



Alameda Theater Restoration Project

ALAMEDA

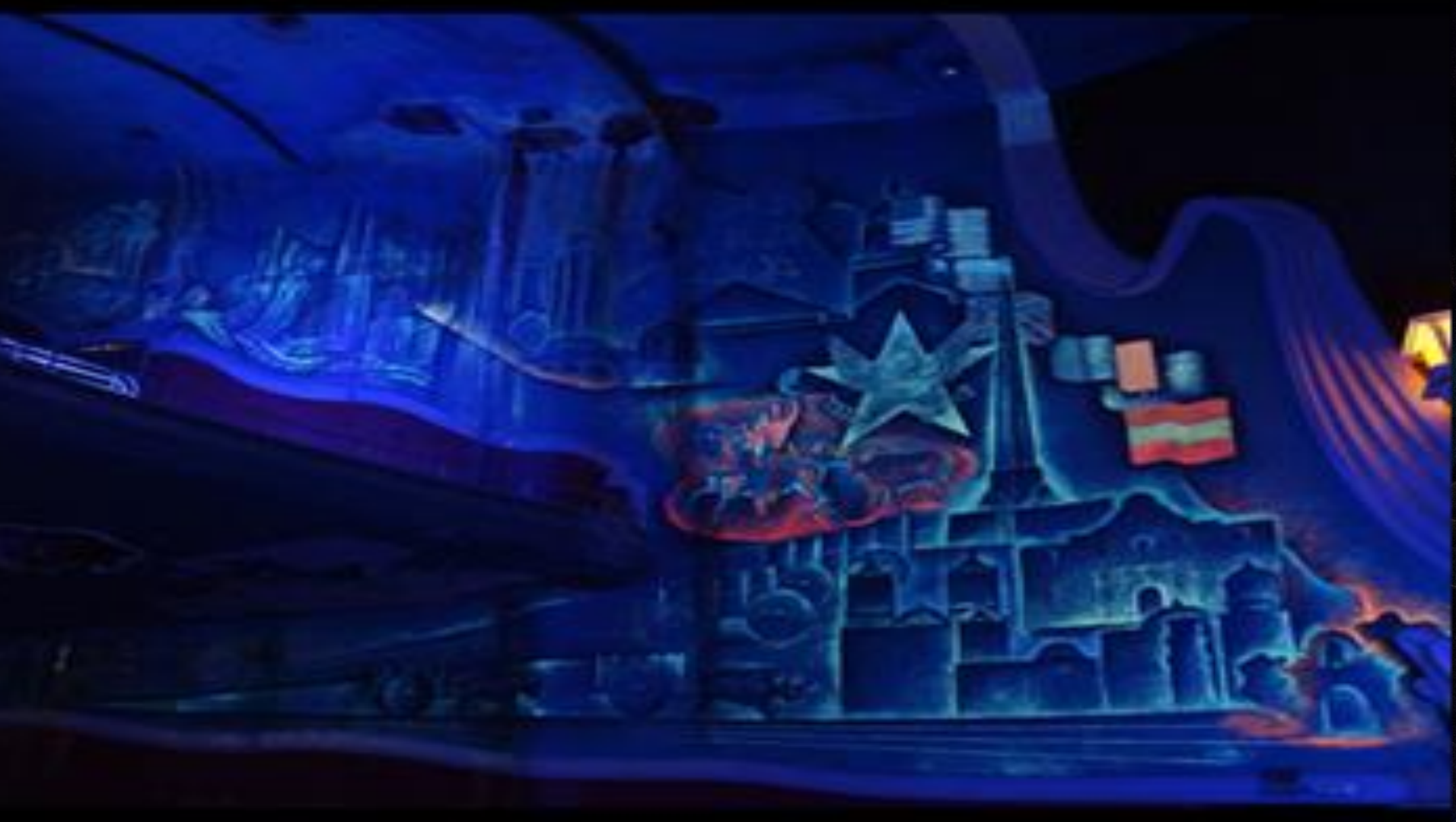
The Alameda complex was completed in 1949 as a Mexican-American entertainment venue.

