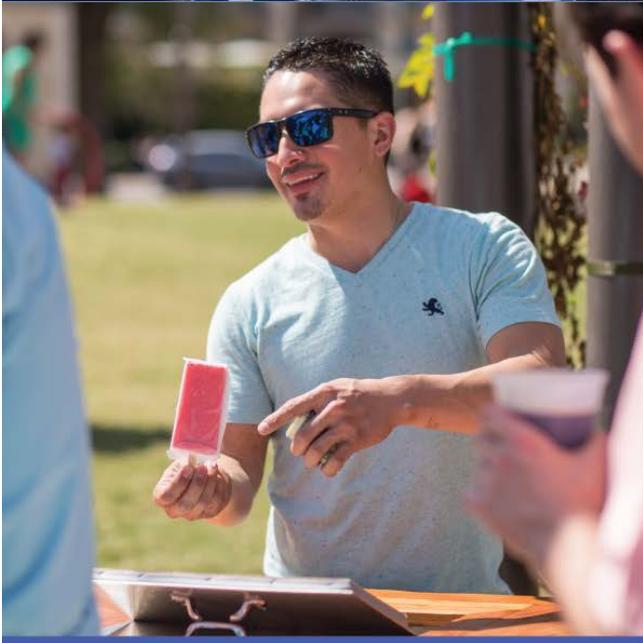


**Hemisfair Park Area Redevelopment Corporation**  
San Antonio, Texas



**Hemisfair Community Impacts**  
Case for Public Support based on  
Community Returns

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# Executive Summary

## Vision

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The Hemisfair vision is to become one of the world’s great public spaces – a district with three distinct parks with capacity to host city-wide events and day-to-day enjoyment. Hemisfair will be linked to the surrounding historic neighborhoods by new park streets, plazas, courtyards and paseos. With activation through recreation, local shops, and cultural venues, Hemisfair will be “where San Antonio meets.”

## Community Impacts

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Yanaguana Garden has become the second most frequented park per acre in Texas after Discovery Green in Houston. An estimated 500,000 visitors have come to Yanaguana Garden during its first year. The vast majority are locals, representing every City Council District in San Antonio. Foreign travelers from more than a dozen countries have visited the new park.

Visitors continue to rave about the park, its amenities, programming, and overall design. Yanaguana Garden enjoys a 98% “excellent” or “good” rating from visitors surveyed.

Demographically, Yanaguana Garden is in line with projections and goals for the Hemisfair district. 65% of visitors are female, and many are mothers of young children – a reflection of the feeling of safety, security and cleanliness in the park. The park is inclusive, with the ethnicity of visitors tracking closely with census data for San Antonio

Nearly every zip code in the City of San Antonio is represented. Self-reported income shows a balance of visitor income distribution with 40% of the park’s guests earning less than the average median income (AMI) of San Antonio.

Groups from hundreds of schools from every local school district and many private schools have visited the park, many due to our partnership with Magik Theater. The theatre is good for the park, and the park is good for the theatre.

This paper outlines data collected during the year, proving that Hemisfair is where San Antonio Meets – and celebrates!

## Community Impacts

Hemisfair is “Where San Antonio Meets.”

