

A RESOLUTION 2010-01-21-0003R

SUPPORTING THE CREATION OF THE CENTRO PARTNERSHIP.

\* \* \* \* \*

**WHEREAS**, the City of San Antonio, in cooperation with the San Antonio Downtown Alliance and other stakeholders, has undertaken a process of reinvention and redesign for its downtown management, development and revitalization program; and

**WHEREAS**, the Centro Partnership will be a public/private partnership that oversees and facilitates development and revitalization in the center city; and

**WHEREAS**, this partnership will serve as a new umbrella organization guided by a shared vision, committed to a focused mission, and will manage an expanded array of new tools, as well as consolidating various organizations and functions designed to maximize effectiveness and efficiency; and

**WHEREAS**, the Downtown Alliance, Centro San Antonio and the Downtown San Antonio Community Development Corporation will become subsidiary corporations of the Centro Partnership, which will staff and manage the functions of all three; and

**WHEREAS**, the Centro Partnership will include two additional program elements referred to as the Residential, Business Recruitment and Retention Program and the Parking and Transportation Management Program; and

**WHEREAS**, the Centro Partnership would derive the bulk of its income from the center city's public improvement district (PID), and inherit and expand the membership program currently employed by the Downtown Alliance and could earn additional revenues through managing city contract services and revenue-generating festivals and events; and

**WHEREAS**, the Board of Directors of the Centro Partnership should be a "CEO-level" board, with each entity represented by the highest-level leadership or by a key decision-maker within the entity; and

**WHEREAS**, a nominating committee composed of representatives from the City of San Antonio, Bexar County and the Downtown Alliance will nominate the Board of Directors; and

**WHEREAS**, the Centro Partnership concept has been presented to numerous stakeholders, including public partners, neighborhood associations, developers and other downtown organizations and the City of San Antonio has received numerous letters of support endorsing the Centro Partnership; and

**WHEREAS**, upon approval of a resolution of support, the Centro Partnership will be incorporated, the nominating committee will appoint the Board of Directors, an interlocal

agreement will be negotiated between the City, County and the Centro Partnership that clearly identifies the program elements and details the responsibilities of each partnership entity, and the City of San Antonio will begin a visioning process for the center city; and

**WHEREAS**, the City Council finds that forming the Centro Partnership is in the best interest of the City of San Antonio; **NOW THEREFORE**:

**BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF SAN ANTONIO:**

**SECTION 1.** The City Council affirms its support for the creation of the Centro Partnership.

**SECTION 2.** The City Manager or her designee is authorized to negotiate contracts necessary to support the mutual goals of the City of San Antonio and the Centro Partnership following its formation.

**SECTION 3.** City staff is directed to present contracts, authorized in Section 2 above, to City Council for approval following negotiations.

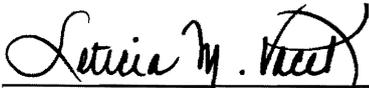
**SECTION 4.** This Resolution shall be effective immediately upon the receipt of at least eight affirmative votes. In the event that less than eight affirmative votes are received, then this Resolution shall be effective on the tenth (10th) day after passage.

PASSED AND APPROVED this 21<sup>st</sup> day of January, 2010.

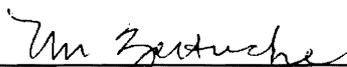


M A Y O R  
Julián Castro

**ATTEST:**

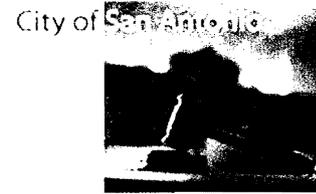
  
\_\_\_\_\_  
Leticia M. Vacek, City Clerk

**APPROVED AS TO FORM:**

  
\_\_\_\_\_  
for Michael Bernard, City Attorney



Request for  
**COUNCIL**



## Agenda Voting Results - 4

<b>Name:</b>	4						
<b>Date:</b>	01/21/2010						
<b>Time:</b>	10:56:18 AM						
<b>Vote Type:</b>	Motion to Appr w Cond						
<b>Description:</b>	A Resolution supporting the creation of the Centro Partnership. [Pat DiGiovanni, Deputy City Manager; Dave Feehan, President, Civitas Consultants LLC]						
<b>Result:</b>	Passed						
<b>Voter</b>	<b>Group</b>	<b>Not Present</b>	<b>Yea</b>	<b>Nay</b>	<b>Abstain</b>	<b>Motion</b>	<b>Second</b>
Julián Castro	Mayor		x				
Mary Alice P. Cisneros	District 1		x			x	
Ivy R. Taylor	District 2		x				
Jennifer V. Ramos	District 3		x				
Philip A. Cortez	District 4		x				
David Medina Jr.	District 5		x				
Ray Lopez	District 6		x				
Justin Rodriguez	District 7		x				
W. Reed Williams	District 8		x				
Elisa Chan	District 9		x				x
John G. Clamp	District 10		x				

# City of San Antonio



## Centro Partnership

January 21, 2010

Item # 4

## Background

- Downtown Assessment – July 2007
  - Facilitated by Michael Stevens, ED Capitol Riverfront Business Improvement District
- IDA Advisory Panel – May 2008
  - Representatives from Phoenix, Washington D.C., Arlington, Fort Worth, and the CEO of the IDA
  - Requested to identify the best downtown management structure to oversee, coordinate and facilitate economic development and redevelopment plans in the downtown.