For the next thirty years, the Theater featured major artists from throughout the United States, Spain, Mexico, and other Latin American countries.

The property was sold twice prior to the City acquiring it in 1994.

The theater is located in the City's Zona Cultural, an area designated by the Texas Commission of the Arts in 2015 as a Cultural Arts District.





Alameda Theater Today









ALAMEDA

NO STOPPING
OR STANDING
EXCEPT
FOR
LOADING
OR UNLOADING
OF PASSENGERS
OR MERCHANDISE
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FOR
DELIVERIES
OR
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PUBLIC
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DECAL HOLDERS ALLOWED
COMMERCIAL
LOADING ZONE
30 MINUTE
LIMIT
TOW-AWAY ZONE

COMMERCIAL
VEHICLES ONLY





Moving Forward

- For the past 2 years, the City and County have worked with TPR and La Familia Cortez on a concept that would relocate TPR's Headquarters to the newly constructed back stage of the Alameda Theater and restore and reopen the Theater as a multi-media live performing arts and film center featuring the American Latino-Multicultural Story.
- The partners retained Michael Kaiser with the DeVos Institute of Arts Management to perform an assessment of the concept and make a recommendation.



Assessment Scope

- ≈ What type of venue and at what capacity can San Antonio support without compromising the sustainability of other performing arts facilities?
- ≈ What type of programming can such a venue support without compromising the sustainability of other performing arts facilities?
- ≈ Can a Latino focused cultural center and public radio exist under the same roof?

Concept

- ≈ The historic Alameda Theater will be restored and reopened as a performing arts facility.
 - ≈ New Alameda creates a thrust stage into audience (reduced seat count to 1,000-1,500)
 - ≈ Audience is reorganized into tiers that can hold theater seats or event tables and chairs
 - ≈ Diverse Latino focused programming
- ≈ TPR will relocate their headquarters to the newly constructed backstage area
 - ≈ Office Space (43 jobs up to 87)
 - ≈ Ground floor production studio that is activated by studios with windows
 - ≈ 160 seat black box theater

Management

- ≈ A new 501 (C) 3 would be created to operate and program the Alameda Theater

- ≈ Initial fiduciary board (5 – 7 people)
 - ≈ Engage architect (with TPR)
 - ≈ Design and renovate new theater
 - ≈ Hire Executive Director
 - ≈ Develop fundraising plan

