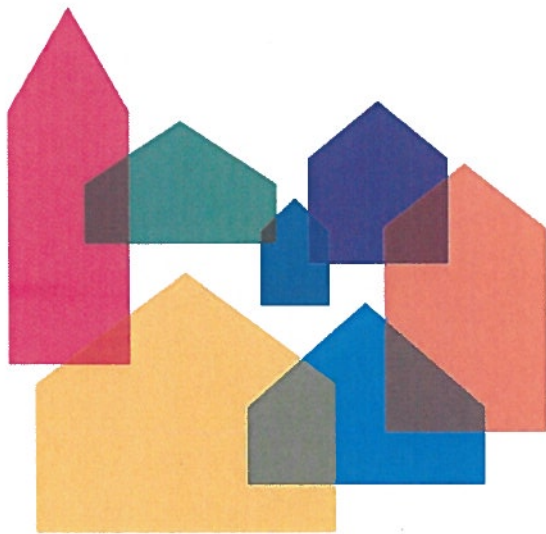




United Nations
Educational, Scientific and
Cultural Organization

Creative Cities
Network

UNESCO CREATIVE CITIES NETWORK 2017 CALL FOR APPLICATIONS



APPLICATION
FORM

APPLICATION FORM

UNESCO Creative Cities Network 2017 Call for Applications

This Application Form, duly completed, signed and dated, must be sent as an attachment by email to ccnapplications@unesco.org, with the "subject": Application of [name of the candidate city].

The following documents must be also attached:

- (i) A complete list of all the documents requested in the application file;
- (ii) A formal letter from the Applicant City's Mayor presenting the candidature and the support of the Municipality;
- (iii) A formal letter of endorsement of the candidature from the National Commission for UNESCO of the country in which the city is located;
- (iv) Two formal letters of support from active national professional associations in the creative field concerned¹;
- (v) Three photos of your city closely related to the creative field concerned (JPEG, max. 3MB each);
- (vi) The "Cession of rights and register of photos" form dully filled.

No other document or attachment will be accepted and considered in the evaluation. A maximum of four URL links to related websites may be included in the application form, providing additional information about the city and/or the creative field concerned.

Application Forms, accompanied by the documents described above, must be submitted by email to the UNESCO Secretariat no later than 16 June at midnight (Central European Time) using the following address: ccnapplications@unesco.org. Applications that are not received in the required format, as well as those that are incomplete and/or received beyond the above-mentioned deadline will not be considered.

UNESCO will not circulate the applications submitted by cities.

NB: In order to strengthen the geographical balance of the Network, please note that a specific cooperation framework is proposed under the 2017 UCCN Call for candidate cities of the Africa region, under-represented within the Network. To know more, please refer to annexes 1 and 2 of the 2017 Designation Procedure.

¹ For example, if applying to the creative field of Literature, a letter of endorsement from the national writers' association would fulfil this requirement.

1. NAME OF CITY:

San Antonio, Texas

2. COUNTRY:

United States of America

3. CONTACTS:

3.1 Mayor of the City

Title (Mr/Ms/Mrs): Ms.

Family name: Taylor

First name: Ivy

Address: City Hall, 100 Military Plaza, San Antonio, TX 78205

Telephone number: +1 (210) 207-7067

Email address: jill.deyoung@sanantonio.gov

3.2 Representative of the Mayor

The representative of the Mayor will represent the Municipality at major activities and events in the framework of the UNESCO Creative Cities Network. He or she will facilitate the communication between the Municipality and the UCCN Secretariat and provide political support to the designated main executive contact of the city (see point 3.3).

Title (Mr/Ms/Mrs): Ms.

Family name: Rebecca

First name: Viagran

Institution/function: City of San Antonio

Status/type of institution: City Council Representative, District 3

Address: City Hall, PO Box 839666, San Antonio TX 78283

Telephone number: +1 (210) 207-7064

Email address: rebecca.viagran@sanantonio.gov

Other important information: Four of the San Antonio UNESCO World Heritage Missions are located in her district.

3.3 Main executive contact

The main executive contact will be the focal point for all communications concerning the UNESCO Creative Cities Network. He or she should belong to the unit or structure executing and managing the designation (see point 10.4).

Title (Mr/Ms/Mrs): Ms.

Family name: Swain

First name: Colleen

Institution/function: City of San Antonio

Status/type of institution: Director, World Heritage Office

Address: 100 W. Houston St., 19th Floor, San Antonio, TX 78205

Telephone number: +1 (210) 207-2111

Email address: Colleen.Swain@sanantonio.gov

Other important information:

3.4 Alternative contact

Title (Mr/Ms/Mrs): Ms.
Family name: Miller
First name: Shanon Shea
Institution/function: City of San Antonio/Office of Historic Preservation
Status/type of institution: Director, Office of Historic Preservation
Address: Development and Business Services Center, 1901 S. Alamo, San Antonio TX 78201
Telephone number: +1 (210) 207-8316
Email address: shanon.miller@sanantonio.gov
Other important information:

4. CREATIVE FIELD:

Choose between: Crafts and Folk Art, Media Arts, Design, Film, Gastronomy, Literature, Music [Click on the drop-down menu].