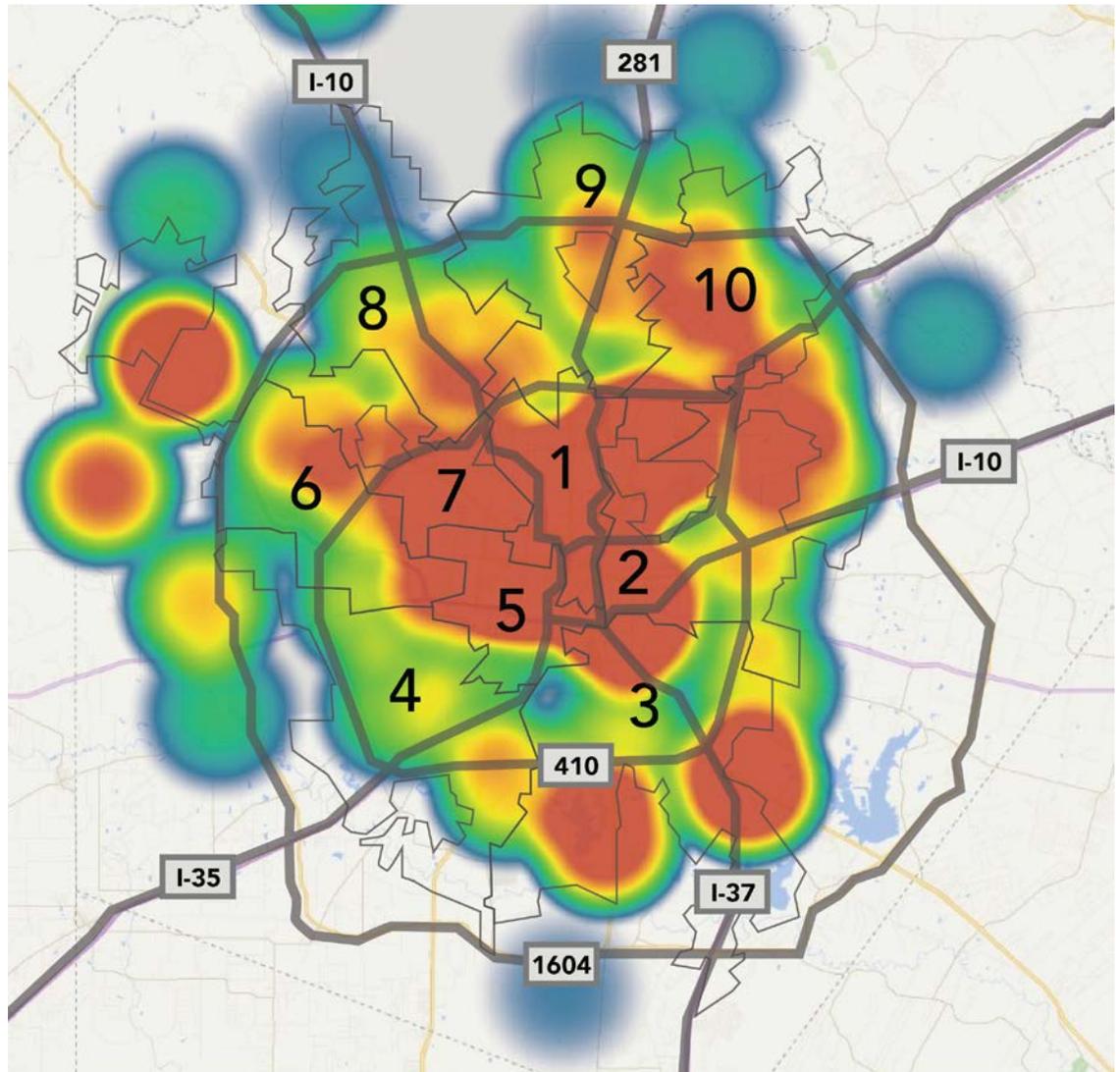
In its first year of operation, 500,000 park goers have visited Hemisfair from every Council District in the City and beyond, making Yanaguana Garden the second most frequented park per acre in Texas.

Parks are one of the most democratic spaces in a community, attracting citizens regardless of race, gender and income. Survey data collected from visitors to Yanaguana Garden over the last year show our community’s love for Hemisfair.

