

Bloom Series #4: Eisenhower Park (District 8)



CITY OF SAN ANTONIO
DEPARTMENT OF
ARTS & CULTURE

Date of Final Report: October 1, 2020

Arts & Culture Project Manager: Bianca Alvarez

Project Location: Eisenhower Park, 19399 NW Military Hwy, San Antonio, TX 78257

Parks and Recreation Department Scope: Construction of a new trailhead

Parks and Recreation Department Timeline: Construction completion – January 2021

Parks and Recreation Department Contact: Daniel Leal, Daniel.Leal@sanantonio.gov

Goal of Engagement: Identify three flowers for design

Marketing Strategy: The Department of Arts & Culture contracted with arts agency, Artpace, for project outreach. Artpace utilized social media and an email newsletter to promote the event. Social media included posts on Facebook, Instagram, and Twitter feeds and story posts and re-shares from the Department and District 8 Councilman Manny Pelaez. Department outreach also included stakeholder engagement, requesting that they share the event with their constituents.

Target Audience: Zip codes located within District 8 and the broader San Antonio community



Survey Dates: July 14 – September 11, 2020

Meeting Date(s): September 2, 2020

Total responses: 98

Email & Virtual feedback: No email or virtual feedback received.

Summary of Findings: The following three flowers were selected through SA Speak Up survey results.



Antelope Horns Milkweed



Blackfoot Daisy



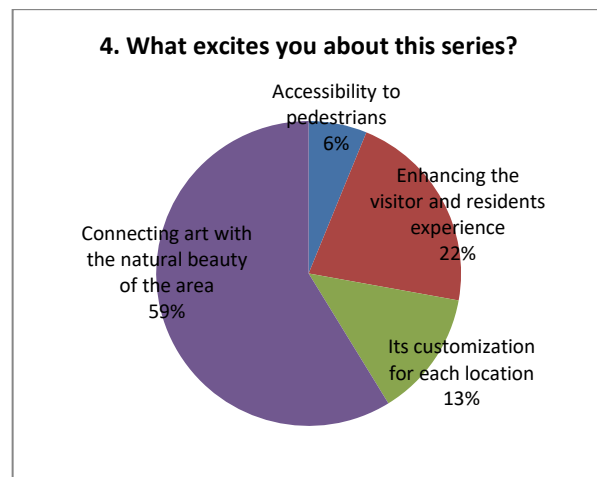
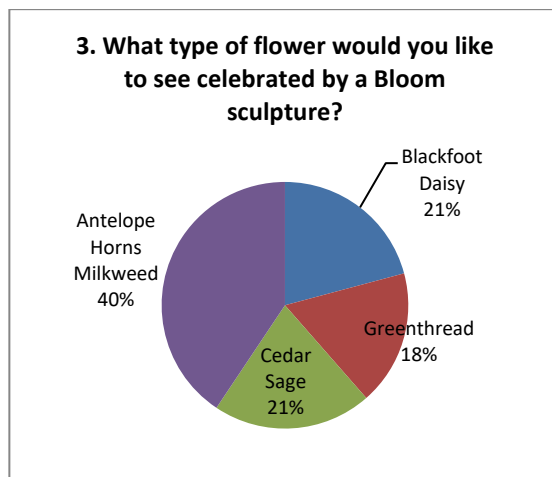
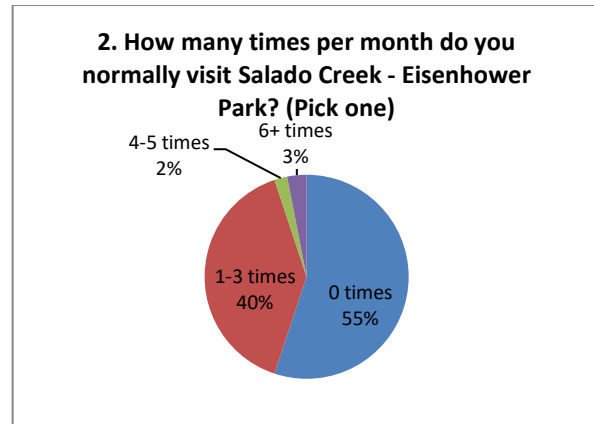
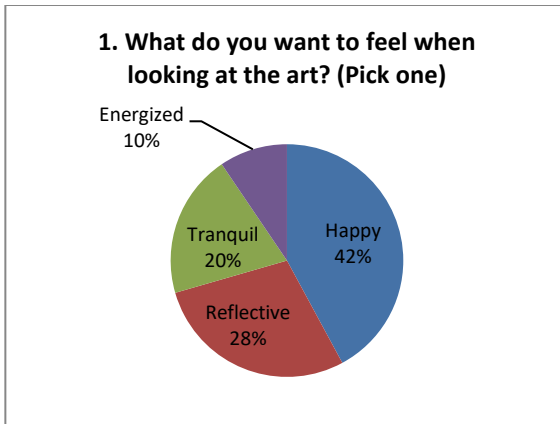
Cedar Sage

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Evidence:



Next Steps:

Milestone	Completion Date
Community Engagement	September 11, 2020
<i>Bloom</i> Final Design	December 2020
<i>Bloom</i> Fabrication	Spring 2021
<i>Bloom</i> Installation	Summer 2021
<i>Bloom</i> Dedication	Summer 2021