Gastronomy

5. GENERAL PRESENTATION OF THE CITY:

Presentation of the main geographical, demographic, cultural and economic characteristics of the city; mode of governance, principal cultural facilities and infrastructures, international connections, etc. (1500 characters maximum).

Situated where the gulf coast plains meet the hilly, wooded Edwards Plateau, San Antonio (SA) is a crossroads of geography, geology, fauna, civilizations, and culture. Founded as a municipality in 1718 by Spanish Franciscan monks, San Antonio is the 7th largest city in the U.S. and is the seat for Bexar County Regionally, it is historically and culturally associated with the Payaya and other early people of the area; Spanish; Norteño culture of Northeast Mexico; and a later influence of other European cultures.

63.2% of the city's nearly 1.5 million are Hispanic. An international airport, 4 interstate highways and 52 miles of greenway trails interlace SA. A mayor, 10 elected council members, a city manager, 37 city departments, 12,000 city employees and an engaged citizenry shape the city's direction. With a \$96.8 billion GDP, the city's economy is based on defense, healthcare, civil service and tourism sectors. SA has 10 International Sister Cities, including 3 Creative Cities: Tel Aviv, Gwangju and Suzhou.

34.4 million tourists visit San Antonio annually to destinations including the World Heritage San Antonio Missions, the Alamo among them. A 15-mile linear park along the SA River joins the missions to the historic city center, and other key destinations such as the Tobin Center for the Performing Arts; Hemisfair Park, built to house the 1968 World's Fair; and The Pearl, a historic brewery transformed into a cultural/culinary/work/live center.

6. MAIN DEVELOPMENT OPPORTUNITIES AND CHALLENGES FACING THE CITY, USING CREATIVITY AS A DRIVER FOR ACTION:

Every city is unique and pursues its own objectives according to its particular context and priorities. In this section, candidate cities are invited to explain how they consider that culture and creativity – particularly in the creative field concerned – can act as a driver for identifying opportunities and

challenges, and then proposing interventions that seek to maximize the potential of the creative field concerned for sustainable urban development; and mitigate and resolve the challenges they face. (1200 characters maximum).

By 2040, San Antonio projects an increase of over 1 million additional people to the population. Tourism, likewise, is expected to increase exponentially. A 2015 report showed a 50% increase in economic impact over 10 years in the tourism industry. Investments in new housing and infrastructure to accommodate growth began in 2010, generating development in the city's historic core. New office towers, transportation improvements and housing is attracting a young creative class eager for cultural destinations. But with success comes threats to a fragile culture. Displacement and dispersal threaten the cultural authenticity that attracted new populations and prompted development in the first place. Managing change through the protection of culture via sustainable practices (cultural job creation; education; events and promotion of traditional livelihoods; and heritage businesses as economic incubators) can sustain cultural authenticity and anchor vulnerable populations to their historic core and provide continuity and stability for a city that has been the epicenter of cultural convergence for centuries. Preserving the culinary heritage is also expected to mitigate health issues.

7. EXPECTED IMPACT OF DESIGNATION AND MEMBERSHIP IN THE NETWORK ON THE SUSTAINABLE DEVELOPMENT OF THE CITY:

Presentation of the main motives behind the decision to submit an application to the UNESCO Creative Cities Network and the expected long-term impact of the designation for the sustainable development of the city, particularly over the next four years following the eventual designation (1200 characters maximum).

Participating on the international level as a Creative City will increase an understanding of the unique connection San Antonio has to the world. San Antonio's gastronomic culture, due to the many cultures from around the world which have settled here, is neither Mexican nor Spanish, German nor Irish, Italian nor Arabic; it is an original culinary experience. Joining will provide a platform to ensure San Antonio's growth perpetuates this authentic culture. It will spur vulnerable populations to have ownership over their culture while energizing the city's cultural talent to develop new forms of culinary culture, including relationships with music, art and other forms of culture, which are deeply intertwined with our gastronomic heritage. Internationally and nationally, San Antonio will share knowledge as well as gain knowledge to ensure that creativity and culture are drivers in sustainable development. On the eve of the Tricentennial founding as a city, the designation would be a catalyst to building an urban environment that is robust and thriving for those who live and visit here.

8. PREPARATION PROCESS FOR THE APPLICATION:

The design and preparation of the application submitted by the city must involve stakeholders in the creative field concerned, drawn from the private and public sectors, academia and civil society, as well as creators, professionals and practitioners. Describe how each of these groups have been consulted and/or engaged in the process of preparing the application; and how each group will benefit from the designation and membership to the Network. (1000 characters maximum).

This application was prepared by the City of San Antonio in collaboration with an advisory group from the academic, cultural and non-profit world. The group met on a regular basis to confirm research and content relevant to the application. Research was provided by numerous city departments and external entities to ensure the validity of information. The content of the application itself was generated by a writer hired to draft the application. Input was provided by the

advisory group. The City of San Antonio's World Heritage Office (WHO) and the Office of Historic Preservation (OHP) edited and compiled the application. WHO developed a webpage posting information and the final draft of the application. Edible San Antonio provided media coverage for the application, producing a special edition devoted to the gastronomic creativity of the city. The city issued a press release upon submission of the application and garnered many letters of support, increasing public awareness.

