



BOARD/COMMISSION RECOMMENDATION

Hispanic/Latino Quality of Life Resource Advisory Commission

Recommendation Number: 20150610-003-9 : Discussion and possible action to recommend that the City Council consider the following resolutions.

BE IT RESOLVED that the Hispanic/Latino Quality of Life Resource Advisory Commission requests that the Austin City Council:

Accept funding for "Austin Dia de los Muertos" into the budget recommendation for FY2015-2016.

Date of Approval: 6/10/2015

Record of the vote: Motion by Commissioner Cotera and seconded by Commissioner Lopez-Aguilar. It was passed unanimously.

Attest: _____

(Staff or board member can sign)

Background Information: Austin celebrates Dia de los Muertos like no other city in the US. With numerous events held citywide every autumn, Dia de los Muertos is a ubiquitous combination of parties, processions, and vigils celebrating our heritage and culture. Austin Dia de los Muertos blends Halloween merriment and the cultural significance and gravity of Dia de los Muertos. Every year from mid-October to the first week of November, Dia de los Muertos is observed with numerous activities taking place in cultural centers, parks, museums, music venues, shops, restaurants, hotels, schools, and other locales. The City should support Mexic-Arte Dia de los Muertos events and activities. Organizations undertaking activities and events will be strengthened with national marketing support. Monies will be used for expenses including: print collateral, media, and marketing publicity. The budget for this item is \$25,000.