- ≈ Eventual fiduciary board (15-20 people)
 - ≈ Fundraise
 - ≈ Program

Latino-focused Programming

Must be Diverse and Appeal to Many Age Groups

≈ Types of programming

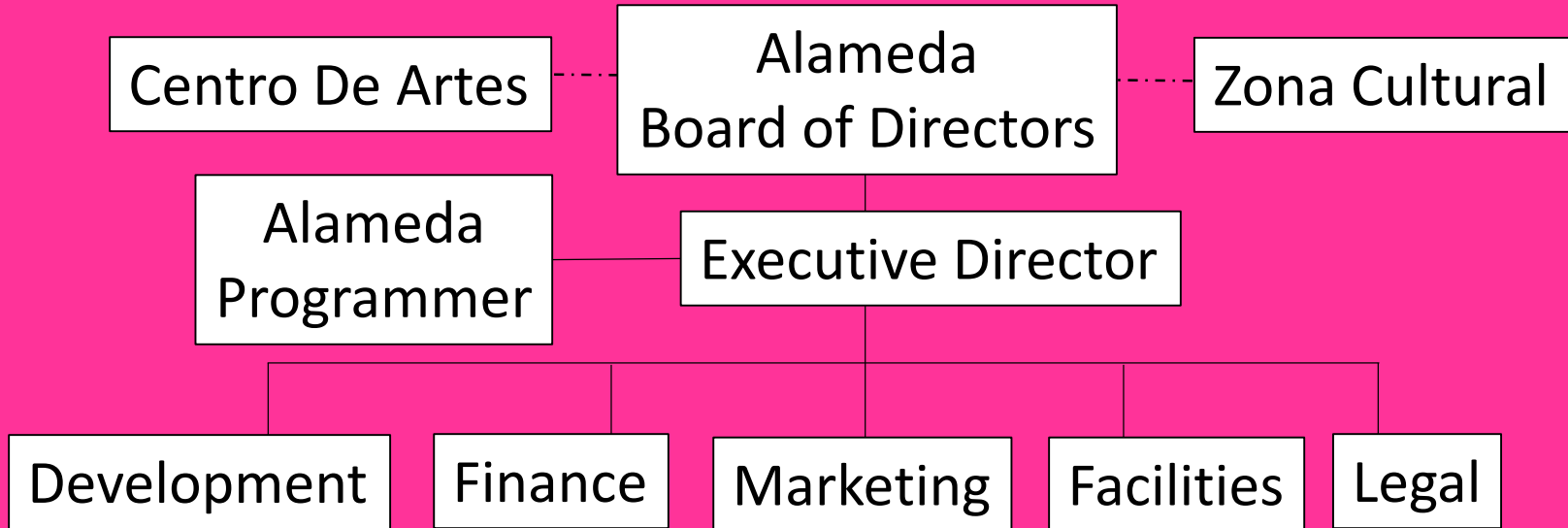
- ≈ Arts Education
- ≈ Symposiums
- ≈ Performing Arts (music, theater, dance)
- ≈ Film Festivals
- ≈ Private events

≈ Collaborative programming

- ≈ NALAC
- ≈ Guadalupe Cultural Arts Center
- ≈ Arts San Antonio
- ≈ Instituto de Mexico
- ≈ TPR
- ≈ Centro De Artes

*Additional community dialogue is necessary before finalizing a programming plan.

