



Emma S. Barrientos

Mexican American
Cultural Center



Award of Excellence 2016

HISTORY

- *Originally established in 2009 as the Mexican American Cultural Center Award of Excellence*
- *Adopted in 2011 by the ESB-MACC Advisory Board*
- *Award recognizes remarkable Latinos for*
 - *The highest artistic excellence brought to the cultural arts of Austin*
 - *Individual or group artistic disciplines who have demonstrated distinguished service, leadership, dedication, outstanding performance and a lasting contribution in the arts.*

February 20, 6-8pm | Black Box Theater

Outline of Event Preparations

- Send an invitation to Council Members and Mayor through PARD PIO, inviting CM Tovo to present the awards and KLRU to be our emcee.
- An invitation has been designed.
- Set-up: round tables for recipients, family, and board members.
- A 3 minute video will be shown of the recipients who were interviewed and asked what the award meant to them.
- Caterer: Las Fresas or Curras Restaurant
- Each recipient will receive an engraved award.
- Music: Frank Rodriguez's jazz band or Trio Los Vigilantes

Marketing & Nominations for May 21, 2016

Timeline for Marketing: Announcements will start ASAP, once the form has been approved.

1. Fill out the form: The forms can be emailed, dropped off, or mailed. The deadline is March 14.
2. January 11 - Copy completed for:
 - Social Media announcements on Newsletter, ESB-MACC/PARD Website, Facebook and Twitter
 - Print Advertisements: Ahora Sí / Todo/La Voz/El Mundo/Austin Chronicle/La Prensa/Arriba
 - Online Calendar Notices (Over 15)
 - Flyer and poster will be produced and distributed by ESB-MACC Outreach Coordinator throughout the community, and will seek presentation opportunities
3. ESB-MACC will receive the nominations.
 - March (14 – 25) Herlinda Zamora will assign staff to research the nominees and create the packets for submission to **Texas Folklife, who will adjudicate.**
 - March 28 - Board Chair will deliver the packets to **Texas Folklife.**
 - April 11 - **Texas Folklife** returns materials with the final recipients for each category.
 - April 12 - Review by PARD Director/Assistant City Manager Bert Lumbreras.
 - April 15 - recipients are contacted by Herlinda Zamora and invitations will be finalized.
 - April 18 - Formal announcements will be submitted and a Save the Date email announcement will go out to all Council Members and Mayor through PARD PIO
4. May 21, 2016 – Ceremony will take place on the Plaza from 6 - 8pm.

Non-profit partners will serve a three year term and will be asked to recommend the next non-profit.

Selection Criteria for Awards Nominees

Selection Criteria will be provided to the Panel: All nominations must merit and demonstrate distinguished service, leadership, dedication, outstanding performance, and lasting contributions in Latino arts and culture. Artists from various art disciplines who have made significant and outstanding achievements in the Mexican/Latino cultural arts will be considered. Individuals who are not Latino artists, but have made significant or distinguished contributions to the Latino cultural arts in the Greater Austin Metropolitan Area will be considered.

Individuals or groups who reside in the Austin area and are active in the Latino Cultural Arts community are eligible for consideration in the following areas.

- **The Arts:** those working in any medium including visual art, dance, history, music, literary arts, performing arts, and theatre, and have an established body of work with a minimum of 10 years of artistic experience, a demonstrated track record of artistic achievement, and have received a number of awards and recognitions.
- **Patronage:** those who have made significant contributions or donations in support of the Latino cultural arts such as media sponsors and ambassadors to ESB-MACC, and who have provided in-kind and non-financial support to the Latino cultural arts.
- **Service:** those who have demonstrated outstanding service in the Latino cultural arts through volunteering efforts. An employee and/or volunteer who has contributed a minimum of 5 years in Latino cultural arts.
- **Lifetime Achievement or Posthumous:** those who have demonstrated a minimum of 20 years of passion and dedication in the Latino cultural arts and have demonstrated leadership, dedication, and outstanding accomplishments, and has received a number of awards and recognitions.
- **Emerging Artists:** those who have exhibited outstanding accomplishments in the Latino cultural arts and display active and current work, the artist's creative accomplishment and the promise of future artistic excellence with a minimum of 5 years of artistic experience.
- **New Category- Arts Education:** those that educate our community about Latino cultural arts.

