

DISCOVERY CHALLENGE: FIESTA EDITION

The Discovery Challenge: Fiesta Edition (DC) was a photo challenge that was launched in April during San Antonio Fiesta. It encouraged Fiesta goers, and individuals who don't typically attend Fiesta events, to explore their favorite events and seek out the Scout SA Discovery Challenge marker. This project allowed the Office of Historic Preservation (OHP) to engage with a population of San Antonians who traditionally attend Fiesta events, while also encouraging others who don't usually go. Historic context and information about these events were provided as clues to find the Scout SA marker.

Grajeda, Andre

Project Description:

The Discovery Challenge: Fiesta Edition was a photo challenge that was promoted via social media platforms. The challenge was presented through a promotional video that explained how to complete the challenge and where to complete it. The challenge is to find one of four Discovery Challenge Scout SA markers at different Fiesta events.

Participants must watch the video and follow the clues to find out which event the four Scout SA markers are located at. Each clue gives historic context or information about the Fiesta event or its location. Once the participant has figured out which event the marker is located at, they must attend the event and find the marker at one of four events, which include Oyster Bake, NIOSA, King William's Fair, and Earth Day at Woodlawn Park. Upon finding the event's Scout SA marker, the participant must take a selfie with the marker and post it on social media with the hashtag #ScoutSA. The final step to the challenge is collecting a Fiesta medal, which will be available for pickup upon attending the Preservation Month Kick-Off event.

The project was intended to fulfill multiple objectives, in which some were successful, and others were not. To begin with, an objective of this project was to provide an activity that encourages participants to explore different historic locations in San Antonio. The Discovery Challenge was initially created to encourage participants to go "Scout San Antonio" and explore its beautiful historic locations. In an initiative to kick off the Discovery Challenge project, I decided to tie a theme to it that would help generate high numbers of interaction. Due to the city's preparation for San Antonio Fiesta, I felt it was best to adopt this traditional festival as the theme of the first Discovery Challenge as a way to interact with Fiesta party-goers and encourage San Antonians to experience the San Antonio culture of Fiesta and its festivities. The goal for this objective was to include a variety of events and locations into the challenge to broaden the demographics of participants. We tried to include events that were for older crowds and family-friendly events, we included events central to the downtown area and farther out from downtown and included events that highlighted different aspects of San Antonio's many cultures.

Another objective for this project was to provide information about the history of San Antonio Fiesta events and locations. I wanted to ensure that the challenge not only provided an outlet to explore the city, but also gave valuable information about the different locations around San Antonio. As a public history major, I took this opportunity to use the Discovery Challenge as an outlet to inform the public about the importance of the King Williams District, the significance of La Villita and Woodlawn Park, and the reasoning behind continuing the tradition of Fiesta Oyster Bake. Aside from the four locations included in the challenge, there were a total of seven locations that my team, which included myself, my project leader Dr. Jenny Hays and my

internship supervisor Lauren Sage, brainstormed to include in the challenge. I researched the history and significance of every event and its location and condensed the script to include in the video. Although we were unable to secure reliable points of contact for every location, I still felt it was important to learn the history for myself so that I could pass on the fun facts to family and friends.

Throughout the spring semester, OHP was focused on preparing for Preservation Month, which is every May. During this month the office hosts and co-hosts events that promote historic preservation. Many of their big events are held during this month, such as Rehabarama, Amazing Preservation Race, and others. With Preservation Month being a priority for the office during the spring, another objective for the Discovery Challenge: Fiesta Edition was to provide promotion for attendance to the Preservation Month Kick-Off and the many events that were happening during the month of May. To help promote for Preservation Month, the challenge offered an incentive for participating in the challenge, in which would be collected during the Preservation Month Kick-Off event. Offering the prize during the kick-off event not only invited participants to attend the event, but it also served as a gateway for attendees to receive more information about upcoming events that would be hosted throughout the month of May.

The final objective of this project was to utilize social media as a platform to market the challenge to a greater audience and promote the kick-off event for Preservation Month. The social media platforms that were used to achieve this were uploading the Discovery Challenge: Fiesta Edition video to Facebook and YouTube. This provided an opportunity for people to show interest in the challenge and possibly share the video with others within their network, therefore potentially reaching many more individuals that were outside of our reach.

