

# Bloom Series #6: Alazan Creek/Mario Farias Park (District 1)



CITY OF SAN ANTONIO  
DEPARTMENT OF  
ARTS & CULTURE

**Date of Final Report:** October 30, 2020

**Arts & Culture Project Manager:** Bianca Alvarez

**Project Location:** Mario Farias Park, 1012 Leal St, San Antonio, TX 78207

**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, Esperanza Peace & Justice Center, for project outreach. Esperanza 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 1 Councilman Roberto Trevino. Department outreach also included stakeholder engagement, requesting that they share the event with their constituents.

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



**Survey Dates:** July 14 – October 16, 2020

**Meeting Date(s):** October 7, 2020

**Total responses:** 140

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

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



Scarlet Sage



Four Nerve Daisy



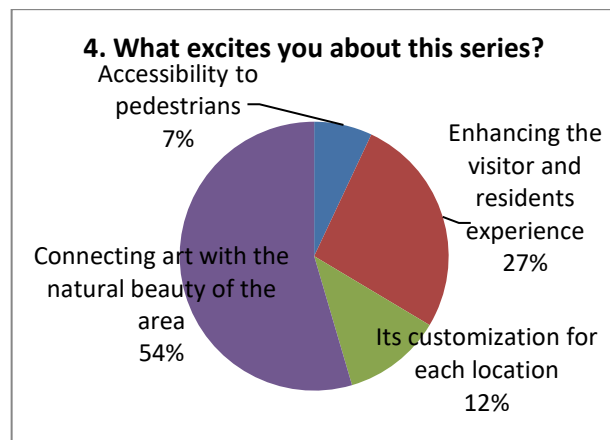
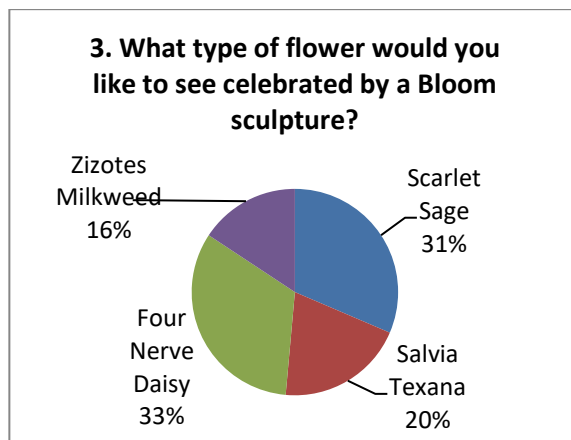
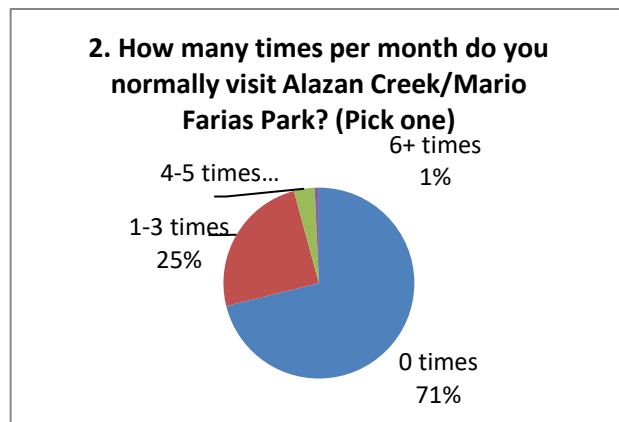
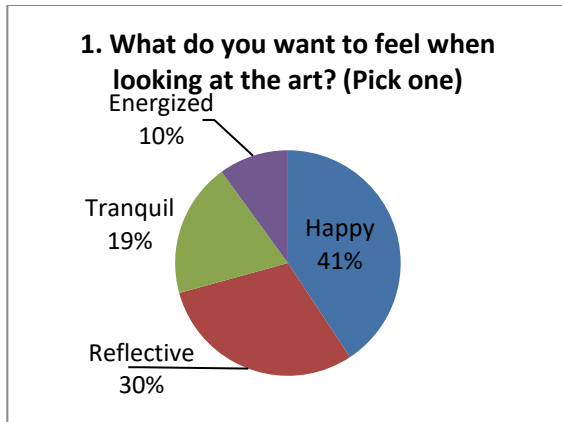
Salvia Texana

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**Evidence:**



**Next Steps:**

Milestone	Completion Date
Community Engagement	October 2020
<i>Bloom</i> Final Design	Spring 2021
<i>Bloom</i> Fabrication	Summer 2021
<i>Bloom</i> Installation	Fall 2021
<i>Bloom</i> Dedication	Fall 2021

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