9. COMPARATIVE ASSETS OF THE CANDIDATE CITY MADE AVAILABLE TO THE NETWORK:

In the following fields, candidate cities are invited to present their main cultural assets – particularly in the creative field concerned by the application – that may be highlighted locally and internationally to further the Network's objectives: making creativity, especially in the creative field concerned, an essential driver of sustainable urban development. Applicants are strongly advised to avoid presenting lists and to provide brief and relevant information so that the city's cultural and creative assets can be assessed properly (1000 characters maximum for each field).

9.1 Role and foundations of the creative field concerned in the city's history

San Antonio's culinary heritage evolves out of its history as a confluence and crossroads of cultures, geology and geography. Drawn to San Antonio's river, which runs between the coastal plains and hill country, for 13,000 years indigenous people foraged roots, harvested pecans and hunted game. Their eating habits were documented by Cabeza de Vaca in 1542. Trails and river ways brought trade with other groups who introduced gulf coast game. In the 1700s, Spanish colonists and Canary Islanders introduced new traditions and tastes. Other new flavors, spices and ingredients from Europe, Asia and Africa came with the German settlers and other Europeans in the 1800s. Culinary techniques included earth ovens, open fires, and unique drying techniques; tools used include molcajetes and metates. Due to the complex fusion and unique flavor characteristics of SA's regional clay and chalk soil and the marshy muddy soils of the gulf, Texas Mexican cuisine is distinct from other southwest regions.

9.2 Current economic importance and dynamism of the cultural sector and, in particular, of the creative field concerned: data, statistics and other indicators on its contribution to economic development and employment in the city, number of cultural enterprises, etc.

34.4 million tourists visit San Antonio annually, creating a \$13.6 billion hospitality industry, with restaurants and catering comprising more than half of this revenue. San Antonio has 36,903 hotel rooms with a 48.1% occupancy rate. 80+ registered guides offer tours including the advocacy group, American Indians in Texas, that gives cultural heritage and food tours of the World Heritage missions.

Creative industries, including the category of culinary arts, are one of San Antonio's fastest growing sectors, increasing 12% per year with an impact of \$4.3 billion. San Antonio's food industry employs 106,970 people with 1,619 independent, locally-owned restaurants. San Antonio has over 100 community gardens, 30+ farmers' markets, and 2,457 farms and ranches covering 138,760 hectares.

San Antonio is consistently ranked as a one of U.S.'s fastest growing cities and has over 40 schools that teach either culinary, hospitality, tourism or food science, with 5,200 attendees on average.

9.3 Different communities and groups engaged in, and/or that earn their livelihoods from, the creative field concerned

San Antonio has 30+ farmers' markets across the city, with one operating every day of the week. San Antonio's food industry employs 106,970 people, including 690 head chefs. Locally, San Antonio has over 60 producers of unique food products highlighting local ingredients; 12 craft breweries; 10 brewpubs; 5 distilleries and 5 coffee roasters.

Since 2015, Local Sprout Food Hub has provided a shared facility for food producers and small scale entrepreneurs who support each other in the pursuit of local food sustainability. The hub houses 12 sustainable businesses that share overhead costs and resources, and provides fresh, sustainable food to the surrounding area, which is a food-insecure neighborhood.

In 2015, Christus Santa Rosa's Children's Hospital of SA launched Culinary Health Education for Families (CHEF), a comprehensive initiative to prevent childhood obesity and promote greater nutritional awareness. CHEF teaches culinary medicine to SA's physicians and clinical community.

9.4 Fairs, conferences, conventions, congresses, and other national and/or international events organized by the city over the past five years, aimed at professionals in the creative field concerned (creators, producers, marketers, promoters, etc.)

Since 2015, the Culinary Institute of America, San Antonio (CIA) sponsors the Latin Cuisine Summit, presented by the Center for Foods of the Americas. The two-day annual retreats, dedicated to Latin cuisine, culture and education are designed for professionals seeking in-depth authentic knowledge of Latin Cuisine.

The San Antonio Cocktail Conference, offered to both industry experts and craft cocktail enthusiasts, provides educational seminars, tastings and professional competitions. It is the only event of its kind in Texas and one of the major cocktail events in the US. Fodor's ranked it among the Best Cocktail Festivals in America in 2013.

9.5 Festivals, conventions and other large-scale events organized by the city in the past five years in the creative field concerned and aimed at a local, national and/or international audience

Fiesta San Antonio is an 18 day city-wide series of events including river and street parades, art, live music and food festivals. A Night In Old San Antonio (NIOA) is a 4 night festival with 40 different foods and more than 85,000 attendees annually. Held in historic downtown San Antonio for 79 years, NIOA celebrates the city's diverse cultural legacy and is sponsored by and benefits the San Antonio Conservation Society.

