



SAN
PEDRO
CREEK
CULTURE PARK





ILLUME: MAKING SPIRITS BRIGHT

December 14





San Antonio Express-News Deborah Martin · USA · Dec 10 · 1:00 pm

San Pedro Creek Culture Park now home to illuminated critters

Urchins," a temporary installation, will premiere during **Illume**, the second annual festival at the **San Pedro Creek**...



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Event Promo Highlights

Digital ads garnered 1.24M impressions

Video ads produced 21,225 views

3,445 users visited event webpage

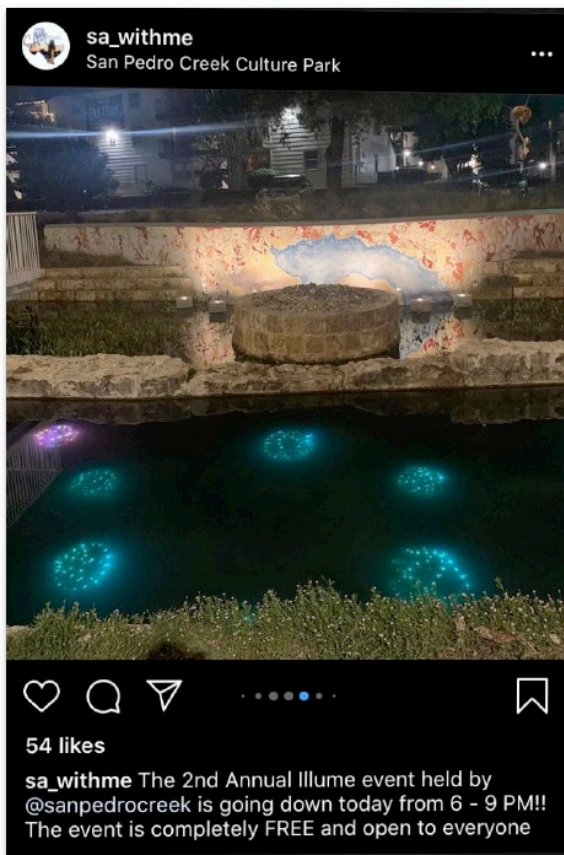
Event emails among highest open rates

Social ads received 296k impressions

Social ads received 29k video views

Social Influencer event promotion

Temporary Art media coverage

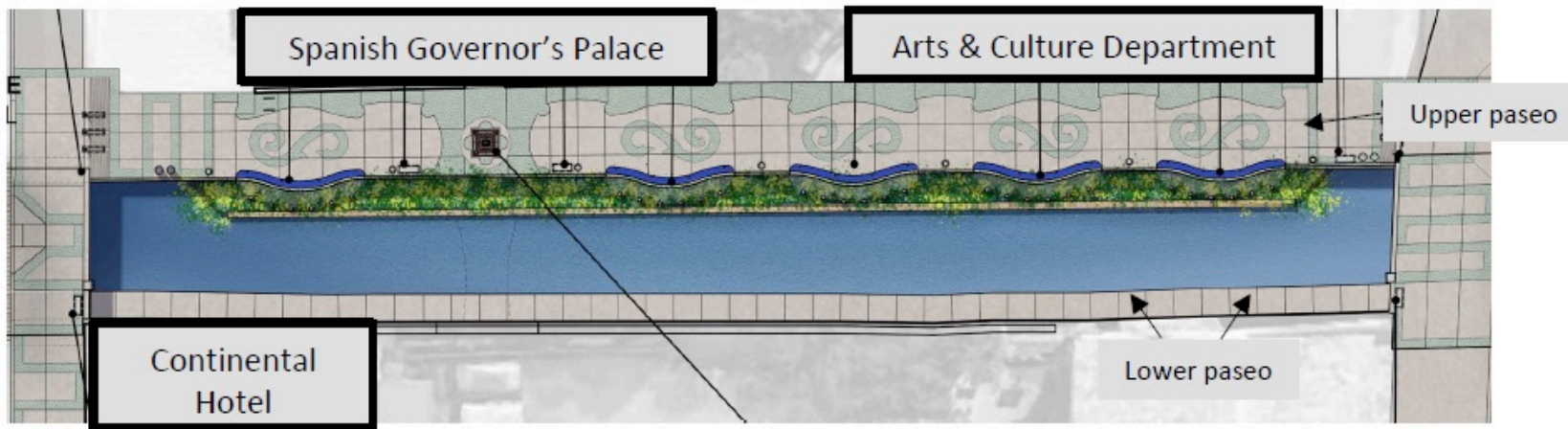




UPCOMING EVENTS



- Monday Night Yoga
- February 11: Drum Workshop
- February 22: Get Fit



PHASE 1.2

Five Panel Mural

- Opportunity open to Pre-Qualified Artist Pool
- 24 applications received; 4 finalists selected
- Week of February 10 – Finalist Interviews
- February TBD – Commissioners

Selection Panel Members: Bianca Alvarez, Teresa Eckmann, Juanita Fierro, Belinda Gavallos, Ben Tremillo

Finalists: Oscar Alvarado + team, Carlos Cortes + team, Diana Kersey + Adriana Garcia, Ansen Seale + team



PROJECT UPDATES

Creek Lines by Bridge Projects (Ph 1.1)

- Working with Bexar Historical Commission to finalist text on poles
- Finalizing engineering; fabrication to begin in near future

Stream by Adam Frank (Ph 1.2)

- Finalized microphone location and site design
- Working with TPR to develop software program
- Water Wall test late spring



INTERPRETIVE PLAN

- Initial review by SARA and Bexar County staff Nov/Dec 2019
- Draft plan sent to Interpretive Plan Committee 1/8/20
 - Committee will reconvene in late January to discuss plan and provide final comments/edits
- Final document will be posted on SPC website and distributed to stakeholders, including SPC Subcommittee



QUESTIONS?

