



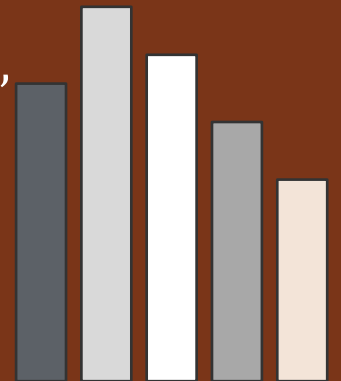
METRO MEDIA GROUP

BLACK. LOCAL. INDEPENDENT.

A stronger community begins with better communication, reliable information,
meaningful research, and intentional engagement.

FEATURING: THE METRO BLACK SanAntonioian — A STRATEGIC OPPORTUNITY FOR SAN ANTONIO

EXECUTIVE PUBLICATION • AUGUST 2026 • LIVING DOCUMENT



HOW TO USE THIS PUBLICATION

A Living Document

This publication is not a one-time report — it is the operating framework Metro Media Group updates as our data, partnerships, and community feedback grow.

- **Quarterly Revisions**

Zone data, dashboards, and roadmap milestones are refreshed each quarter as new statistics and partnerships are confirmed.

- **Version Ownership**

Metro Media Group’s founding members and civic partners are invited to submit updates, corrections, and new zone-level detail.

- **Built to Expand**

Sections grow as the work grows — new zones, new dashboards, new partners, and new events are added rather than replacing what came before.

“Knowing Where to Go.
So We Can Reach Everyone.”



San Antonio, TX

The Strategic Opportunity

A stronger connection between destination marketing and the local Black community benefits everyone. Visitors experience a richer, more authentic San Antonio; local businesses gain exposure; community organizations gain participation; and the city strengthens its case to host major national events that draw diverse audiences.



A Richer Visitor Experience

Authentic Black culture, cuisine, and history become part of how San Antonio welcomes the world.



Greater Business Exposure

Local Black-owned businesses gain visibility with destination marketers, media, and visiting audiences.



Stronger Community Participation

Community organizations gain new pathways to engage with the city's marketing and civic initiatives.



A Stronger Bid for National Events

A city ready to showcase all of its communities is a stronger candidate to host events that draw diverse audiences.

Mission & Vision

MISSION

To create, connect, and communicate the story of Black San Antonio — uniting African American, African, Caribbean, and diaspora communities as one people, and equipping government, institutions, and industry to reach them authentically.

VISION

A San Antonio where the Black community's culture, commerce, and contributions are fully seen, counted, and invested in — by the city we call home.

DRAFT LANGUAGE — v1, refined with founding members as a living document

HOW THE MISSION WORKS

Five Pillars, One Purpose



CREATE

Original content, data, and platforms that reflect Black San Antonio authentically.



CONNECT

Linking diaspora communities to each other — and to government, institutions, and marketers.



COMMUNICATE

Two-way information: to the community, and about the community, grounded in real data.



EMPOWER

Turning visibility into leverage — economic exposure, civic voice, and a seat at the table.



IMPACT

Measurable outcomes: representation, investment, and participation that compound.

THE CASE FOR THIS CITY

Why San Antonio?



No. 8 (tied)

Forbes' ranking of U.S. metros where African Americans are doing best economically — based on homeownership, income, and entrepreneurship data.



\$65,056

San Antonio's 2024 median household income — up sharply from the \$41,681 baseline cited in that original Forbes ranking.



~7.9%

Share of Bexar County's population that is Black or African American, per the latest Census Bureau estimates.



100,000+

Visitors drawn to San Antonio for the 2025 NCAA Men's Final Four alone — a preview of the audiences this city can attract.



Downtown San Antonio

San Antonio has since been named host of the 2026 NCAA Women's Volleyball Championship, 2027 NCAA Men's Basketball Regional, and 2029 NCAA Women's Final Four.

Sources: Forbes (Kotkin, 2015); U.S. Census Bureau ACS 2024 5-Year Estimates; NCAA / San Antonio Local Organizing Committee



Why Metro Media Group?



