

SA2020[®]

IMPACT REPORT

2018

RIPPLES OF CHANGE

Dear San Antonio,

How do you change a city? You ask the people there what matters to them. You listen. You plan. And then you move—together.

San Antonio is the only large city in the United States that has a community vision developed by the people who call our city home, a nonprofit organization responsible for driving progress toward that vision, and more than 160 multi-sector partner organizations actively aligning to that vision.

This coordination is essential because Community Results cannot be achieved by one organization working alone. This coordination also reflects the shared responsibility envisioned by the community eight years ago under Family Well-Being:

“The entire community—individuals, businesses, local government, nonprofits, and faith-based organizations—takes responsibility for our collective well-being...”

Today, we know 70% of the community indicators we track to measure success on our shared vision are moving in the right direction. We also know that we have more work to do.

This report, delivered annually, is part of SA2020's organizational strategy to redesign, and even disrupt, the way results are achieved. We do this, in part, by telling San Antonio's story—the whole story.

The story that shows we are one of the top cities for college-educated millennial growth and number one in income segregation. The story that shows our tech industry is booming and our underemployment rate remains flat, well below our goal. The story that shows that we will double our population in the next 20 years and over one-third of our current population is burdened by housing costs.

At SA2020, we celebrate our collective successes and we highlight our shared challenges. We are committed to holding the community accountable to making progress toward our shared goals. We ask funders to replace transactions to nonprofits with strategic partnerships that improve people's lives. We elevate complex community challenges that touch all Cause Areas: internet access that allows our students to apply for college without additional barriers; complete streets that help our families get to school and work safely by walking, riding, or wheeling as they need; neighborhood development that allows for mixed-income housing that won't displace our neighbors.

Thank you for reading this report and making a commitment to learn even more about San Antonio. By transparently reporting on San Antonio's progress toward our shared vision, the entire community is able to see where we are making strides and where we are falling short, always able to advocate for and lead change. At SA2020, we believe everyone is capable of affecting change, including you.

Let's do this!



Ryan T. Kuhl
Chair, Board of Directors, SA2020

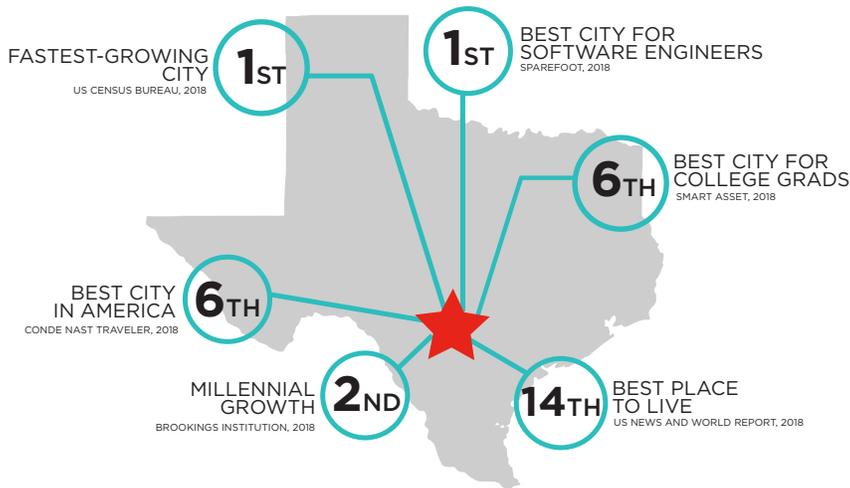


Molly Cox
President & CEO, SA2020



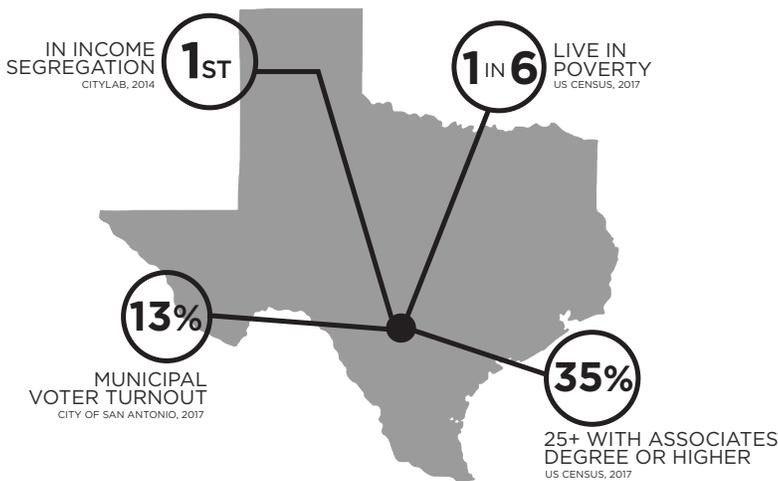
HOW TO READ THIS REPORT

Together, we envisioned a stronger San Antonio where students are provided quality educational opportunities no matter where they live, and economic prosperity is available to anyone in our community because of workforce development efforts and job potential. And we want connected neighborhoods where our families thrive and our residents are healthy. This future was not envisioned for just some in our community, but for everyone in our city.