Proposed Organization Structure



TPR

≈ **Tenant of the Alameda Theater**

- ≈ Occupy approximately 35k sq ft of the 80k sq ft facility

≈ **Enhance local programming and community engagement**

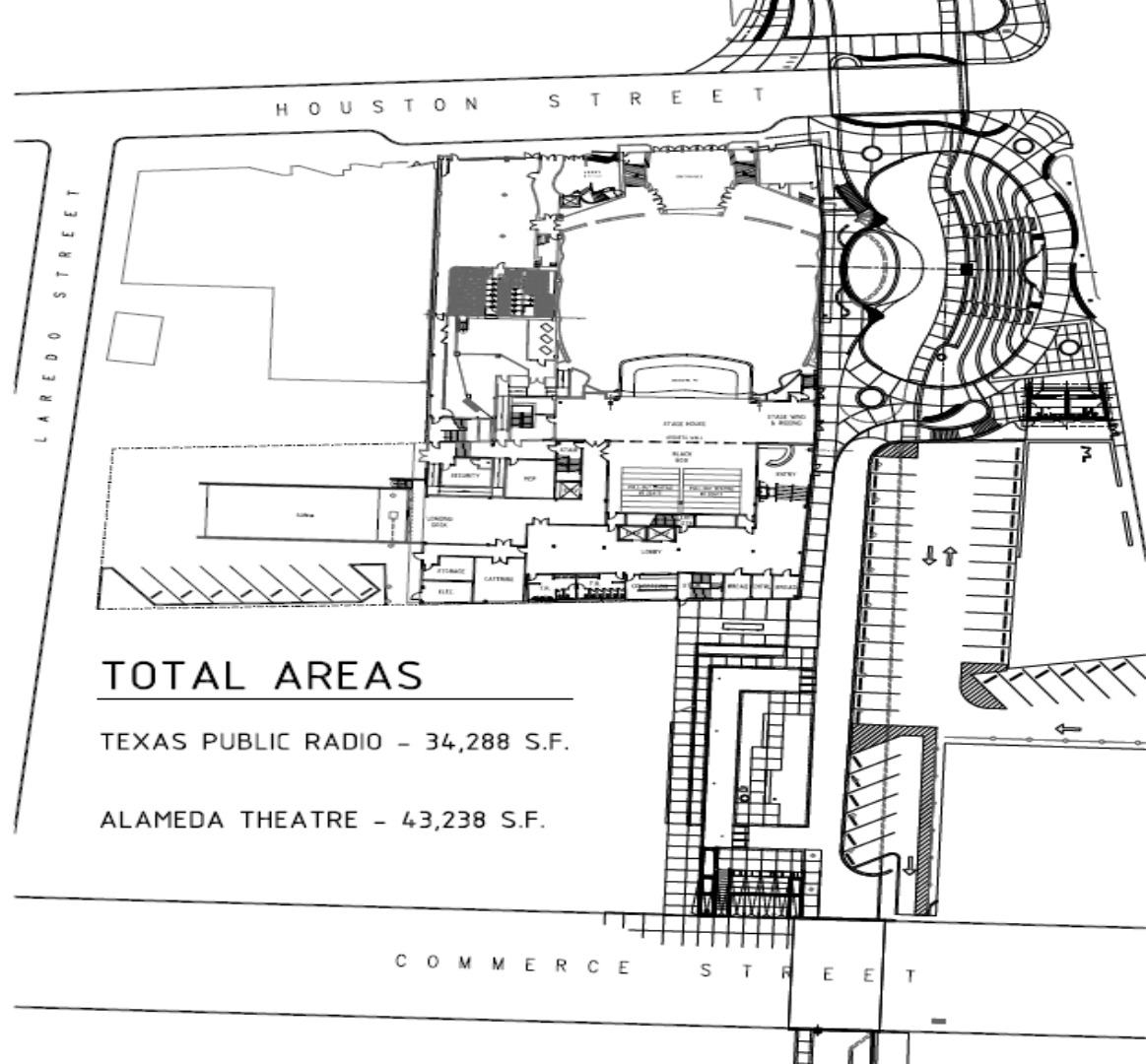
- ≈ Town Hall Meetings
- ≈ Panel discussions and lectures by notables and experts
- ≈ Morning coffee sessions with local leaders
- ≈ Supporter and donor dinners
- ≈ Volunteer appreciation events and family-friendly events

≈ **Expand current on-air and on-line news & information**

- ≈ Worth Repeating and Think series
- ≈ Dare to Listen events

Why Now?

- ≈ Focused mission with a unified vision
- ≈ Capital funding
- ≈ Leadership (Public and Private)
- ≈ Partnership with TPR
- ≈ Tobin Center has been in operation since 2014