## Background

- In January 2009, David Feehan, President of Civitas Consultants LLC, was contracted by the City to expand IDA Panel recommendations and propose the structure and management of a new organization and assist with its implementation.
- In June 2009, Dave Feehan provided a draft proposal: *The Centro Partnership – A New Beginning for Downtown San Antonio*.
- Since June, Dave Feehan and City staff have briefed various organizations and stakeholders.
- On December 14, 2009, the Economic and Community Development Committee endorsed the creation of the Centro Partnership and recommended that it be placed on the City Council Agenda for City Council to take action on a resolution of support.

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## Proposal

- Create a public private partnership to oversee and facilitate development and revitalization in the center city guided by a unified vision.
  - Through interviews with nearly two dozen downtown and community leaders, Feehan found no apparent shared vision for downtown San Antonio.
- A vision process should occur as soon as possible. The new, shared vision should then be incorporated into the goals, objectives, and programs of the new organization called the Centro Partnership.

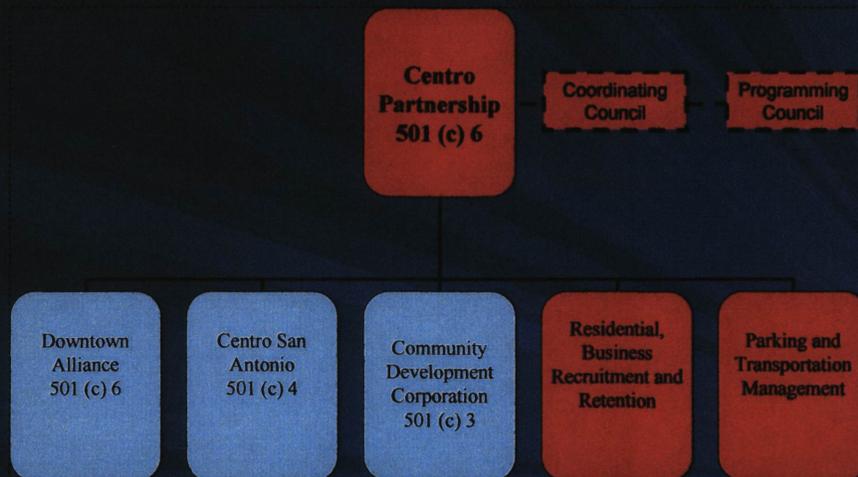
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## What is the Centro Partnership

- A public-private partnership created by the City of San Antonio, Bexar County, and the Downtown Alliance to oversee and facilitate development and revitalization in the center city.
- An umbrella organization incorporated as a 501 c 6 guided by a shared vision, committed to a focused mission, and managing an expanded array of new tools.
- A consolidation of organizations and functions designed to maximize effectiveness and efficiency.

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## Organization Chart



\*The boxes highlighted in red are new organizations and/or program elements.

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## Centro Partnership

- Staff and manage the functions of all program elements.
- Implement the vision for our center city.
- Manage existing corporations and their respective Boards which will continue to exist as subsidiaries of the Centro Partnership.
- The boards of each of these entities will continue to exist and may meet only as legally required and/or necessary.

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## Centro Partnership

- The board of directors will reflect the two-fold nature of its mission:
  - Management, marketing, and maintenance of downtown
  - Downtown development
- The board will be a “CEO-level” board
  - Each entity should be represented by the highest-level leadership or by a key decision-maker in the entity he or she represents.

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## Centro Partnership

- Downtown Coordinating Council
- Downtown Program Committee

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## Program Elements

- Downtown Alliance
  - Advocacy and marketing
- Centro San Antonio
  - Operations and maintenance
- Community Development Corporation
  - Real estate acquisition

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## New Program Elements

- Residential attraction
- Business recruitment and retention
- Parking and transportation management

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## Budget

- Public Improvement District
- Membership Dues
- City of San Antonio FY2010 \$300k Grant

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## Partners

- The Centro Partnership concept has been presented to the numerous stakeholders to include our public partners, neighborhood associations, developers, and other downtown organizations.
- The City of San Antonio has received numerous letters of support endorsing the Centro Partnership.

- SARA
- Frost Bank
- Hixon Properties
- SAGE
- Tourism Council
- Greater Chamber of Commerce
- AIA
- Centro San Antonio
- HemisFair Park Area Redevelopment Corporation
- Reata
- Downtown Alliance
- Lou Fox, James Lifschutz, Michael Westheimer
- Pearl Brewery
- Teeple Partners
- Hispanic Chamber of Commerce

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## 2010 Performance Metrics

- Centro Partnership incorporated and Board of Directors constituted and functioning
- Visioning process initiated and completed
- CEO and staff hired
- Centro Partnership brand created
- Retail attraction plan defined and implementation underway
- Parking system transitioned to Centro Partnership
- Inventory system of available office space in downtown completed
- Possible development sites and projects identified
- Downtown database tracking system created
- Identify and begin negotiations on one new residential project

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## Next Steps

- Centro Partnership Incorporated
- Board of Directors Appointed
- Agreements between Centro Partnership and subsidiaries negotiated
- Interlocal agreement negotiated
  
- All contracts between the City of San Antonio and the Centro Partnership will require City Council Action and Approval.

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## City of San Antonio



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