

To: Austin Latin Quality of Life Commission, Austin City Council Members

From: Marcelo H. Tafoya

Date: August 24, 2015

Subject: City of Austin – Latino Quality of Life Proposal.

As I understand, the City of Austin is currently developing plans for the advancement of Latinos quality of life. I believe that it is the perfect time for Austin to embrace its history of Latinos and to honor its past. Therefore, I would like to propose the funding of a Tejano Music Museum in the City of Austin. Tejano music has a very long history in Austin and is a part of Texas history and heritage. Considered as one of the founding fathers of the industry my hope is to provide an educational experience of the many great musicians and artists of the state of Texas and the Austin area (28 orquestas originated in the Austin area and many musicians). As the founder of the Tejano Artist Music Museum, Inc a 501 (c) 3 non-profit organization we have a collection of over 60 years of history and the collection is growing daily. After analyzing the situation I have come to the conclusion that Austin would be the ideal location for this museum as it is considered the “Live Music Capital of the World”. Outlined below are my findings.

The city of Austin has been growing constantly over the last 50 years, and future growth is projected to continue. This presents a problem. We are losing our history and history is being made daily. If we do not preserve our history properly we will lose it and it will die. This can be seen by the new Tejano monuments at the Capitol of Texas grounds. Many Texans do not know of the Tejanos history in the great state. However, by funding our museum you will assist in rescuing our heritage.

- City of Austin – The city of Austin would gain exposure, appreciation and most importantly a new source of visitors to the city.
- State of Texas – Would benefit by remembering and preserving its history of an original Texas music and by the increase of out of state visitors.
- Austin Metropolitan Citizens and Latinos – An educational center and museum is an ideal location to learn about Tejano music history and the culture of the Tejanos.
- Tejano Artists Music Museum – Will have a permanent location to display over 150,000 pieces of history (ex. Original accordion that Flaco and Santiago Jimenez learned to play, actual clothing and memorabilia of Selena Quintanilla-Pérez, etc.).

Currently, the Tejano Artist Music Museum, Inc. is seeking a grant/donation of ten million dollars to purchase/build a building to house the museum and this amount would be used for initial operations and development.

Based on the benefits, it is my recommendation that the city of Austin and the Latino quality of live commission should vote for this proposal. The Tejano history and the history of the City of Austin must be maintained before all is lost.