Methods of Research:

The method of research that I conducted for this project was reviewing published content from OHP's various social media accounts. I reviewed and analyzed the type of content that the office produced to get a feel for how the office's social media accounts fit in with Facebook and Instagram algorithms of content promotion. In addition to getting a sense of the type of content the office produced, I also took note of which digital material reached the most people and had a successful amount of interaction, which would be gauged by the amount of Likes the post received. This allowed me to analyze why certain content was more successful than others and incorporating it into my project.

In addition to reviewing and analyzing published content, my research continued through educational videos that via Lynda, a website that provides training videos related to different

business topics and programs, where I was able to watch videos about “Social Media for Government” and “Social Media Marketing.”

Best Practices:

A resource that I analyzed to help improve the quality of my project was “Video Production: Promotional Videos¹,” by Anthony Artis, which talked about how to properly create a promotional video that would generate a successful response by viewers. One of the best practices that this video mentioned was to include a call to action. By doing so, it encourages the viewer to take action and participate with the request that the video has made. For example, in my promotional video, there is a call to action to participate and attend the Preservation Month Kick-Off event to receive a Fiesta medal.

In another video, “Marketing on Facebook: Managing a Company Page²,” Kristy Dalton talks about best practices for utilizing Facebook tools to promote events. She shares that live streaming is an effective method of virtually communicating one-on-one with viewers. It provides the opportunity for viewers to chime in the conversation with questions about the event/activity instantly. She also recommends having an organized script of topics to discuss so that if viewers watch the live stream, once it is no longer live, then there is a structure to the content covered.

Artifacts:



Official Scout SA marker design used for the Discovery Challenge during Fiesta. I

used the original marker design and added the confetti and flower crown using Canva & Photoshop.

¹Artis, Anthony Q. 2013. “Video Production: Promotional Videos.” Lynda.Com - from LinkedIn. December 19, 2013. <https://www.lynda.com/Shooting-Video-tutorials/Video-Production-Techniques-Promotional-Videos/129012-2.html>.

² Dalton, Kristy. 2018. “Marketing on Facebook: Managing a Company Page.” Lynda.Com - from LinkedIn. December 6, 2018. <https://www.lynda.com/Facebook-tutorials/Encourage-conversation/772339/5011049-4.html>.



Both of these were made in Illustrator to be used as

potential thumbnails for the video when posted.



A photo of Fiesta Fiesta 2018 that I did an image tracing on in Illustrator

to use as the “Viva Fiesta” frame in the promo video.

Fiesta Locations

Wednesday, March 6, 2019 2:31 PM

Oyster Bake

Music festival
Raises scholarship funds for students
103rd anniversary
newly built St. Louis College in West Heights in 1894
forty years after the **Marianists** arrived in Texas in 1852, their educational efforts were directed toward serving the primary-school children in San Antonio at St. Mary's Institute and **San Fernando Cathedral School**. St. Mary's had both day students and boarders.
University began as St. Mary's College on the banks of the San Antonio River. In 1894, the present campus was acquired and a second Marianist school, St. Louis College, was established. This school became St. Mary's University of San Antonio in 1926
210-436-3324 – oysterbake@stmarytx.edu – www.oysterbake.com

What originally began as the St. Louis College on the banks of the San Antonio River, this Fiesta event uses profits to fund its students through scholarships.

NIOSA

Includes twenty-seven nineteenth century dwellings representing unique examples of early residential development in the city
Known as Pueblo de Valero from 1795-1809, the neighborhood was originally the site of a **Coahuiltecan** Indian village and was part of the lands allotted to the Mission San Antonio de Valero
In 1773, the area was open to Spanish settlers migrating to the area from East Texas, and the name “La Villita” in reference to the neighborhood appears in historic records as early as 1792
210-226-5188 - niosa.org

This location was once known as “Pueblo de Valero” from 1795-1809 and was the original site of a **Coahuiltecan** Indian village. Proceeds from this event fund initiatives led by the efforts of the San Antonio Conservation Society.