H O U S T O N S T R E E T

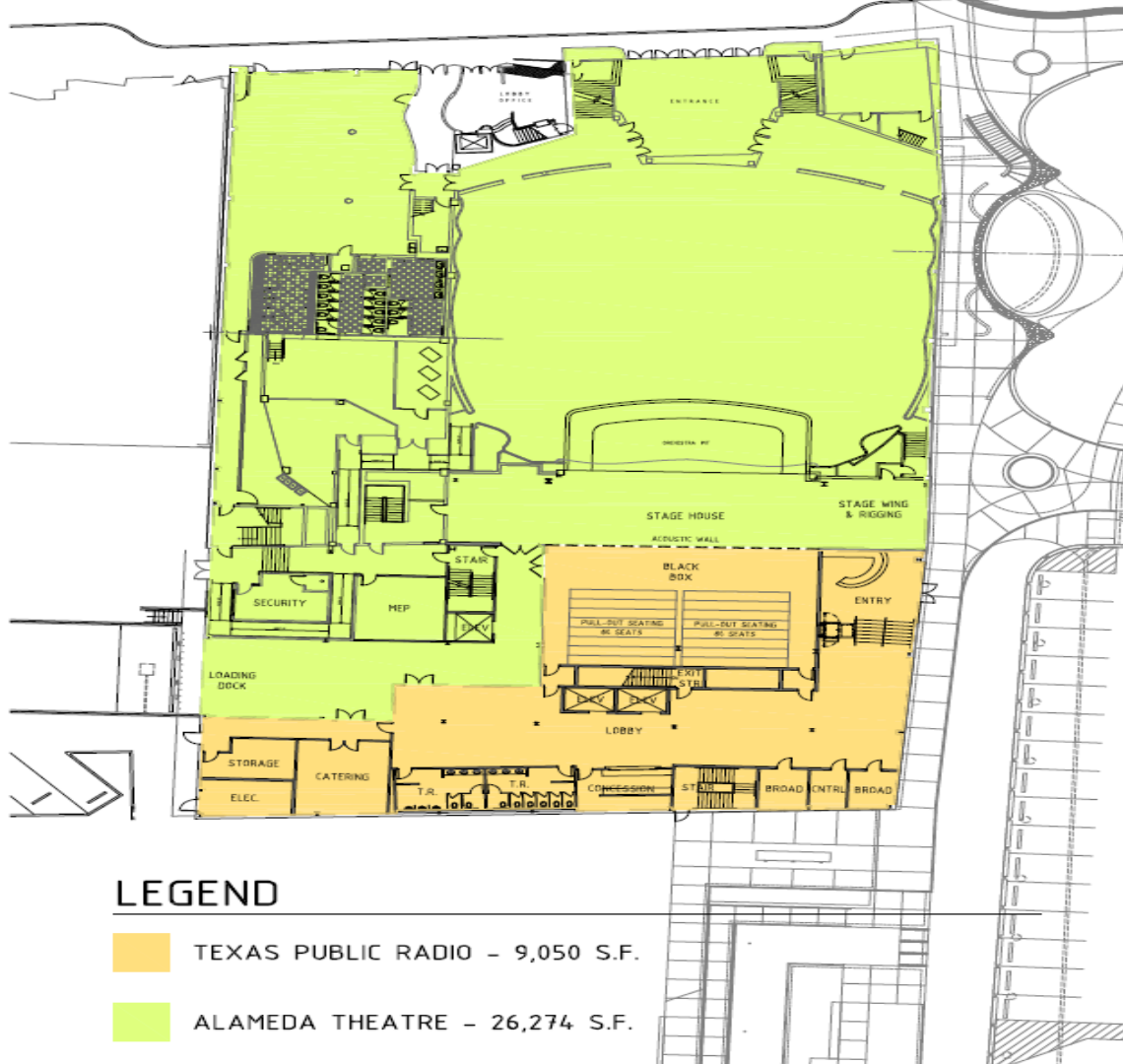
L A R E D O S T R E E T

C O M M E R C E S T R E E T

TOTAL AREAS

TEXAS PUBLIC RADIO - 34,288 S.F.

ALAMEDA THEATRE - 43,238 S.F.



LEGEND

TEXAS PUBLIC RADIO - 9,050 S.F.

ALAMEDA THEATRE - 26,274 S.F.



Project Budget

≈ **Proposed Project Budget is \$26.4 M**

≈ Historic Alameda Theater Restoration

≈ Casa De Mexico Improvements

≈ Backstage Improvements (TPR)

≈ **Funding Sources**

≈ Houston Street TIRZ (City and County)

≈ TPR

≈ State and Federal Historic Tax Credits

≈ Philanthropy

Next Steps

- ≈ Community Input (April-May)
- ≈ Create Non-Profit (April)
- ≈ Master Lease Agreement (June)
- ≈ Funding Agreement (June)
 - ≈ Capital
 - ≈ Operating
- ≈ Design (Complete Summer 2018)
- ≈ Construction Completion (Spring 2020)



ALAMEDA
AN AMERICAN STORY.