 1174 E. Commerce 210.222.9481 / [www.sunset.station.com](http://www.sunset.station.com)
- UTSA'S INSTITUTE OF TEXAN CULTURES** 801 S. Bowie St. / 210.458.2330 [www.TexanCultures.com](http://www.TexanCultures.com)
- WITTE MUSEUM** 3801 Broadway / 210.357.1900 [www.wittemuseum.org](http://www.wittemuseum.org)
- For more information about what's happening around town, please visit our web site at **WWW.CENTROSANANTONIO.ORG** and click on events.

## IT'S A BRAND NEW...

You may have noticed that Centro's logo has a slightly new look. We've updated our brand so that it reflects our affiliation with Downtown Alliance and it's in keeping with our great city—more contemporary and stylish! Part of our new branding involves Downtown Alliance and Centro developing a combined web site for the Center City. And, we're adding a new tag line to our brand: **BE CENTRO.**

You'll see our updated logos and look on just about everything we do. And, watch for the launch of the Center City web site in the next few months.

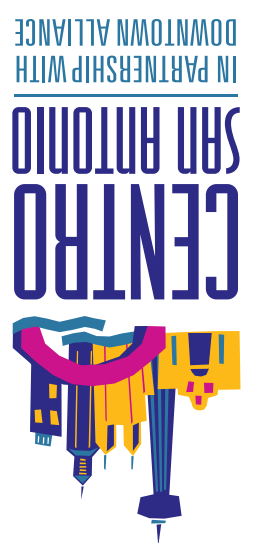


### AMIGO OF THE QUARTER: HARLEY REESE

Harley Reese was born in the Rio Grande Valley, and moved to San Antonio with his family in 1955. He attended school in San Antonio and stayed here until he entered the U.S. Army in 1968. Having served in both Germany and the Republic of Vietnam, Harley returned to Ft. Sam Houston in 1971. He attended Southwest Texas University where he met his wife. They have two children. Harley left the Army in 1972 and worked for the City of Houston Bridge and Engineers as a project superintendent. He joined the Centro Ambassadors in July 2008 and has been a great asset to the program, receiving many letters of appreciation from visitors. His friendly "can do" attitude encourages his co-workers and brings much positive feedback for our Ambassador program.

[WWW.CENTROSANANTONIO.ORG](http://WWW.CENTROSANANTONIO.ORG)

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