

Historic Market Square Mural

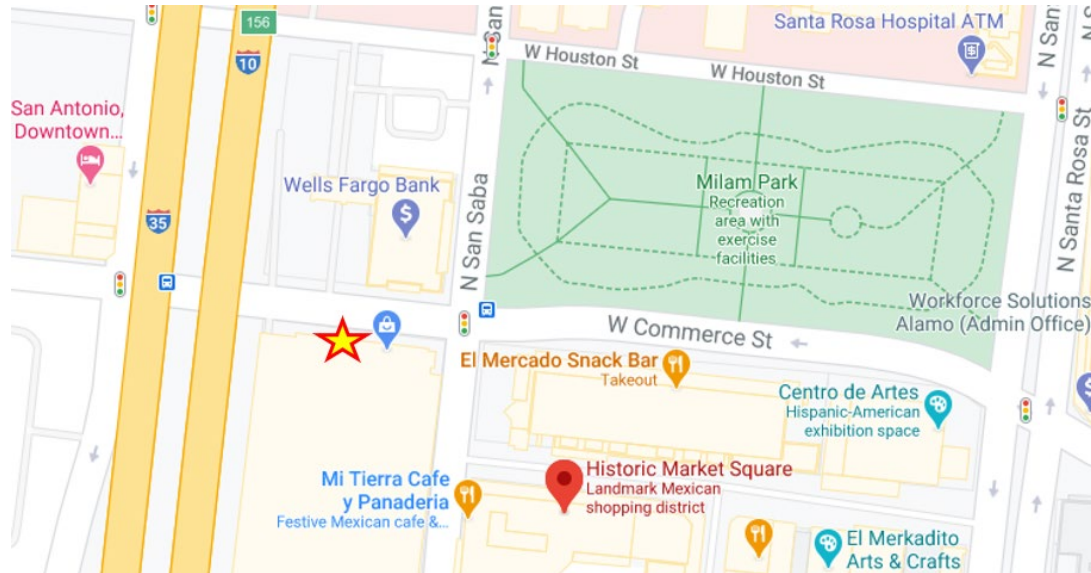


CITY OF SAN ANTONIO
DEPARTMENT OF
ARTS & CULTURE

Date of Final Report: April 16, 2021

Arts & Culture Project Manager: Bianca Alvarez

Project Location: Historic Market Square – Farmers Market (612 W Commerce St, San Antonio, TX 78207)



Goal of Engagement: Identify theme and style of the proposed public art mural.

Marketing Strategy: The Department of Arts & Culture managed outreach and promotion by utilizing 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 Treviño. Department outreach also included stakeholder engagement and emailed invitations to District 1 neighborhood associations, requesting that they share the event and survey with their constituents.

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



Survey Dates: February 15-April 12, 2021

Meeting Date(s): April 6, 2021

Total responses: 69

Email & Virtual feedback: Question:

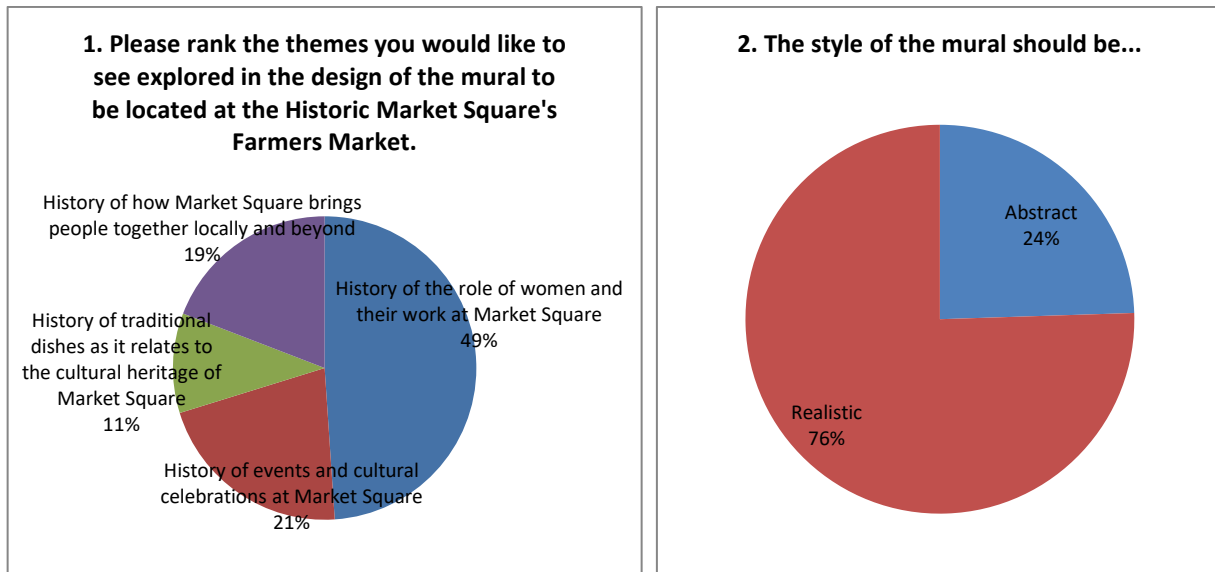
- Objects: piñatas, *baleros* and *trompos*, loteria, cascarnes
- Food as an expression of love and tradition: *paletas*, roasted corn, festival foods, *pan dulce* (*marranitos*), origins of Tex-Mex food – using chili meat gravy on enchiladas to pay homage to Chili Queens