### Visitation based on Zip Code Data

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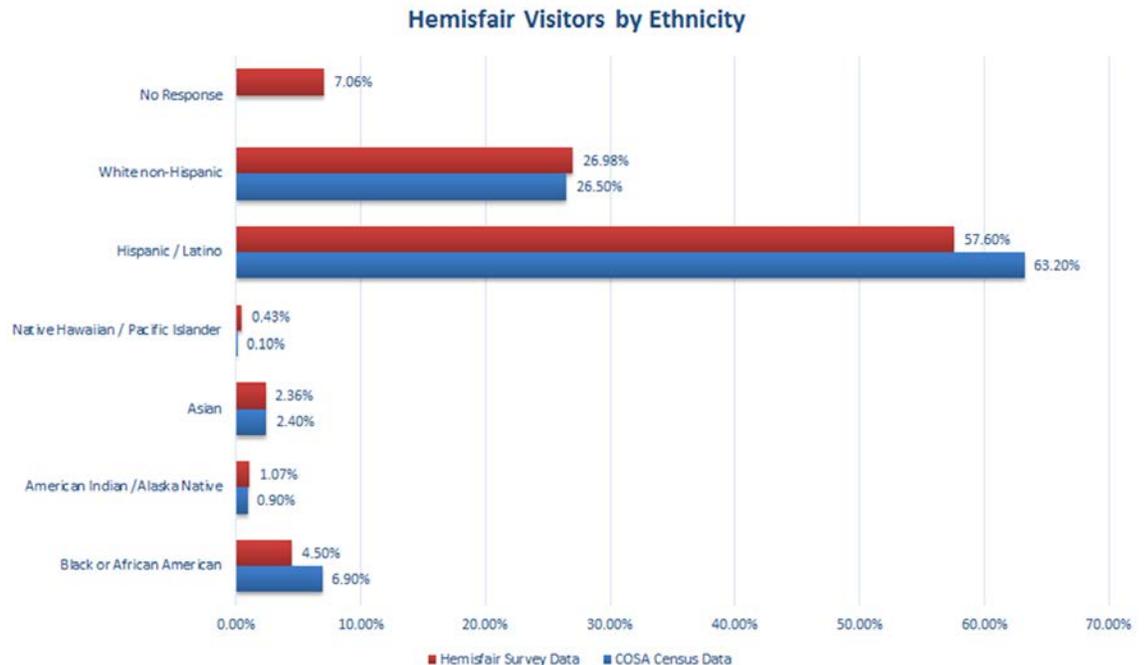
Locals living in every Council District frequent Hemisfair. Survey results indicate that 84% of Yanaguana Garden visitors in the last 12 months – about 420,000 individuals – live in San Antonio.



The majority of the remaining 80,000 visitors are traveling from other cities in Texas, with a few from the greater United States. A small number are international visitors from over a dozen countries<sup>1</sup>. The heat map above shows in red higher local visitation frequency by City Council district.

## Visitor Ethnicity

Yanaguana Garden visitor ethnicity tracks closely with San Antonio census data.