The Only Zone-Level Dataset

MMG compiles statistics on Black residents across all 22 marketing zones in metro Bexar County — data no one else tracks at this resolution.



A Broad, Accurate Definition of Black San Antonio

African American, African, Caribbean, and diaspora residents — reflecting the community as it actually lives here.



A Direct Channel: The Metro Black SanAntonioan

Our mobile app gives the community a consistent way to communicate with itself — something that didn't exist before.



A Track Record: The Juneteenth Community Plan

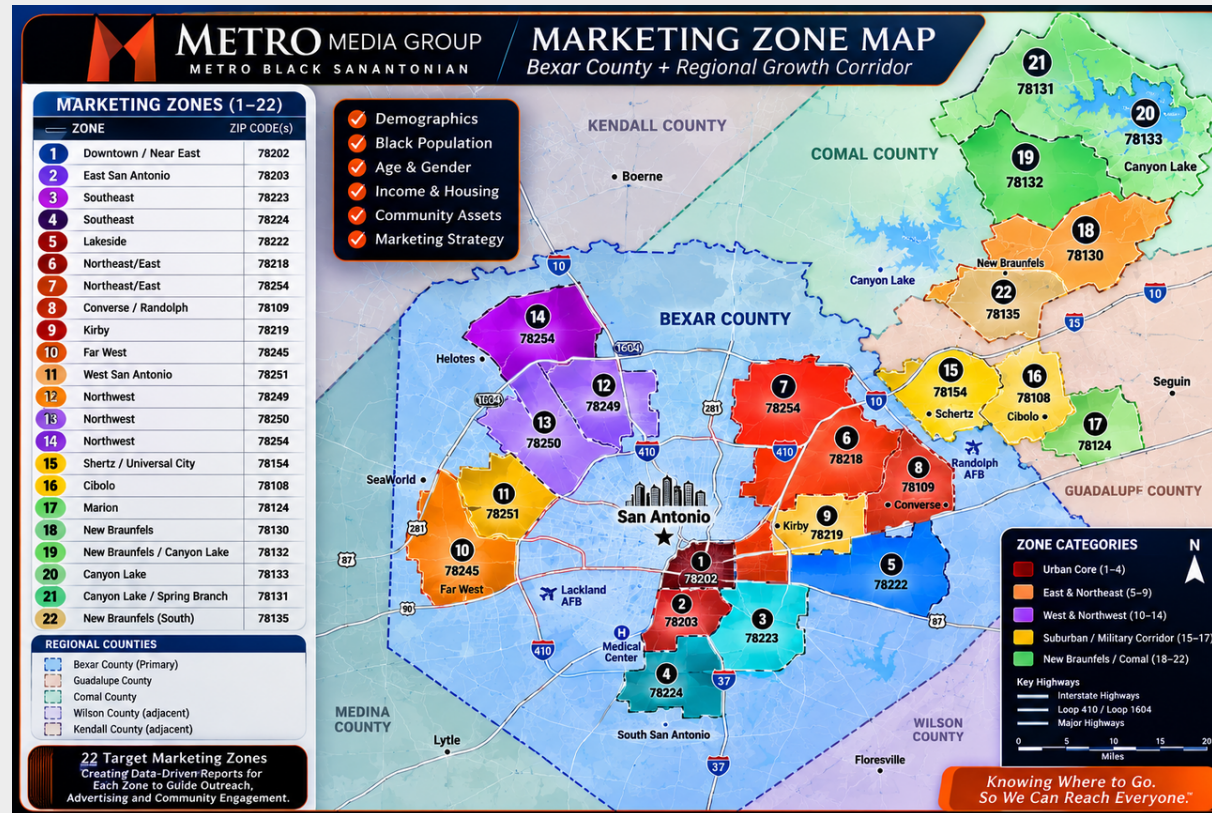
MMG has already organized citywide community programming — not just research.



Independent and Local

Black-owned and San Antonio-based — accountable to the community it represents, not a national firm parachuting in.