**All categories should be filled | Staff and the Advisory Board can nominate | ESB-MACC staff and Advisory Board Members should not be nominated while serving their term |
No self-nominations will be accepted | Only the categories will be publicized.**

Saturday, May 21, 6-8pm | Zócalo Plaza

Outline of Event Preparations

- Send an invitation to Council Members and Mayor through PARD PIO, inviting CM Tovo to present the awards and KLRU to be our emcee.
- A large outdoor tent will be set-up in the plaza with sides and stage. Set-up: tables for recipients, family, board members, staff, and visitors.
- A 3-minute video will be shown featuring each of the recipients who will be interviewed about what the award means to them.
- Caterer: TBD
- Each recipient will receive an award with their name on it and/or recognition on the Wall of Excellence.
- Music: TBD
- Media Sponsor: KLRU-TV, PBS

Presentation of Nomination Form



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AWARD OF EXCELLENCE NOMINATIONS 2016

Established originally in 2009 as the Mexican American Cultural Center Award of Excellence by the MACC Advisory Board, and adopted in 2011 by the ESB-MACC Advisory Board, this award recognizes remarkable Latinos for the highest artistic excellence they bring to the cultural arts of Austin. Individuals or groups from any artistic discipline who have demonstrated distinguished service, leadership, dedication, outstanding performance and a lasting contribution in the arts can be considered for this honor.

GUIDELINES FOR NOMINATION

ARTISTS

Local artists from various disciplines who have made significant and outstanding achievements in the Mexican American / Latino cultural arts may be nominated for this award.

INDIVIDUALS

Individuals who are not artists, but have made significant or distinguished contributions to the Latino cultural arts in the Greater Austin Metropolitan Area may also be nominated. Nominations may be submitted by residents of the Greater Austin Metropolitan Area.

- **THE ARTS:** Those working in any medium including visual arts, dance, music, literature, theatre, film, performing arts and history.
- **PATRONAGE:** Those who have made significant contributions or donations in support of the Latino cultural arts such as media sponsors and ambassadors to ESB-MACC, and who have provided in-kind and non-financial support in the Latino cultural arts.
- **SERVICE:** Those who have exhibited outstanding service as a volunteer and/or employee in the Latino cultural arts.
- **EMERGING ARTIST:** Those who have shown innovative and exceptional accomplishments in the Latino cultural arts.
- **LIFETIME ACHIEVEMENT OR POSTHUMOUS:** Those who have demonstrated years of passion and dedication in the Latino cultural arts.
- **ARTS EDUCATOR:** Those that educate our community about Latino cultural arts.



NOMINEE'S PERSONAL INFORMATION

First _____ Last _____

Nickname(s) or Maiden Name _____

Home Address _____

City _____ State _____ Zip Code _____

Home Phone _____ Cell Phone _____

Email Address _____

NOMINATED BY

First _____ Last _____

Home Address _____

City _____ State _____ Zip Code _____

Home Phone _____ Cell Phone _____

Email Address _____

Date Submitted _____

Explanation for Nomination _____

SUBMISSION INFORMATION

NOMINATIONS MUST BE RECEIVED BY MARCH 14TH, 2016.

Nominations may be emailed, mailed or delivered in person.

CALL FOR INFORMATION: 512-974-3772

EMAIL NOMINATIONS TO: herlinda.zamora@austintexas.gov.