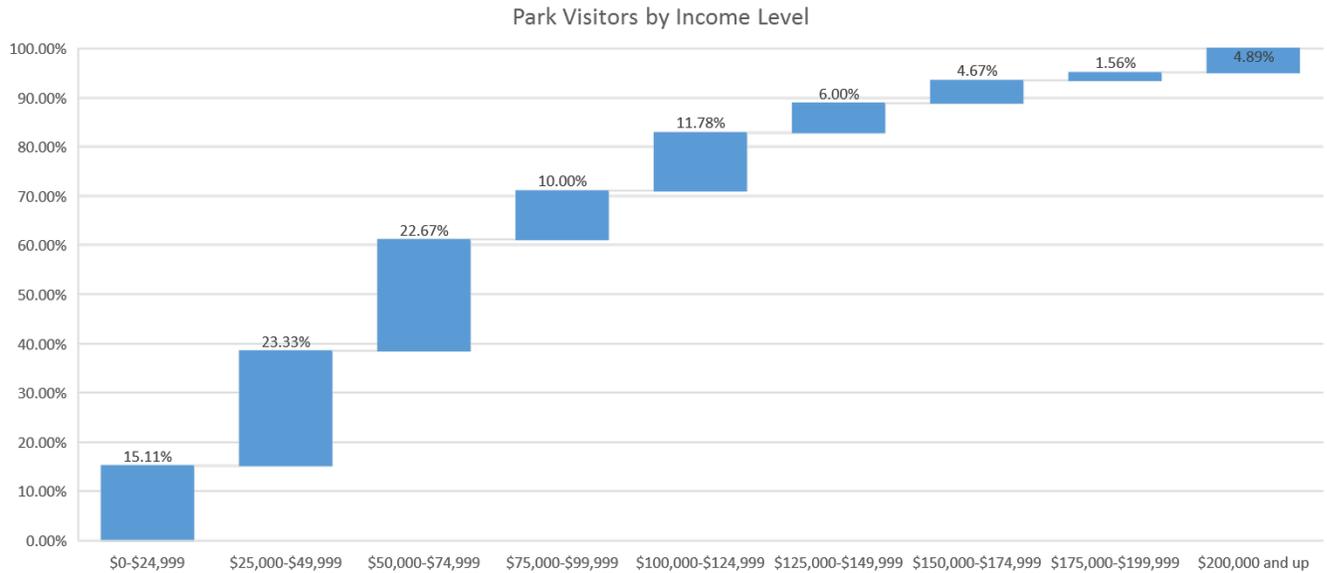


## Visitors Income Level

Survey data collected from visitors is tracked in \$25,000-increment brackets. Fifteen percent of park visitors surveyed report household earnings of \$25,000 or less, with more than forty percent of park visitors earning under the average median income (AMI) for San Antonio (about \$43,000). On the other end of the spectrum, thirty percent of park visitors surveyed report household incomes in excess of six figures. See next page for data chart.

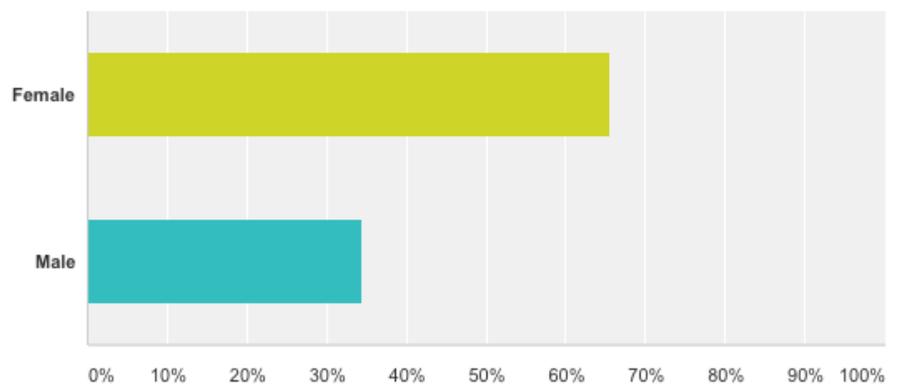
<sup>1</sup> International visitors to Yanaguana Garden came from Argentina, Australia, Canada, Colombia, England, France, Germany, Greece, Honduras, Italy, India, Iran, Iraq, Japan, Mexico, Pakistan, Panama, Poland, Scotland, Romania, South Korea and Sweden.

Hemisfair is for everyone.



## Visitors By Gender

In benchmarking successful urban spaces around the world, Hemisfair staff learned that visitor gender balance is an important success metric of a park. For example, leaders of Bryant Park in Manhattan have developed one of the most sophisticated park visitor survey datum interpretation systems in the country and found that parks with a disproportionate amount of men to women (80% male to 20% female, for example) is perceived as unsafe.



We're happy to report that Yanaguana Garden visitor gender breakdown is 65% female to 35% male, which speaks to the park's safety, cleanliness and family friendliness. Mothers of young children feel safe at Hemisfair, so everyone else does, too.

*"The Magik Theatre has been a cornerstone in Hemisfair for years, bringing children and families to this downtown landmark. The opening of Yanaguana Garden at Hemisfair has not only provided a major boost to our attendance but has enhanced the quality of the experience for our patrons. The Theatre brings in thousands of young visitors, the park keeps them staying and playing all day. It's a win-win relationship."*