Fiesta Oyster Bake is a 100-year old festival at St. Mary's University, where over 70,000 attendees gather to eat over 100,000 fresh Gulf oysters and enjoy rock, country, Tejano and R&B live music. Other festivals include SA Charro Association's Charreada and the San Antonio Zulu Association's Taste of New Orleans, 3 days of Creole/Cajun food and music.

The Institute of Texan Cultures Folklife Festival is a 3 day event drawing 50,000 to celebrate cultural diversity and preserve culinary traditions by featuring the food, craft, music and dance of 40 cultures.

9.6 Mechanisms, courses and programmes to promote culture and creativity, as well as arts education for youth in the creative field concerned, both within the formal and informal education systems

In San Antonio, 5,200 students at 40 high schools participate in culinary, hospitality, tourism or food science courses.

The National Restaurant Association's ProStart program partners with local high schools to provide culinary education to secondary students in conjunction with St. Philip's College, The Art Institute and the University of Houston Conrad Hilton College-San Antonio. This allows students to learn the joys and demands of culinary careers while in high school, encouraging a new generation of professionals to pursue careers in gastronomy.

In Fall, 2017, the Culinary Institute of America and San Antonio ISD will establish a college credit culinary program for high school students with CIA-developed courses taught by CIA-trained instructors. The new program is designed to create a pathway to a college education by giving students exposure to possibilities in the culinary arts that they may not have considered and the opportunity to earn college credits.

9.7 Lifelong learning, tertiary education, vocational schools, music and drama schools, residencies and other higher education establishments specialising in the creative field concerned

San Antonio has 3 colleges that focus on gastronomy: The renowned Culinary Institute of America, St. Philips College and the International Culinary School at The Art Institute-SA. Each offers college degrees, practical experience and majors in the culinary arts or baking and pastry arts.

More than 14 major universities and colleges offer programs and degrees in nutrition, agriculture and hospitality management, including the SA campus of the University of Houston-Conrad N. Hilton College.

Alamo Colleges will soon offer a professional program in craft beer brewing and winemaking.

The CIA offers custom programs for leaders and professionals in the food industry as well as regular programs for food and wine enthusiasts, from demos and one-day cooking classes to multi-day skill-building boot camps.

HEB's Central Market Cooking School offers daily classes year round on a variety of topics and subjects, such as "Taste of the Missions," providing the history and flavors of San Antonio.

9.8 Research centres, institutes and programmes in the creative field concerned

The Culinary Institute of America offers a Latin Cuisines Bachelor's Degree to students who spend a semester at the CIA San Antonio's Center for Food of the Americas, a multifaceted research center dedicated to the preservation and dissemination of Latin American cuisine. The center's experts travel throughout Latin America capturing, documenting and cataloging ingredients, iconic dishes, regional cuisines and street foods that define the foodways of Latin America.

At the University of Texas at San Antonio, the Center for Cultural Sustainability explores the continuity of the cultural systems of human existence and the common identities of heritage that bind people to places. The UTSA Library Special Collections' "Mexican Cookbook Collection" is one of the largest and most extensive in the US, with 1,800 titles in Spanish and English documenting the variety and history of Mexican cuisine from 1789 until today. Faculty works together in an interdisciplinary manner on these projects.

9.9 Recognised spaces and centres for the creation, production and dissemination of activities, goods and services in the creative field concerned, at the professional level (for example, centres for professionals, cultural enterprise incubators, chambers of commerce with specific programmes for exporting cultural goods and services, etc.)

Launch SA, a local program that helps entrepreneurs navigate the risks of starting a new business, added a nationally-recognized culinary component called Break Fast & Launch, the first culinary accelerator in the US. Since 2015, the program has helped over 50 entrepreneurs launch sustainable food businesses.

The CIA's ProChef Certification Program offers 3 levels of certification to help advance the careers of busy foodservice professionals via a flexible, supportive curriculum that addresses gaps in skills. Many San Antonio ProChef graduates are members of the military.

The San Antonio Hispanic Chamber of Commerce launched Business Connect in 2015 to help introduce San Antonio's small businesses to prospective local, regional, national and international buyers representing the private and public sectors.

The Pearl Bottling Department is a food hall that provides a space for emerging chefs to hone their craft and collaborate with local farmers and ranchers.

9.10 Principal facilities and cultural spaces dedicated to practice, promotion and dissemination in the creative field concerned and aimed at the general public and/or specific audiences (youth, women, vulnerable groups, etc.)

La Gran Tamalada is an annual community workshop at the Guadalupe Cultural Arts Center for children and adults that promotes cultural pride and lifelong learning through a hands-on opportunity to learn about the ingredients, recipes and cooking methods used in making tamales, a culturally iconic dish. Participants take home both knowledge of and appreciation for the techniques that have been passed from generation to generation.

Since 1998, the Huevos Rancheros Gala brings up to 15 restaurants and chefs together for a cookoff to benefit the San Anto Cultural Arts Foundation, a Westside nonprofit foundation that provides support for artists of all ages and backgrounds including educational/mentorship programming for youth, public art, and the production of El Plazaco Community Newspaper.