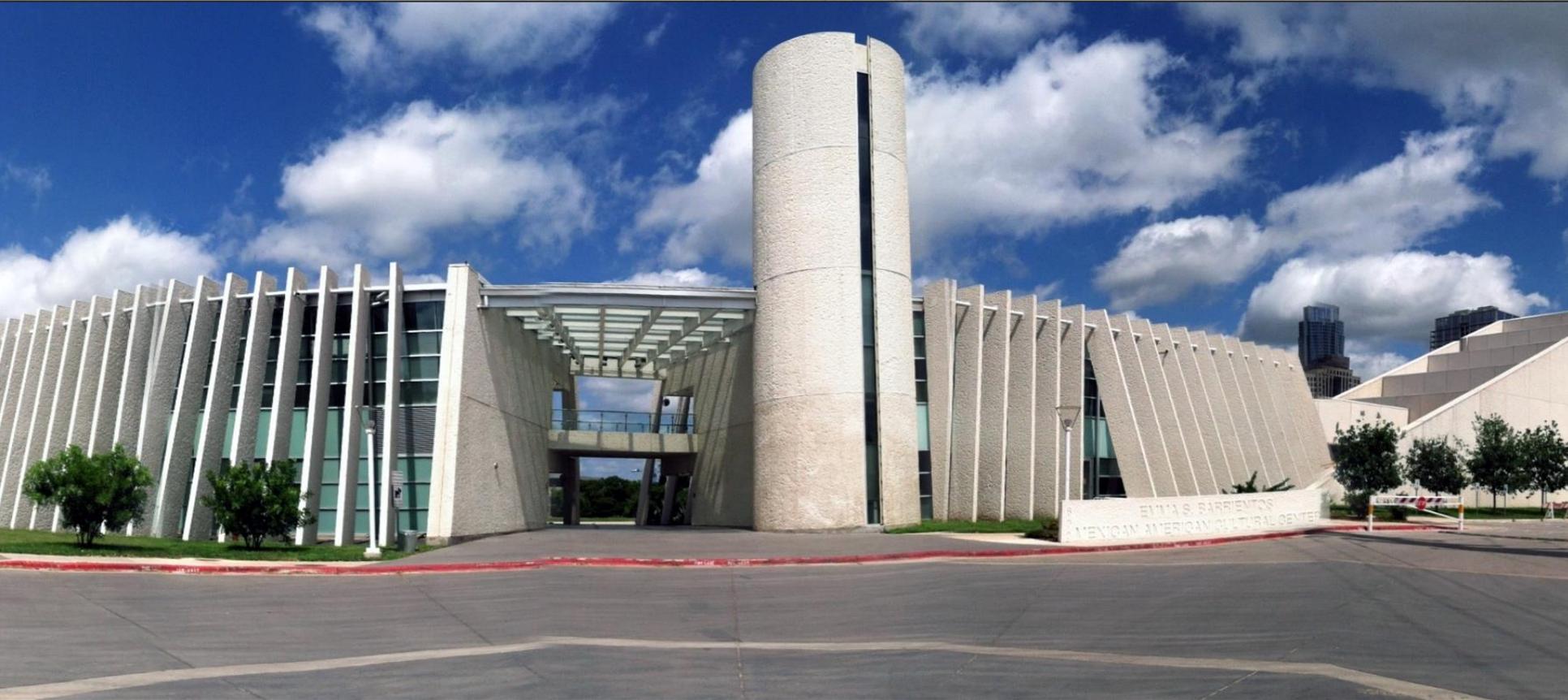
MAIL OR DELIVER NOMINATIONS MATERIALS TO:

ATTN: Herlinda Zamora
Emma S. Barrientos Mexican American Cultural Center
Main Office | 600 River Street | Austin, TX 78701

All nomination material will be reviewed by a selection committee.
Additional forms available at: www.austintexas.gov/esbmacc.



The City of Austin is proud to comply with the Americans with Disabilities Act. If you require special assistance for participation in our programs or use of our facilities please call 512-974-3772 or 711 Relay Texas.



An “Excellence” quote by Robert Mezquiti.