-Frank Villani  
Magik Children's Theater

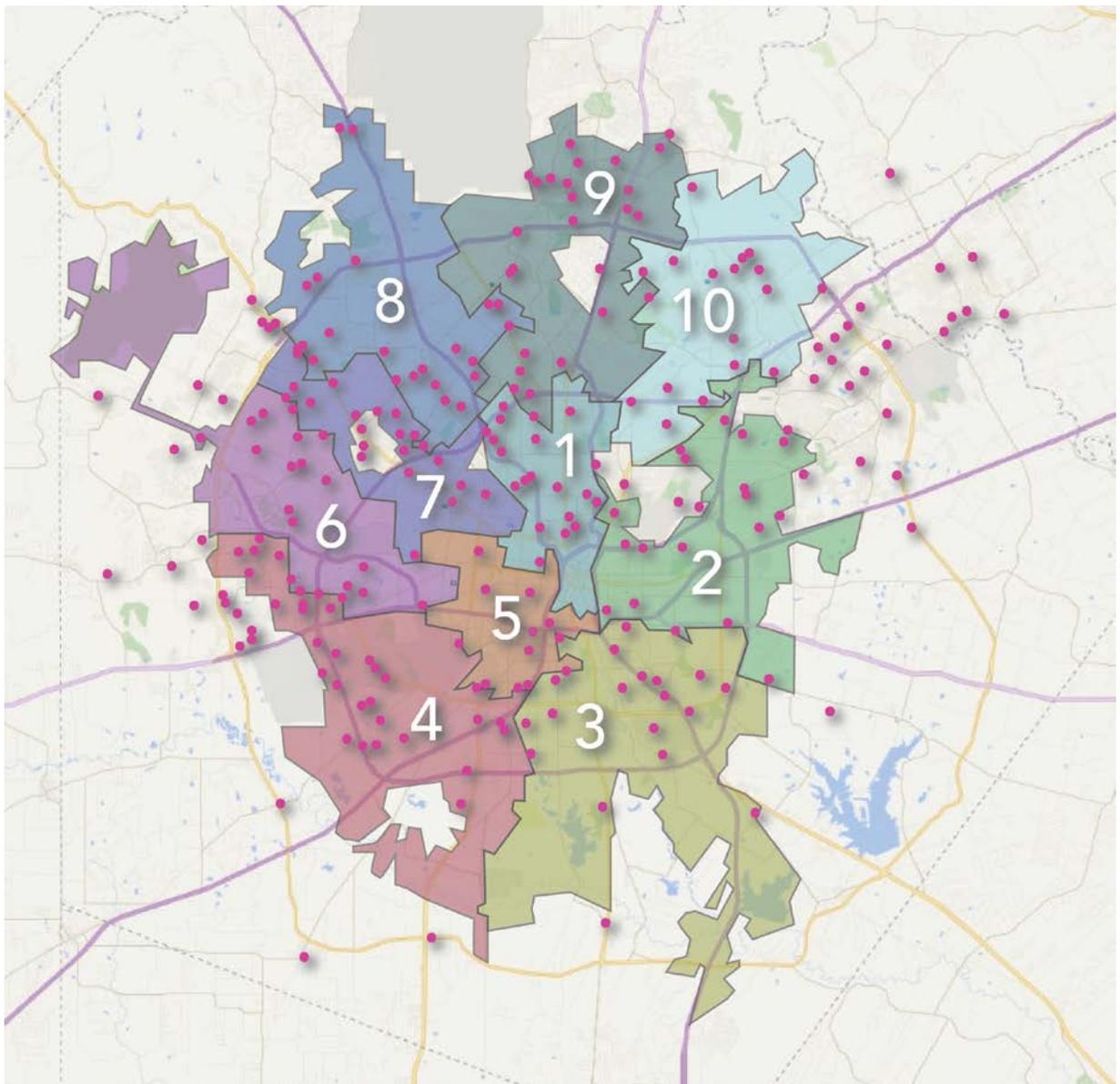
In addition to this critical demographic, Hemisfair strives to be as inclusive as possible, offering additional programming catered to millennials, young professionals and empty-nesters.

## School Visitation

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Schools from all City Council Districts and every local school district have visited Yanaguana Garden thanks to our collaboration with Magik Theater, a local non-profit and beloved performance-based educational institution.

Visiting school groups brought 949 field trips with a total of 57,271 children, representing 13% of our total visitor count.



## Yanaguana Garden Activation

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In the last year, programming staff has organized 124 specific activations, 36 of which were third party collaborations such as Pecha Kucha, Build SA Green, KLRN Play & Learn, Eva's Heroes and Kidcation.

Recurring activations include Art in the Park, Health & Wellness (Yoga, Zumba, Cross Fit, Youth Fitness), Big Blue Blocks, Story Time, Southtown Cinema, First Fridays, and Chess Tournaments.

Additionally, local families have organized 41 birthday parties, or almost one per week. Hemisfair is where San Antonio celebrates!