Taste of New Orleans

Taste & sounds of New Orleans
Began in 1979 by SA Zulu Association, a non-profit organization chartered by Texas in 1976, by hosting annual picnics to celebrate Juneteenth (Texas' announcement of the Emancipation Proclamation on June 19, 1865). The organization discontinued the annual event in 1982 when they joined the SA Fiesta Commission and created, what is now known, “Taste of New Orleans” in 1985.
210-637-8328 - info@saza.org

*What initially started as a picnic in celebration of Juneteenth, the SA Zulu Association joined the SA Fiesta Commission in 1985 and created this Fiesta favorite event that explores the delicious tastes of New Orleans.

My notes where I researched Fiesta

Battle of the Flowers

(ask Library to place location pin to their float)
honors the heroic spirit of the patriots of the Alamo, commemorates the victory of San Jacinto and celebrates the diversity and heritage of Texas and our nation
holds the distinction of being the first celebration to be held in Alamo Plaza and is considered the founding event of Fiesta* San Antonio
parade has entertained our city every year since 1891, except during World Wars I and II
1.888.695.0888 - battleofflowerspride@gmail.com

*Considered as the founding event of Fiesta, Event 2 celebrates the victory of San Jacinto and the heritage of Texas.

Fiesta Fiesta

In the Spring of 1968 San Antonio's **HemisFair** was the site of the official 1968 World's Fair. Themed the “Confluence of Civilizations in the Americas,” the fair paid tribute to the 250th anniversary of the founding of the city of San Antonio in 1718.
The **HemisFair** project officially began in November 1965 when The Bureau International de Expositions (BIE) awarded San Antonio official Fair status.
210.227.5191 - info@fiestasantantonio.org

*Fiesta **Casa** is hosted where the 1968 World's Fair was held. The 1968 fair paid tribute to the 250th anniversary of San Antonio.

King William Fair

only neighborhood association in the entire state with four historic districts within its boundaries, including the state's oldest district created by city ordinance and three districts recognized by the National Register of Historic Places.
comprises parts of some twenty-two blocks with seventy-nine historic structures, most dating from the second half of the nineteenth century.
originally part of the **labor de abajo**, or lower labor, assigned to the San Antonio de Valero Mission
210-277-3247 - www.kwfair.org

This fair is held by the neighborhood association that has the state's oldest district and 3 that are recognized by the National Register of Historic Places.

Earth Day - Woodlawn Park

Westside Development Corporation (WDC) addresses long-term economic development concerns in the inner Westside of San Antonio
1887 General W. Russ, F. H. Brown and W. P. Anderson acquired 1000 acres of land, which is now the lake and surrounding neighborhood and was known as “Maverick's Pasture”
In 2000 Woodlawn Lake was designated as a local historic district.
210-501-0192 - info@westsidecorp.com

Once known as “Maverick's Pasture,” this local historic district was designated in 2000.

location history and facts, contact info for POC & drafted script for video descriptions of each location.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
3/17 x	3/18 x	3/19 x	3/20 x	3/21 x	3/22 x DC: instruction B-Roll	3/23 x
3/24 x	3/25 x	3/26 x Marketing material	3/27 x	3/28 x	3/29 x DC: location B-Roll	3/30 x
3/31 x	4/1 x Promotion plan for APR	4/2 x	4/3 x DC: finalize	4/4 x	4/5 x	4/6 x Marketing material
4/7 x	4/8 x DC: Promote	4/9 x Marketing material	4/10	4/11	4/12	4/13
4/14	4/15	4/16	4/17	4/18	4/19	4/20
4/21	4/22	4/23	4/24	4/25	4/26	4/27
4/28	4/29	4/30	5/1 Digital Engagement Plan	5/2	5/3	5/4
5/5	5/6	5/7	5/8	5/9	5/10	5/11
5/12	5/13	5/14	5/15	5/16	5/17	5/18
5/19	5/20	5/21 Marketing material	5/22	5/23	5/24	5/25

This was my task calendar I made myself to ensure

- Scout SA
- Rehabacama
- Realtor Training
- Donuts & DIY
- Preservation Month

that I was on track for completing my project by Fiesta.