



Date of Final Report: October 30, 2020

Arts & Culture Project Manager: Jordyn Patrias

Project Location: 3503 Martin Luther King Dr, San Antonio, TX 78220

Funding source: 2017-2020 Bond Program

Public Works Scope: General sitework construction to include (but not limited to) a splash pad, prefabricated restroom building, pre-engineered open-air pavilion, low impact development parking. Trails, and park tables with benches.

Public Works Timeline: Construction completion—October 2021

Public Works Contact: Pat Schneider, patrick.schneider@sanantonio.gov

Goal of Engagement: Identify what theme the community would like the public art sculpture to have.

Marketing Strategy: The Department of Arts & Culture contracted with arts agency, San Antonio African American Community Archive and Museum (SAAACAM), for project outreach. SAAACAM utilized social media and an email newsletter to promote the event. Social media included simultaneous posts on Facebook, Instagram, and Twitter feeds through a third-party social media application. The City of San Antonio MLK Jr. Commission, Caver Community Cultural Center, and District 2 Councilwoman Jada Andrews Sullivan also shared marketing materials. Department outreach also included stakeholder engagement, requesting that they share the event with their constituents.

Target Audience: Zip codes located within District 2 and the broader San Antonio community.



Survey Dates: September 14, 2020-October 12, 2020

Meeting Date: October 5, 2020 (rescheduled from September 28, 2020)

Total responses: 15

Email & Virtual feedback: There was no virtual feedback in the meeting. Two emails were received.

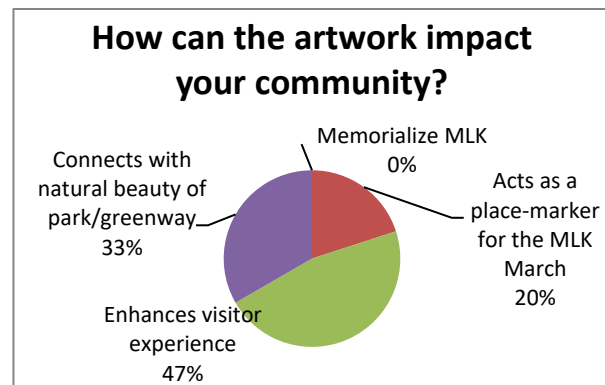
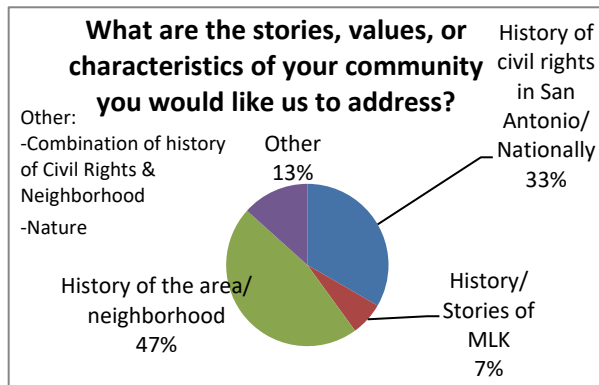
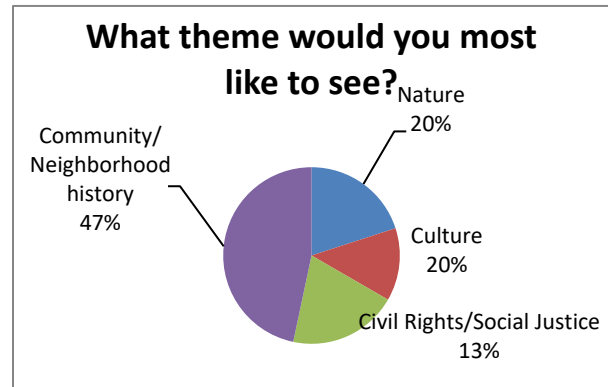
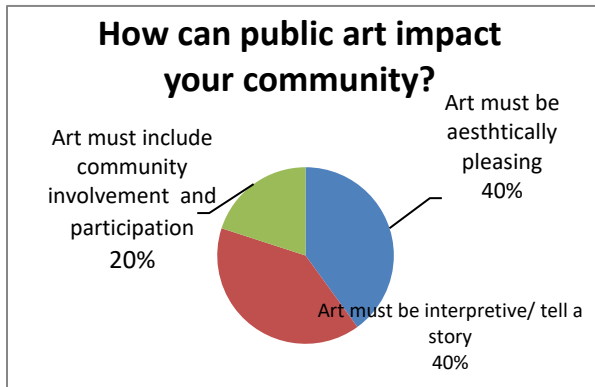
- A community member expressed interest in the project and recommended an artist.
- A community member expressed disinterest in having another monument to Martin Luther King Jr. and expressed favor in having a local San Antonio figure represented instead.



Summary of Findings: The public art sculpture at MLK Park Should

- Be aesthetically pleasing and tell and interpretive story
- Tell the history of the community and neighborhood
- Address themes of local and national Civil Rights
- Enhance visitor experience

Evidence:



Next Steps:

Milestone	Completion Date
Public Works Department (PW) Begins Construction	January 2021
Design Development Complete	June 2021
PW Construction Complete	Summer 2021
Fabrication	October/November 2021
Installation/Dedication	November 2021