## Public Engagement

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Since the inception of the Hemisfair transformation efforts, hundreds of public presentations reaching thousands of San Antonio citizens, including:

City Council A and B Sessions	CREW
Council Committees	Highland Hills Neighborhood Association
Urban Land Institute	Northwest Neighborhood Alliance
San Antonio Housing Authority	Tobin Hill Community Association
SAGE, Tourism Council	East Terrell Hills Neighborhood Association
Downtown Rotary Club	American Society of Civil Engineers
Stone Oak Rotary Club	Camelot NA, Wilderness Oak Alliance
Optimist Club	Heritage Neighborhood Association
Kiwanis Club	Responsible Growth Alliance of SA
Association of Mexican Professionals	Leadership San Antonio
Texas Sustainable Energy Research Institute	San Antonio Council of Presidents
Conference on New Urbanism	The Greater Chamber
SA2020 public workshop	Association of Pedestrian and Bicycle Professionals
Engineering Council	Real Estate Council of San Antonio
UTSA Speaker Series: Public Parks and Livable Cities	... and dozens more!

The Hemisfair master plan has much more than public support. Organizations such as the American Institute of Architects, the San Antonio Conservation Society, Denver Heights, Dignowity Hill, Downtown Alliance, Centro, Downtown Residents Association, Historic Design and Review

Commission, King William Association, Lavaca Neighborhood Association, Northeast Neighborhood Alliance and others have provided their letters of support and participation in public meetings.

Our engagement goes beyond the general public, neighborhood associations, and community and professional organizations. Our efforts are closely coordinated in partnerships with the City's Transportation and Capital Improvements Department, the San Antonio Water System, San Antonio River Authority, CPS Energy, VIA Transit Authority, Bexar County, TXDOT, the Federal Government, and last but not least, City Management.

## Civic Park Design Public Engagement

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In addition to public meetings, Hemisfair issued a web-based public survey to gain feedback regarding the civic park schematic design. 664 people responded to the request for public opinion.

Over 90% of respondents said they "agreed" or "strongly agreed" that they were excited by the civic park design concept and felt that the civic park would make downtown better. 90% also agreed or strongly agreed that the proposed scenarios were compatible with lifestyle, culture and character of San Antonio.

99% of participants said that they would visit that park annually or more frequently. Respondents indicated that they would want to visit throughout the week – weekdays, weekends, daytime and at night.

The top three concerns were parking, security, and accommodating for South Texas climate; followed by cleanliness, child-appropriate activities and maintenance. The design development will address every concern listed.

When it came to what they were most excited about, respondents were 77% likely to indicate Events and Entertainment, 69% likely to say Nature and Outdoors and 60% likely to say Food and Beverage. Other attractions that were important were Art (57%), Water Features (57%) and People Watching (52%).

Overall, the results show overwhelming support for the design, and 62% of respondents said that they felt nothing was missing from the current civic park plan.

# Data Gathering Methodology

## Attendance Estimates

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Hemisfair's Director of Park Operations has 36 years of experience in a theme park environment with annual attendance in excess of 2.5 million that required tracking attendance, including making projections and collection of data for building expense and staffing budgets. At Hemisfair the staff and volunteers use hand held clickers to count attendance periodically throughout each day, for daily operations and events. This has helped identify trends that enabled the creation of an attendance model for Yanaguana Garden. The data collected allows the team to keep attendance headcounts, to manage scheduling of programs during peak attendance, and to plan activities during slower times to increase visitation.

## Surveys

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The parks operations team uses Survey Monkey to collect data through a variety of methods. Using hand held devices, staff and park volunteers strive to conduct three to five surveys per day. The team also takes surveys during events and uses Facebook and e-mail blasts with the web-based survey. An estimated 1000 samples are expected by October 2016.

The survey questions include the following:

- Overall, how would you rate Yanaguana Garden?
- How many people are with you today?
- How often do you attend events in this neighborhood?
- How did you hear about Yanaguana Garden?
- What aspects do or would make you feel like Yanaguana Garden/Hemisfair is "your" park?
- As a 501c3, Hemisfair Conservancy makes Yanaguana Garden possible through the support from donors like you. How willing are/would you to be to support Hemisfair through donations?
- What is your zip code?
- What kinds of programming would you like to see?
- What could we improve?
- What is your gender?
- What did you like most about Yanaguana Garden?
- Are you Latino/Hispanic, White, African-American, American Indian or Alaskan Native, Asian, Native Hawaiian or other Pacific islander, or some other race?
- What is your approximate average household income?
- If you would like to learn more about Hemisfair or upcoming events, please provide your contact information.