22 Zones, One Framework



Marketing Zone Map — Bexar County + Regional Growth Corridor

Zones are built on ZIP code boundaries for marketing and reporting purposes. Each zone becomes its own data-driven report covering:

- ✓ Demographics
- ✓ Black Population
- ✓ Age & Gender
- ✓ Income & Housing
- ✓ Community Assets
- ✓ Marketing Strategy

Some ZIP codes span multiple zone areas; boundaries are refined as data collection continues.

Beyond Bexar County

Zones 18–22 extend MMG’s framework north along the I-35 / I-10 corridor into New Braunfels, Canyon Lake, and the Spring Branch area — tracking the Black community as it grows alongside the region’s broader population boom.

- **Comal County**

New Braunfels & Canyon Lake — zones 18–20

- **Guadalupe County**

Marion & the eastern corridor — zone 16

- **Adjacent Counties**

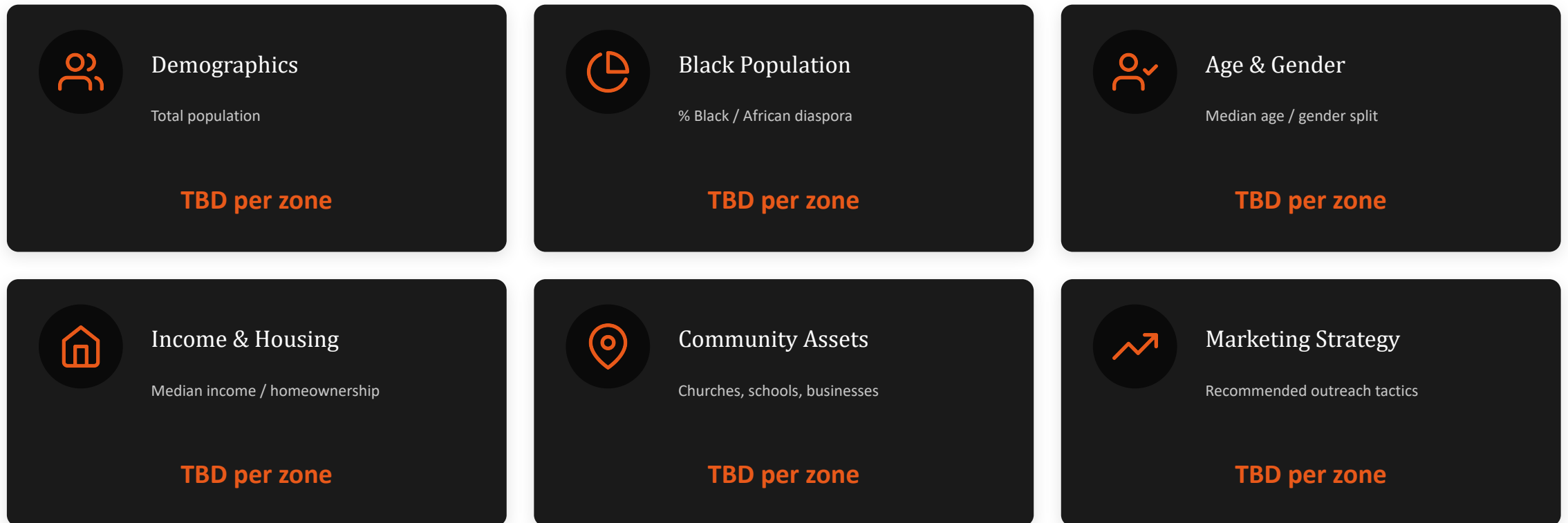
Wilson and Kendall counties, tracked as the growth corridor extends



The I-35 corridor connecting San Antonio to the region’s fastest-growing communities

Executive Dashboards

Each zone will be scored on the same six-panel dashboard once data collection is finalized — shown here with a sample layout.