The San Antonio Botanical Garden is implementing a chef-driven culinary program for families, connecting gardening and cooking, with a culinary garden, a demonstration kitchen and programming from CHEF.

9.11 Present a maximum of three programmes or projects developed by the city in the past five years to promote wider participation in cultural life, especially in the creative field concerned, particularly those aimed at disadvantaged or vulnerable social groups

San Antonio's Healthy Neighborhoods program uses grassroots outreach to help residents address childhood obesity. Community health workers use asset-based community development that leads to positive environmental changes in the system.

Since 2016, the San Antonio Food Bank's Mobile Mercado, a mini grocery store, farmer's market, demonstration kitchen and teaching tool, travels to food deserts in 16 counties to facilitate access to healthy foods. Professional chefs and nutritionists offer demonstrations, teaching how to cook with the fresh ingredients on the truck, including diabetes-friendly recipes and tips. Mobile Mercado also functions as a "healthy" food truck, offering affordable, healthy meals to go.

The San Antonio Food Bank also offers a 15-week culinary training program both for federal prison trustees and second-chance or low income individuals. In exchange for volunteer hours, they receive on-the-job training at the SAFB kitchen, Haven for Hope and Catalyst Catering.

9.12 Present a maximum of three programmes or projects developed in the past five years in the creative field concerned that have helped to create and/or strengthen relations of cooperation between the city, the private sector, creators, civil society, academia and/or other relevant stakeholders

The Food Policy Council of SA, a local nonprofit, created a digital Urban Agricultural Map of the city's 100+ community gardens to help residents find locally grown food and gardens. The work was completed with the San Antonio Fruit Tree Project, a volunteer-run organization that harvests fruit to share with the San Antonio Food Bank.

Culinaria, a nonprofit that promotes San Antonio's culinary arts, built a teaching farm that features several growing practices at once to illustrate the state of San Antonio's food production systems. They also host school tours, camps and chef-led cooking classes with produce grown on-site, to reconnect people and remind them where their food comes from.

The El Sueño initiative at The Culinary Institute of America provides Latinos with a world class culinary education, prepares them for leadership, facilitating their rise through the ranks of the industry and elevating the quality of and exposure to the dynamic heritage of Latin American cuisines.

9.13 Role and impact of the main professional and non-governmental civil society organizations that are active in the city in the creative field concerned

Les Dames d'Escoffier helps advance the culinary careers of other women and provides educational programs including scholarship funds for women, community garden funding, nutrition education for women and children. SA has one of the largest chapters of this invitational and philanthropic organization of women leaders in the food, beverage and hospitality industries who foster the belief in culinary excellence.

The Chef Cooperatives, a nonprofit group, supports local farmers and food producers with pop-up events to raise funds for farmers and others in need. They also support local farmers by adhering to seasonal menus, promoting local produce and products and cultivating of chef/farmer relationships.

The Food Policy Council of SA advocates for improved city policies and communicates local food opportunities to the public. It is an independent nonprofit and stakeholder forum to support healthy, sustainable local food systems for the community, the environment and the economy.

9.14 Main initiatives, policies, guidelines, programmes and measures, implemented by the city in the past five years to improve the status of creators and to support creative work, particularly in the creative field concerned

The City of San Antonio prioritized urban agriculture with the approval of amendments to the Unified Development Code, which allows urban farmers and gardeners to grow and sell produce at the site of their garden or farm in December 2015. The city also created a use category called “urban farms” for larger operations where farmers live off-site, allowing them to sell crops in bulk off the property.

In 2013, Visit San Antonio created a Culinary Advisory Committee composed of experts from the private sector, including independent chef-driven restaurateurs and chefs and local culinary industry experts. The charge is to craft the city's culinary story to promote gastronomy, improve hospitality and add more chef-driven concepts to the tourist/Riverwalk corridor. In June 2016, VSA commissioned Experience Dedicated Destination, a survey to gather feedback on the dining experience. VSA is currently designing and implementing initiatives in response to this research.

9.15 Main initiatives, policies, guidelines, programmes and measures, implemented by the city in the past five years to support and enhance local cultural industries in the creative field concerned

The City of San Antonio repealed the 300-foot rule in 2015, an ordinance that prohibited mobile food vendors from parking and selling within 300 feet of any brick and mortar eatery. The rule, in existence since 1983, severely hampered the efforts of local food trucks to sell their meals.

Break Fast & Launch, the nation's first culinary business accelerator, helps entrepreneurs launch sustainable food concepts by providing hands-on mentoring, training, support and experiential learning with a tech-influenced approach. The program, which has graduated 50 participants since its launch, received recognition by the White House in 2014 and was one of the first national recipients of the SBA Growth Accelerator Fund Competition. Participating entrepreneurs attend a program by food and beverage artists and owners as well as product creators and food tech. By bridging the gap between startup and sustainable, this program increases the footprint of local culinary businesses in San Antonio.

