

Bloom Series #7: Leon North – Tezel Rd. Trailhead/Tezel Road Community Facility (District 6)



CITY OF SAN ANTONIO
DEPARTMENT OF
ARTS & CULTURE

Date of Final Report: November 13, 2020

Arts & Culture Project Manager: Bianca Alvarez

Project Location: Leon North – Tezel Rd. Trailhead/Tezel Road Community Facility

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

Goal of Engagement: Select two flowers from four options

Marketing Strategy: The Department of Arts & Culture contracted with arts agency, The Guadalupe Cultural Arts Center, for project outreach. The Guadalupe 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 6 Councilwoman Melissa Havrda Cabello. Department outreach also included stakeholder engagement, requesting that they share the event with their constituents.

Target Audience: Zip codes located within District 6 and the broader San Antonio community



Survey Dates: July 14 – October 23, 2020

Meeting Date(s): October 14, 2020

Total responses: 138

Email & Virtual feedback: Some participants requested the ability to recommend their own flowers, instead of the limitation of four options. In the virtual meeting, participants suggested including language on bike safety and medicinal uses of the flowers to enhance their significance and provide education along the trails. Another suggestion included an artist meet-and-greet for the public to interact directly with the artist.

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



Woolly Ironweed



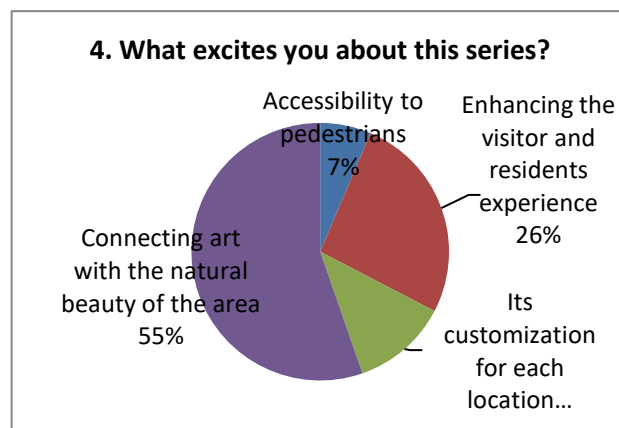
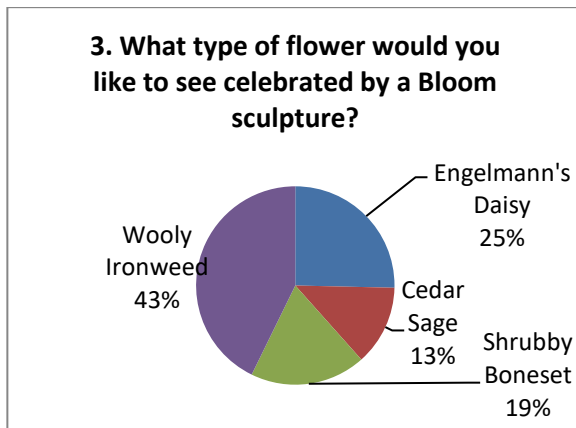
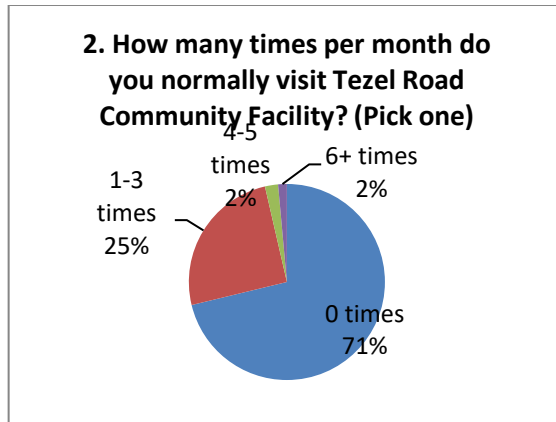
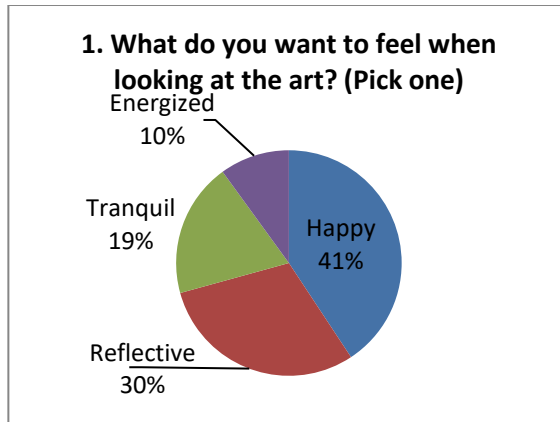
Engelmann's Daisy

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Evidence:



Next Steps:

Milestone	Completion Date
Community Engagement	October 2020
<i>Bloom</i> Final Design	Summer 2021
<i>Bloom</i> Fabrication	Fall 2021
<i>Bloom</i> Installation	Spring 2022
<i>Bloom</i> Dedication	Summer 2022