

FIESTA MUSIC ENTERTAINMENT

TEJANO HERITAGE CELEBRATION OUTLINE PLAN

Proposal

To coordinate a statewide celebration acknowledge Tejano heritage, education, history, and musical contributions; recognizing its impact and influence on the state of Texas.

Factoid

2017 marks the 5th Anniversary for the Tejano Monument unveiling at State Capitol grounds. A 12-year effort, The Tejano Monument was unveiled on the grounds of the Texas Capital as an enduring acknowledgment and tribute to the contributions of Tejanos and to the influence of Spanish-Mexican heritage on Texas culture.

Also, marking its 10th Anniversary, the Austin Tejano Music Coalition. An organization dedicated to the promotion, preservation, support and advancement of a native and original genre of music created in Texas and enjoy worldwide, known as "Tejano".

EVENT 1

PARADE

Date

April 8, 2017 Saturday

Time

9am - 11am

Parade Start:

REPUBLIC PARK

Factoid

Austin was born under the oak trees of Republic Square on August 1, 1839. In the 1900s this area was mainly a Mexican-American community (the first know Mexican American community), the park itself was then known as Guadalupe. Today it's nickname or otherwise known as "Chili Park"

- * Republic Park is the location of first Mexican American Community in Austin --- History & Entertainment
- *Significant of parade route, is that In accorded with city ordinance W5th to Plaza Saltillo is known as Mexican American Corridor --- History

TEJANO HERITAGE CELEBRATION OUTLINE PLAN

Route

Starting at W 4th or W 5th going East To Congress and up Congress to the

Capitol ending at the Tejano Monument.

EVENT 2

PRELUDE

Location

FRONT CAPITOL STEPS

TIME

1 - 4 PM

PROGRAM

Pledge of allegiance

National anthem Proclamation

MC

Speakers

Musical Entertainment

EVENT 3

MUSICAL EVENT

TIME

4-10PM

LOCATION

SIDE STREET

PROGRAM

Tejano Music

4 Top Tejano Bands

TEJANO HERITAGE CELEBRATION OUTLINE PLAN Plans to involved

Tejano Monument Committee

UT

City of Austin

Hispanic Quality of Life

All Council Members

Sabino (Pio) Renteria District 3
Delia Garza District 2
Gregorio (Greg) Caesar District 4
Ora Houston District 1
Kathie Tovo District 9

Mayor Adler

All State Legislatures and Senate Eddie Rodriguez .

Kirk Watson Mexican American Legislatures

Participants

ELSA Coalition San Antonio

Dallas Coalition Dallas
ATMC Coalition Austin
TMA Austin

Members of Tejano Monument

School Out reach

City Hispanic Organizations

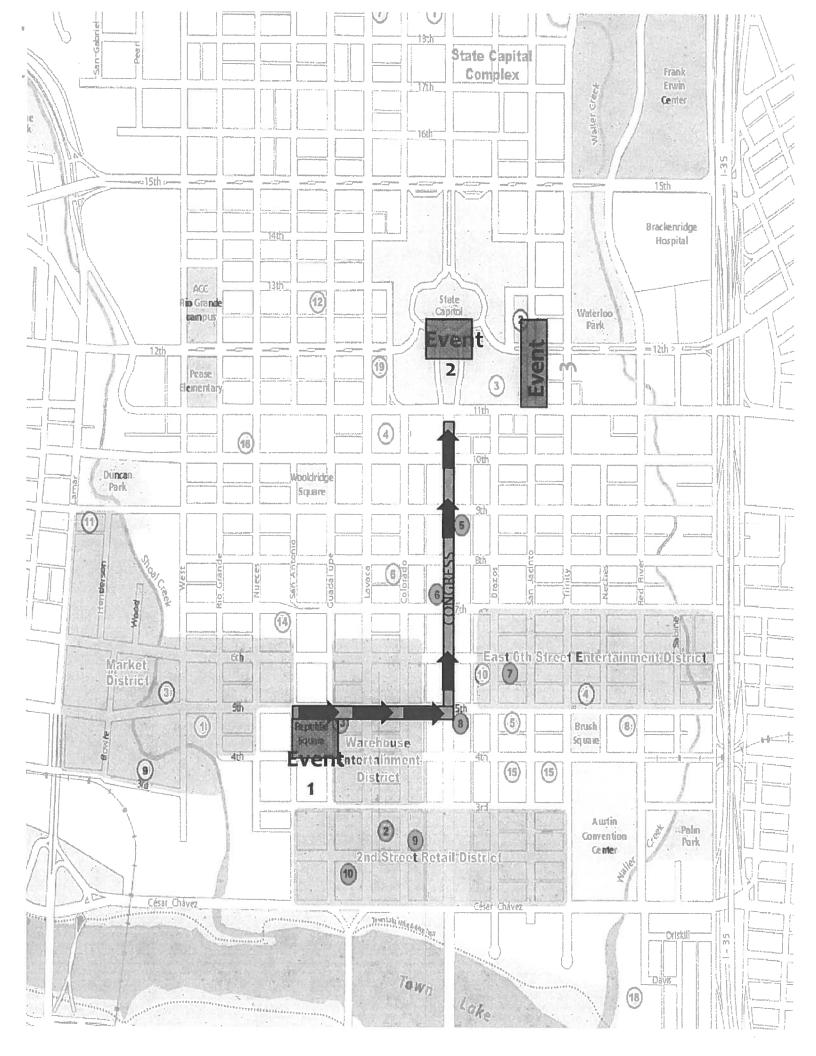
Radio TV Social Media

American GI Forum

TEJANO HERITAGE CELEBRATION OUTLINE PLAN

Hispanic Chambered of Commerce VFW Hispanic Work Organization Other





TEJANO HERITAGE ESTIMATED BUDGET

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Summary of Expenses and income	### \$5,000		Supplies \$5,000		Total \$57,000
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