9.16 Main international and/or regional cooperation initiatives in the creative field concerned, developed with cities from different countries in the past five years

In 2017, the City of San Antonio became an official Sister City with Darmstadt, Germany, building on centuries of history together. In 1840's, a group of freethinkers called the Darmstadt Forty immigrated to South Texas, and several members settled in SA where they left a lasting legacy. The Sister City relationship includes research and learning through a UTSA partnership; and sending two San Antonio chefs to participate in a culinary exchange and attend Darmstadt's annual festival, Heinerfest. SA's local brewery, Alamo Beer and Darmstadt Brewery will collaborate on a brew celebrating this relationship.

9.17 Programmes or projects implemented in the last five years that directly or indirectly support and create synergies with at least one of the other creative fields in the Network

The Tejano Conjunto Festival honors a music genre specific to South Texas, an original American musical art form that combines influence of German polkas with music of Northern Mexico. Now in its 36th year, the 6 day festival features 30 bands and draws 6,000+ people with music, dance and food in a family friendly environment. The festival is sponsored by the Guadalupe Cultural Arts Center, and held at the historic Guadalupe Theater and Rosedale Park on San Antonio's Westside.

In 2015, San Antonio's Department of Arts and Culture developed the annual Distinction in the Arts awards program to recognize artists, organizations or individuals for enduring, effective cultural leadership, exceptional artistic accomplishments or contributions to the city's arts community. The program honors creators from visual, literary, music and dance arts, promotes the arts citywide and encourages producers to advance innovative arts strategies to improve the city's cultural environment.

9.18 International cooperation initiatives and/or partnerships developed in the past five years involving at least two of the seven creative fields covered by the Network (crosscutting or intersectoral projects)

DiwaliSA, the Hindu Festival of Lights, draws 15,000+ people from throughout Texas to downtown San Antonio to celebrate this Indian cultural tradition with fireworks, food, dance, music, and a floating candle ceremony in the San Antonio River. The event is funded by SA's Departments of Arts and Culture and International Relations and Anuja SA, a non-profit that promotes SA's relationship with Chennai, its sister city in India.

Since 2008, Luminaria, a multi-genre arts festival, brings together visual artists, performers, musicians, and dancers on the streets of downtown San Antonio for an evening of cutting-edge new work. Since its inception, Luminaria has proven to be a creative incubator bringing over 3000 artists, 1200 visual arts installations, 900 performances to the 1 million people attending. Luminaria is an independent non-profit supported by SA's Department of Arts & Culture.

9.19 Main facilities and infrastructures made available as well as events (fairs, conferences, conventions, etc.) organized by the city in the past five years aimed at promoting the creative fields covered by the Network, other than the main creative field concerned by the application

In 2015, the City of San Antonio restored Plaza de Armas, a historic building dating back to 1891. Located in downtown San Antonio, Plaza de Armas serves as a multifunctional space for conferences, gallery exhibits and meetings in the Culture Commons gallery and exhibit hall.

The Esperanza Peace and Justice Center is an institution that serves San Antonio's multiracial, multicultural, bilingual cultural arts/social change community. The center's three facilities are used for community, educational and cultural programming including art shows, lectures, dances, technical skills workshops, organizational meetings, theater forums and performances by dancers, singers, poets, performance artists and musicians.

The Guadalupe Cultural Arts Center develops and promotes Latin-American and indigenous arts, sponsoring programming in visual arts, music, literature, film, theatre and dance, with an emphasis on education. The Macondo Workshop brings together local and national Latino writers.

- 9.20** Provide the city's overall earning and expenditure account over the last five years, showing amounts devoted to the creative field concerned

The overall economic impact of San Antonio's hospitality industry is \$13.6 billion with restaurants and catering comprising 51.1% of this amount. The total economic impact of San Antonio's creative industry was \$4.6 billion in 2014. Restaurants in Bexar County have an economic impact of \$5 billion in 2012. In order to better to quantify this going forward, San Antonio will undertake an economic impact study to detail the impact of the city's culinary arts.

10. CONTRIBUTION TO ACHIEVING THE OBJECTIVES OF THE NETWORK

In this section the candidate cities are invited to present an appropriate medium-term (four years) action plan describing the main initiatives that the city commits to undertake, within the framework of its designation, to achieve the Network's objectives: using creativity as a driver for sustainable urban development at the local and international levels.

The proposed initiatives must correspond to the objectives and the areas of action specified in the Creative Cities Network Mission Statement. Please have a full knowledge of this document before filling in this part. The action plan and proposed initiatives should be realistic, coherent and feasible, highlighting the 2030 Agenda for Sustainable Development and the New Urban Agenda. It is recommended to describe the main planned initiatives rather than multiple theoretical lists of actions. The city will be expected to implement this action plan in case of its designation.

- 10.1** Presentation of a maximum of three initiatives, interventions, programmes or projects aimed at achieving the objectives of the Network locally by enhancing the role of culture and creativity in the sustainable development of the city, with at least one urban development initiative integrating the creative field concerned

Two of the proposed initiatives should correspond to the creative field concerned and one of the initiatives presented should be of a cross-cutting nature and link with at least one of the other creative fields covered by the Network. The presentation of the proposed initiatives should notably include the scope, the objectives, the outreach and the stakeholders (partners, participants and beneficiaries), the expected results and impact to highlight the quality, diversity and innovation of the approach. Initiatives supported by the city involving the public and private sectors, civil society, professional associations and cultural institutions are encouraged. The presentation should include what might be challenges to achieving the plan fully, and how sustainable are the projects proposed. (3500 characters maximum).