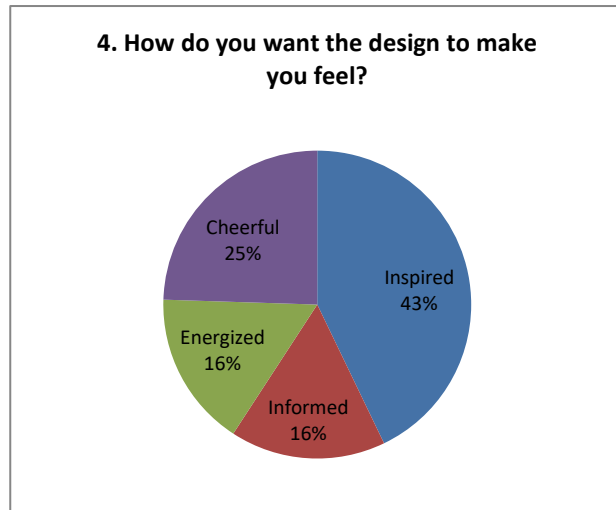
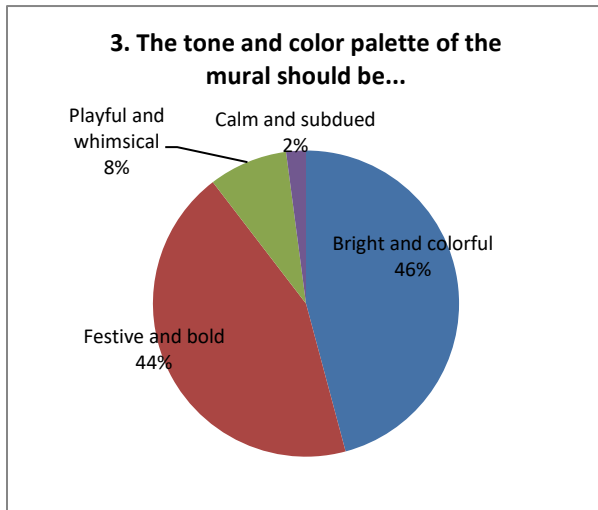


- Celebration of *gente*: mariachis, people of the Westside, weekly family dinners, strolling troubadours (trios), Chili Queens
- Performances and events: *bailes, las posadas, conjuntos*
- Highlight historic landmarks, buildings, and art: *botanicas*, cultural centers – Guadalupe Cultural Arts Center, art by Jesse Trevino and Con Safo artists
- Other themes: oral stories, legends, and folklore as anthropological approach and use of ethnography; history of immigration and immigrants' spirit of entrepreneurship – Market Square was once San Antonio's own Ellis Island; pay homage to all the immigrants who made Market Square into what it is today: Mexicans, Chinese, Jewish, Polish, Germans, Italians, Belgians, and the French

Summary of Findings: Results indicate a realistic mural that is bright and colorful is preferred. Thematically, the community is interested in the history of the role of women and their work at Market Square.

Evidence:





Next Steps:

Milestone	Completion Date
Community Engagement	April 12, 2021
Design	Fall 2021
Fabrication	Spring 2021
Installation	Summer 2022
Dedication	Fall 2022