



September 21, 2020

Texas Historical Commission
Post Office Box 12276
Austin, Texas 78711

Re: North San Antonio Chamber Letter of Support for City of San Antonio Alamo Plan

Dear Commissioners:

The North San Antonio Chamber writes this letter in support of the City of San Antonio's Alamo Plan. As per our latest legislative plan, we support preserving and enhancing funding to implement the Alamo Master Plan, which includes redevelopment of the Alamo complex and Alamo historic district, specifically the City's proposed permit for the repair and relocation of the Spirit of Sacrifice, also known as the Alamo Cenotaph.

Like other cities across the state, the impact of the coronavirus on San Antonio is devastating. When implemented, the Alamo Plan will play an important role in how we revive our economy. Tourism – which encompasses the hospitality / convention business – is a major driver of our local economy. Hotel occupancy has fallen significantly and the incidental effect on area restaurants and tourism has been tremendous. The Alamo redevelopment will help provide a much-needed update to one of the state's premier historical tourist attractions.

The Alamo Plan team has been working for years with experts in their fields to create a comprehensive restoration and relocation plan to kick-start the Alamo Plan efforts. It is the result of hundreds of meetings and dozens of compromises made by the state, the city and a citizens advisory group. It aligns with the goals of the THC to protect our state's historic landmarks, and it deserves your support as well.

As you review and consider the Historic Building and Structure Permit request to repair and relocate the Cenotaph, we ask that you also consider the positive long-term financial impact on San Antonio as a result of this restoration.

We urge the Texas Historical Commission to take advantage of this once-in-a-generation opportunity to give the Alamo what it deserves and support the City of San Antonio's Alamo Plan.

Sincerely,

Cristina Aldrete
CEO & President
North San Antonio Chamber