The City, in partnership with the private and public sector, will create a cultural and arts destination in the historic heart of downtown along the San Antonio River. The City will partner with a creative team to develop business concepts and activities that interpret San Antonio's diverse culinary heritage. Visitors will be able to experience local art, music, architecture, and food in a unique historic setting which was originally settled nearly 300 years ago and which features some of the city's oldest buildings. Using cultural mapping and oral histories—a technique employed by the Office of Historic Preservation to engage citizens—public space will be activated with an outdoor educational cooking kitchen to focus on the preservation of cooking techniques, foods and recipes handed down from generation to generation. Events will include relevant cultural music, dance and art. Through the integration of culture into development, this initiative will both engage heritage tourists while perpetuating the cultural heritage of historic communities residing within the city. Ongoing public and private development and revitalization of downtown will contribute to the success of this venture.

The City will develop a series of culinary trails connecting the city's four historic missions. The Culinary Trails will be executed in partnership with the private sector; the Visit San Antonio Culinary Advisory Committee; the culinary/tech accelerator, Break Fast and Launch; and Culinaria, a nonprofit organization committed to promoting San Antonio as a premier food destination. The San Antonio Culinary Trails will expand the reach of chefs and restaurants as well as celebrate neighborhood favorites within the San Antonio community and beyond to a national audience.

10.2 Presentation of a maximum of three initiatives, programmes or projects aimed at achieving the objectives of the Network on an international level, particularly those involving other member cities in the Network

The presentation of the proposed initiatives should notably include the scope, objectives, outreach, stakeholders (partners, participants and beneficiaries) and expected results and impact, to highlight the quality, diversity and innovation of the approach. Initiatives supporting the extension of the Network in under-represented regions and countries, as well as actions involving cities in developing countries, are encouraged. A cross-cutting initiative linking several of the creative fields covered by the Network may be presented. The presentation should include what might be challenges to achieving the plan fully, and how sustainable are the projects proposed. (3500 characters maximum).

The San Antonio Department of Arts and Culture will partner with the San Antonio Film Festival, a local nonprofit, to create a juried film festival featuring food-focused submissions from independent filmmakers worldwide starting in 2018. To qualify, filmmakers should submit documentary shorts or feature films that explore some aspect of the culinary arts, sustainable methods or food pathways, the effects of local food systems on the environment or the benefits of local food, organic or urban farming. Submitted films can be short or feature-length documentaries or narrative features with a food theme. The annual week-long event will screen the best movies from those submitted in several categories and culminate in an internationally-themed awards ceremony and dinner featuring a chef-driven menu.

The City's Office of International Relations and local nonprofit Kitchen Campus will pioneer a Chef-in-Residency Culinary Exchange program. The international cooperative program will feature culinary diplomacy master classes or workshops in each city, a public event and the opportunity to taste the chef's mastery at popups in local restaurants. The intention of this cooperative structure is for chefs to represent their countries as ambassadors, strengthening relationships and understanding between member cities through gastronomy, and to expand their own professional skill set.

The City's Office of Historic Preservation will host a 2019 Living Heritage Symposium with a focus on protection and perpetuation of Intangible Heritage. Emphasis will be on traditional and cultural arts and spiritual life, including the intersection of culinary heritage in these traditions. International, national and local cultural heritage professionals, chefs, policy-makers and local civic society will be invited to San Antonio to share best practices and to explore the connections between San Antonio and the world. The expected deliverable is a set of recommendations, practices and a white paper that will be disseminated on an international level.

10.3 Estimated annual budget for implementing the proposed action plan

It is recommended to present the estimated overall annual budget for implementing the proposed action plan, as well as the respective percentages that will be earmarked to local and international initiatives. All of the resources that the city expects to contribute should be mentioned, not only including financial resources but also other resources (personnel, facilities, etc.) Please indicate any funding applications envisaged to national and international funding bodies such as regional

and national development banks and institutions, in order to complement the budget. Alternative and innovative fundraising mechanisms may be presented. (500 characters maximum).

The evaluation will not be made on the basis of the size of the proposed budget but in terms of the feasibility, coherence, achievability and long-term sustainability of the estimated budget in relation to the action plan.

The annual implementation budget is \$250,000, with private funding and in-kind support. 65% of the budget is allocated to local initiatives, 35% to international initiatives. City staff will coordinate the action plan, city facilities as well as partner facilities can be provided. The advisory group will seek grants from national organizations, private foundations and local private donors, especially those dedicated to culture and heritage.

10.4 Intended structure for the implementation and management of the action plan in the event of designation

Presentation of the organization and governance structure of the city, as well as the resources in terms of personnel and/or the entity that will be established to ensure the planning and implementation of the proposed action plan and an active contribution by the city to the achievement of the Network's objectives. The person in charge of the proposed entity will be the focal point for the city in case of designation. Presentation of the organizational structure and the planned working arrangements of the entity, as well as the potential partners to implement the action plan with names, designations and contact details of key experts, non-governmental organizations (NGOs) and academic institutions. (1000 characters maximum).