Today, this is San Antonio.

Sixty-six people are born in or move to our city every day. In fact, we'll nearly double in size by the year 2040. San Antonio is a city of artists and innovators, and of rich culture and history. In our downtown, we just saw an investment of \$57 million in a local university that includes building a school of data science. San Antonio is second in cybersecurity—only after Washington DC, which is all right with us, really—and our unemployment rate is now under four percent. San Antonio is one of the top cities for college-educated millennial growth. And we worked together to make these things happen.



This is also San Antonio.

We are one of the leading cities for income segregation. Residents on one side of town have a shorter lifespan—by more than 20 years—than residents on another, more affluent side of our city. In addition to income and geography, race is a predictor of our community's outcomes. In San Antonio, more than one-third of our residents are burdened by housing costs, and one in six people—one in five children—live in poverty. Still, there are people in our community actively working to change these things. Together.

Change doesn't come without understanding how policies and services have historically neglected low-income communities and communities of color. In order to affect change, San Antonio must take collective responsibility for advancing community results. Change happens when we acknowledge and agree to address root causes of our community's greatest challenges. And if these challenges seem complex and big, they are. And yet...we each have the ability to affect change.

That said, to simply read this report as merely gauging “up” or “down” movement on community indicators, misses the full story of our community’s collaborative progress and collective efforts to date.

As you read, pay attention to how the 11 Cause Areas are all related and how the success of one can impact another. How incremental change in arts education, for example, can pay dividends in economic development; how an understanding of housing affordability can influence policy changes in educational attainment; and how park access can stimulate better health outcomes.

Flip to a Cause Area that’s most important to you. As you read through the Community Indicators, we ask you to also incorporate the Impact Narratives, which will paint a broader understanding of the connection between Cause Areas. Once you reach the City of San Antonio profiles, with 20 data points specific to approximated Council Districts, complement your understanding with the corresponding Cause Area sections.

Further still, in our first ever Nonprofit Partner Impact Summary, you can find a local nonprofit organization that may provide you an opportunity to move the needle on the areas that are most important to you through board service, volunteerism, and philanthropic giving.

As you read this report, we invite you to **be curious**. Ask yourself: “Why is this indicator moving?” “Why is this Cause Area lagging?” “Why do we care about this?” “What am I doing to help move the needle?” “What current programs and policies could be shifted to account for different histories and needs of our communities?” Then, **we urge you to take action**:

- 1 Become an SA2020 Partner. We partner with nonprofits, foundations, government, corporations, public institutions, higher education institutions, and member or trade organizations. SA2020.org/get-involved
- 2 Mark your calendars for May 4, 2019—Election Day—and vote. Last day to register to vote for this municipal election will be April 4, 2019. ilovesanantonio.org
- 3 Connect to SA2020 Nonprofit Partners and volunteer your time. SA2020.org/partners
- 4 Apply to serve on a city board or commission. sanantonio.gov/Clerk/Legislative/BoardsCommissions
- 5 Give to SA2020 Nonprofit Partners. SA2020.org/partners
- 6 Connect to SA2020 year-round by joining our Community Circles. bit.ly/SA2020circles
- 7 Participate in The Big Give on March 29, 2019. TheBigGiveSA.org

 Met & Exceeded	 On Track	 Progress	 Flat/Getting Worse
The SA2020 target has already been reached!	We’re making progress at a pace that will lead us to achieve the SA2020 target!	We’re moving in the right direction, but not moving rapidly enough to achieve the SA2020 target.	We’re seeing no progress, and in some cases even moving in the wrong direction.



ARTS & CULTURE



In 2020, San Antonio leads the world as a creative community.

San Antonio reflects a diverse range of artistic expression that builds on our rich cultural heritage. The arts are integral to our way of life for residents of all ages and backgrounds. Public and private support spurs a renaissance of artistic creativity where a vibrant cultural economy flourishes. Contemporary art reflects the dynamic nature of San Antonio's artistic, literary and cultural communities and movements.





ARTS & CULTURE OVERVIEW

INDICATOR SNAPSHOT	
	Increase Funding for Arts and Culture
	Increase Attendance for Arts and Culture
	Increase Economic Impact of Creative Sector
	Increase Employment in Creative Industries
	Improve Satisfaction with Arts and Culture

31%
of SA2020
Nonprofit Partners
impact
Arts & Culture



Increase Funding for Arts and Culture

Goal: Double the amount of public funding invested in our arts and culture programs

Goal Quantified	Baseline (2010)	Update (2017)
\$12,800,000	\$6,400,000	\$7,837,659

Source: City of San Antonio, Department of Arts & Culture

We have seen continued increases in City of San Antonio funding to arts and culture programs since 2012, though we're still not on track to reach our goal by 2020. This investment of dollars includes: funding of local arts agencies, as well as the City's Department of Arts and Culture managed or sponsored events and exhibits, such as: Centro de Artes and Plaza de Armas Galleries, Poet Laureate Program, Distinction in the Arts Awards, and Luminaria.