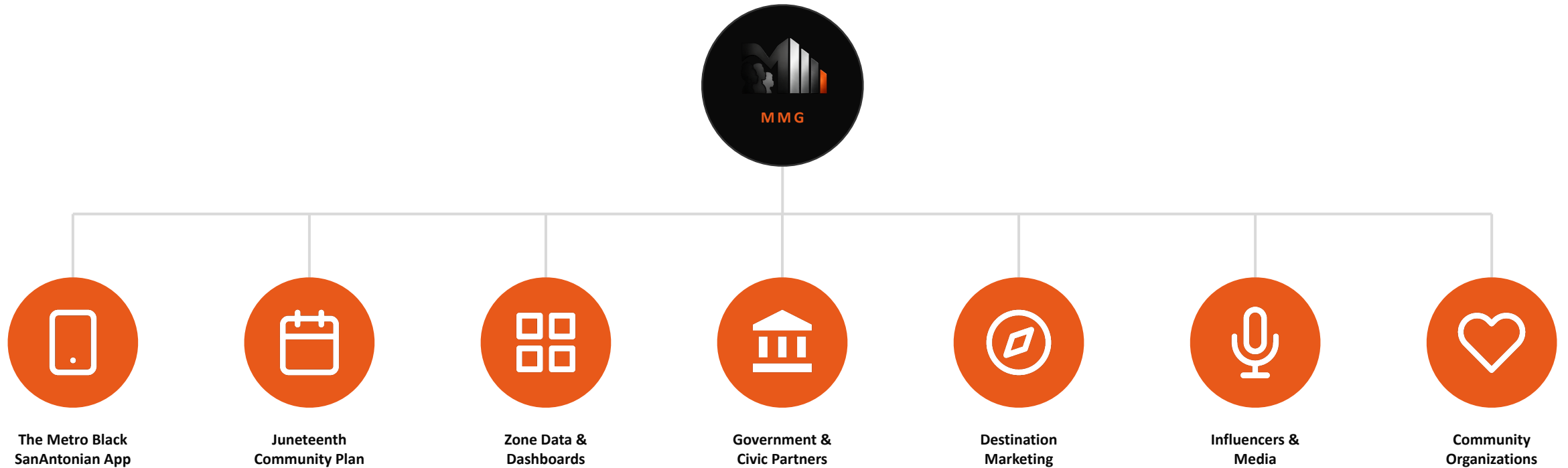


One City, Five Approaches

Zones 1-4	Urban Core	Civic and downtown destination-marketing partnerships — the front door for visitors and government stakeholders.
Zones 5-9	East & Northeast	Community organizations, churches, and neighborhood associations — the highest-density Black population zones.
Zones 10-14	West & Northwest	Family and business audiences, including ties to Lackland AFB and the Medical Center corridor.
Zones 15-17	Suburban / Military Corridor	Schertz, Universal City, Cibolo, and Randolph AFB — commuter and military-family messaging.
Zones 18-22	Regional Growth Corridor	New Braunfels and the Comal / Guadalupe corridor — newcomer and relocation-focused outreach.

HOW THE PIECES CONNECT

The Communications Ecosystem



Founding Members

This template holds space for the founders, advisors, and civic partners who will carry The Metro Black SanAntonian forward.



[Name]

[Title / Organization]



[Name]

[Title / Organization]



[Name]

[Title / Organization]



[Name]

[Title / Organization]



[Name]

[Title / Organization]



[Name]

[Title / Organization]

FIVE PHASES

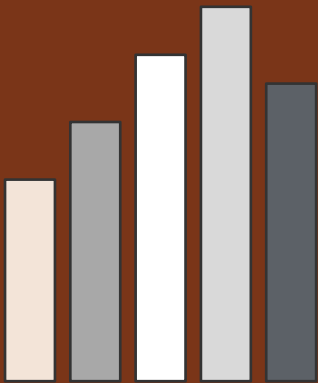
Launch Roadmap





METRO MEDIA GROUP

“Knowing Where to Go. So We Can Reach Everyone.”



Metro Media Group is ready to partner with the City of San Antonio, Visit San Antonio, and community stakeholders to make this strategic opportunity real.

[Contact Name] · [email@metromediagroup.example] · [phone]