The successful collaborative of the World Heritage San Antonio Missions, is the model for the UNESCO Creative City initiative. The SA Creative City of Gastronomy advisory group will coordinate the completion of this application. Meeting on a monthly basis, it will continue to execute programs, initiatives, communications, research and funding. The advisory committee consists of the City of San Antonio, and relevant departments, including Economic Development, Arts and Culture, Planning, The Office of International Relations, The Office of Historic Preservation and the World Heritage Office which serves as the focal point; Edible San Antonio and various local chefs (private sector); Visit San Antonio; The San Antonio Food Bank and The Food Policy Council (NGOs); Visit San Antonio and the Chamber of Commerce (non-profit); and educational partners: The Culinary Institute of America, St. Phillips College and the Center for Cultural Sustainability of the University of Texas at San Antonio.

10.5 Plan for communication and awareness-raising in the city

Presentation of a plan for the communication and awareness-raising for promoting the Network and its objectives to a wide audience, as well as the expected outcomes and impact of the proposed action plan. (1000 characters maximum).

In conjunction with the city, the SA Creative City of Gastronomy advisory group will develop and maintain a website as its main channel of communication, along with appropriate channels on social media, including Twitter and Instagram accounts. The City of San Antonio Communications Office will keep local and national media informed of the Council's activities and events with official press releases and media events. Edible San Antonio magazine will serve as the media partner for the project. The group will plan several media events to raise awareness of the Network and San Antonio's participation.

11. IMPLEMENTATION AND IMPACT REPORTS OF THE DESIGNATION

If designated, the city shall provide every four years, a Membership Monitoring Report as requested by UNESCO, which provides detailed information on the effective implementation of activities related to its designation as a UNESCO Creative City and on their impact.

12. PARTICIPATION IN ANNUAL MEETINGS OF THE NETWORK

If designated, the city shall ensure the participation of a delegation from the city, including at least one representative, in the annual meetings of the UNESCO Creative Cities Network and shall be responsible for covering any travel and subsistence costs incurred. If more than one representative attend, at least the aforementioned city focal point or one expert will be included.

13. PROVIDING INFORMATION TO THE SECRETARIAT

If designated, the city shall provide in time relevant and up-to-date information related to any change of the contact details (see sections 3.1, 3.2, 3.3, 3.4)

14. COMMUNICATION MATERIALS

In order to prepare communication materials about your city in the event that it is designated, please complete the following fields. This information will be used on the UNESCO website and/or on other communication supports of the UNESCO Creative Cities Network.

Please note that the city is responsible for the quality and accuracy of the submitted communication materials. In order to facilitate the preparation of these materials, please refer to the UCCN website where a city page for each current member is presented.

14.1 Brief presentation of the cultural assets and creative industries of your city in the creative field concerned. Data, statistics and other indicators are highly recommended. (1400 characters maximum)

San Antonio is a crossroads of cultures, geology and geography located in south central Texas. Indigenous people were drawn to the river for over 13,000 years before San Antonio was founded as a settlement in 1718 by the Spanish. Set between the coastal plains and hill country, San Antonio is a gateway to Mexico and home to five UNESCO World Heritage missions, including the Alamo.

On the eve of its Tricentennial, San Antonio has a population of nearly 1.5 million people that is 63% Hispanic. The city's music, art and culinary traditions are deeply intertwined and often celebrated together to the sounds of Tejano Conjunto music, a unique folk and popular music born from San Antonio's confluence of cultures. Through sustainable practices, San Antonio seeks to perpetuate this authentic culture and original culinary experience as the city continues to grow.

A 15-mile linear park along the river connects the missions to museums and the historic Pearl Brewery, a cultural and culinary destination and campus of the world-renowned cooking school, the Culinary Institute of America. San Antonio is an epicenter for culinary innovation, from food trucks to haute cuisine, Tex-Mex to Tex-Next, and authentic local foods to elegant dining.

14.2 Contributions of the city in terms of achieving the objectives of the Network according to the proposed action plan (700 characters maximum, presented as bullet points)

- San Antonio will further its cultural synergy with other cities in the Network through conferences, exchange programs and festivals. It will learn and establish, through our expertise in cultural preservation, and participation in shared practices, how to recover our intangible heritage. These exchanges of ideas and information will increase knowledge of our city and help other Network cities to preserve their own histories.
- San Antonio will seek social justice through health equity efforts, hosting workshops and symposiums, and publish information on health related issues highlighting culinary medicine and grassroots efforts to eliminate obstacles to exercise and healthy diets.

14.3 A maximum of four URL links to websites related to the creative field concerned and the contents of the application

1. <https://www.ciachef.edu/cia-texas-academics/>
2. www.safoodbank.org
3. <http://visitsanantonio.com/english/Explore-San-Antonio/Dining/Dining>
4. <http://www.sanantonio.gov/WorldHeritage/Programs/CreativeCities>

Date June 15, 2017

Signature  Colleen Swain