

Bloom Series #5: South Side Lions Park (District 3)



CITY OF SAN ANTONIO
DEPARTMENT OF
ARTS & CULTURE

Date of Final Report: October 1, 2020

Arts & Culture Project Manager: Bianca Alvarez

Project Location: 4600 Pecan Valley Dr, San Antonio, TX 78223

Parks and Recreation Department Scope: Construction of a new trailhead

Parks and Recreation Department Timeline: Complete

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, Blue Star Contemporary, for project outreach. Blue Star 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 3 Councilwoman Rebecca Viagran. Department outreach also included stakeholder engagement, requesting that they share the event with their constituents.

Target Audience: Zip codes located within District 3 and the broader San Antonio community



Survey Dates: July 14 – October 9, 2020

Meeting Date(s): October 1, 2020

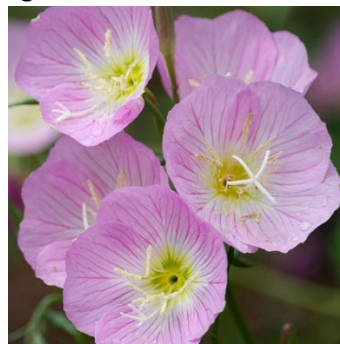
Total responses: 123

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

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



Mealy Blue Sage



Pink Evening Primrose



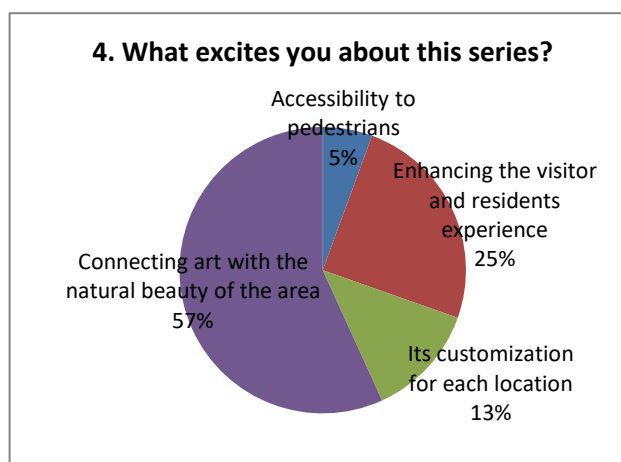
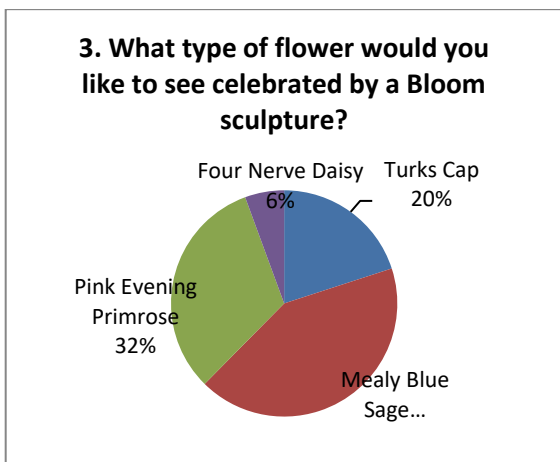
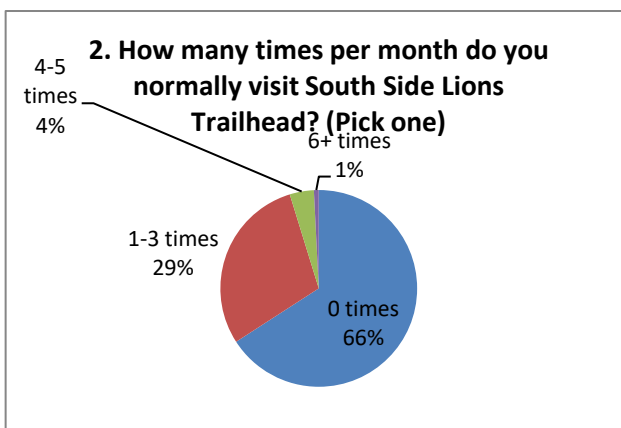
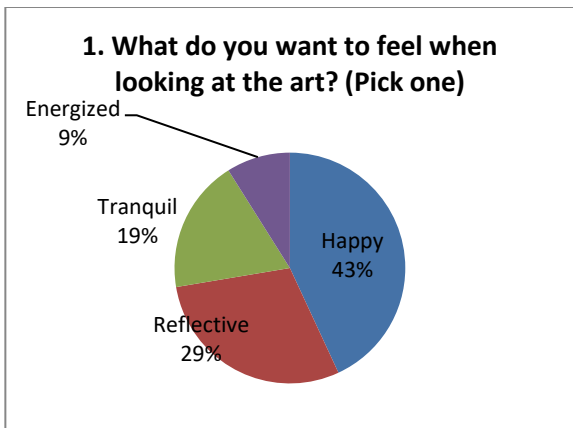
Turks Cap

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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