SA2020 Nonprofit Partner Snapshot



Annual Revenue: **\$126,386,547**

Refers to 39 nonprofit organizations that impact Arts and Culture



Increase Attendance for Arts and Culture

Goal: Double the number of individuals attending arts and culture events in San Antonio

Goal Quantified	Baseline (2010)	Update (2017)
3,600,000	1,800,000	4,303,028

Source: City of San Antonio, Department of Arts & Culture

Attendance at City-sponsored arts and cultural events exceeded our 2020 goal in 2017—more than double what it was in 2010.



Increase Economic Impact of Creative Sector

Goal: Increase to \$5 Billion

Goal Quantified	Baseline (2010)	Update (2016)
\$5,000,000,000	\$3,943,081,536	\$3,977,359,239

Source: San Antonio Creative Industry Report

There have been no new reports on the economic impact of the creative sector, so the numbers reflected include the last update in 2016. The creative sector includes 51 6-digit NAICS codes that include the following industries: advertising; architecture; art and antiques market; crafts; design; designer fashion; film and video; interactive leisure software; music; performing arts; publishing; software and computer services; and television and radio. A 2018 report is slated for release in 2019.



Increase Employment in Creative Industries

Goal: Double the number of individuals employed in creative industries

Goal Quantified	Baseline (2010)	Update (2016)
42,400	21,200	20,363

Source: San Antonio Creative Industry Report

There have been no new reports on employment in creative industries, so the numbers reflected include the last update in 2016. A 2018 report is slated for release in 2019.

SA2020 Nonprofit Partner Snapshot



Total Employment (Part-time and full-time): **1,532**

Refers to 39 nonprofit organizations that impact Arts and Culture



Improve Satisfaction with Arts and Culture

Goal: Increase the percentage of residents that feel “San Antonio Arts and Cultural life provide everything their family wants” to 80%

Goal Quantified	Baseline (2012)	Update (2018)
80%	55%	58%

Source: City of San Antonio, Department of Arts & Culture

The percentage of residents that feel that San Antonio arts and culture provide everything their family wants is currently tracked through a survey completed by the City's Department of Arts and Culture and shows progress. This indicator is not a measure of satisfaction of those who attended an event, but rather an overarching view of whether residents are satisfied with arts and culture offerings for their families. Individual resident satisfaction—“that San Antonio arts and cultural life provide everything I want”—decreased from 66% in 2016 to 55% in 2017. It is worth noting that survey questions changed between 2016 and 2017. Anecdotal information provided by the Department of Arts and Culture accounted for questions from residents completing the survey in 2017, such as “What is arts and culture? Does going to the movies count?”



SAY SÍ

ARTS & CULTURE

What started as studio sessions for a group of high school students in 1994 has grown into a nationally-recognized arts program that serves approximately 200 students from over 70 schools year-round. Not just an “arts organization,” SAY Sí focuses on youth voice and youth development through its mentoring and leadership programs, college and career-readiness requirements, and its constant attention to the larger picture.

SAY Sí introduced Elionas Stephen Puente, a junior at Central Catholic High School, to film equipment, industry standards, and how to edit and write. “I have a passion for filmmaking and I wouldn’t know were it not for SAY Sí,” he said. Elionas is excited and nervous about his senior year because SAY Sí requires all of its seniors to complete their FAFSA, apply to at least three colleges, and present their work in a final exhibit akin to what’s required of college students getting their BFAs. On average, **93% of their seniors attend college** in the fall or spring semester after their high school graduation. The remaining students provide a plan on how they will pursue post-secondary education.

“Where does our work start and stop,” Nicole Amri, SAY Sí’s Program Director, asked aloud, knowing that the answer looked less like a straight line and more like an abstract piece of art. When students failed to meet the required hours to stay enrolled in their free studio programs, staff started asking why. With a commitment to continuous learning and improvement, staff listened to their students and found a lack of access to reliable transportation and transitioning neighborhoods.





Elionas Stephen Puente | Vanessa Velazquez Photography

"Art, in general, is just a great way to bring people together."

Nicole is an example of SAY Sí's success, as well. "As a young, queer, Latina, I was moved by the idea that SAY Sí would take us seriously," she said. First involved with the organization as a high schooler, Nicole mentored middle school students, spread her own wings as an artist, and sold her first artwork. Today, Nicole is the one taking the young artists seriously: "I can't ignore that if my kids aren't showing up and it's because nobody could give them a ride and they don't trust walking here...then **I should be paying attention to public transit and sidewalks...and understand how that work affects mine,**" she said.

The young artists often portray their lived experiences through their artwork, and thanks to the meaningful relationships cultivated between students and staff, they also tend to report them.

SAY Sí regularly collaborates with other organizations, including: Battered Women and Children's Shelter, ChildSafe, Communities in Schools, and JOVEN to ensure they have concrete plans to meet the needs of their students. Surrounded by nurturing adults, student artists shape the very programming they participate in. And they keep returning. Ninety percent of eighth grade student artists continue into their high school program.

SAY Sí also opens its doors every Friday to the public "so families who may not go to art shows, have a place to go," as Elionas describes it. This, he says, has taught him about community: the importance of offering community space, building community, and learning about community. "Art, in general, is just a great way to bring people together," he adds.

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