



TEJANO HERITAGE CELEBRATION

Austin Tejano Music Coalition

In collaboration with

State of Texas

City of Austin

Tejano Monument Committee

APRIL 8, 2017

PARADE

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	

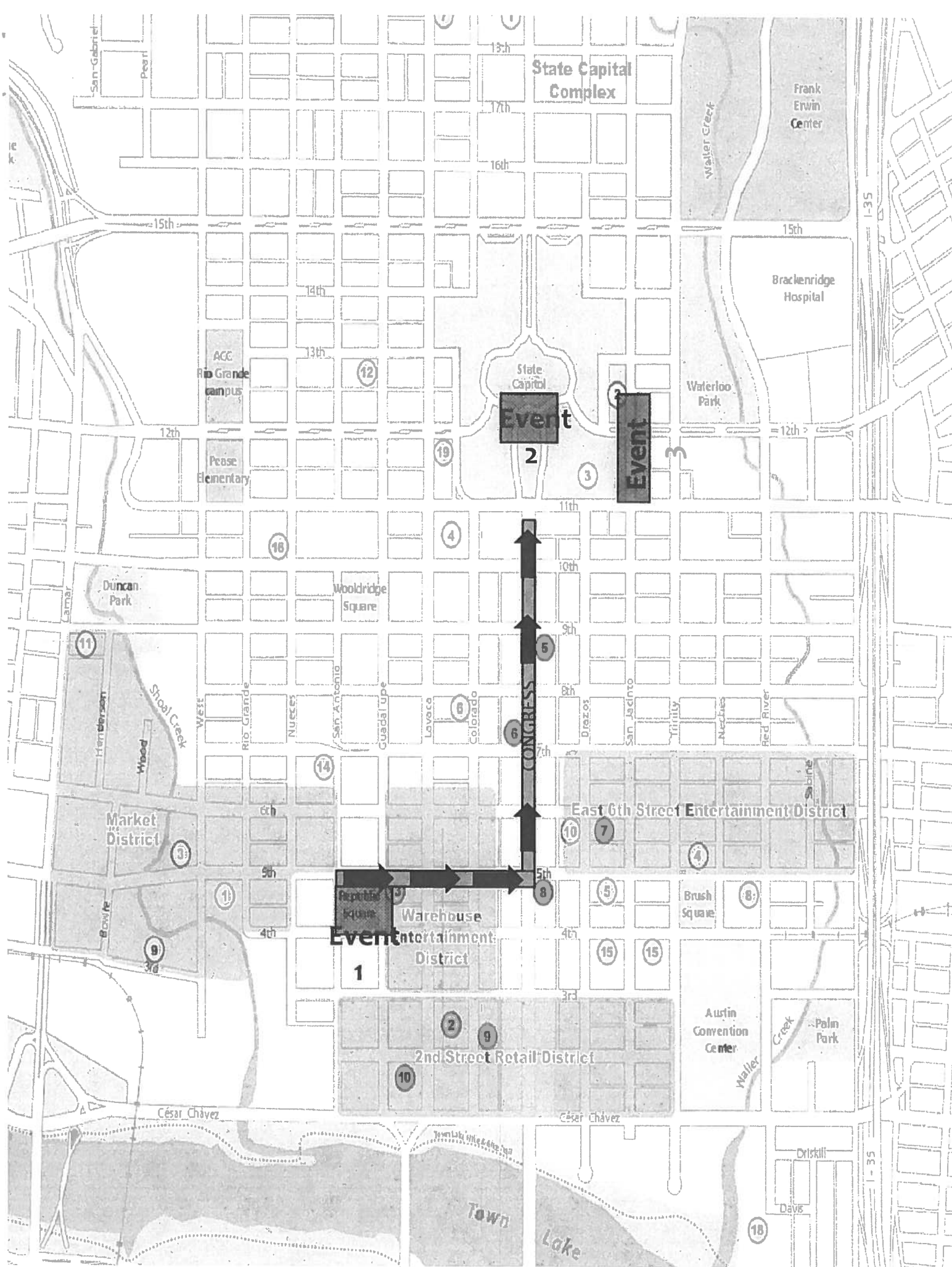
TEJANO HERITAGE CELEBRATION OUTLINE PLAN

Hispanic Chambered of Commerce

VFW

Hispanic Work Organization

Other



TEJANO HERITAGE ESTIMATED BUDGET

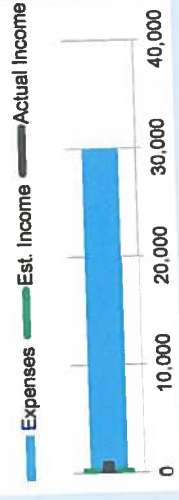
Summary of Expenses and Income

Budget Summary

Total Expenses	\$57,000.00
Total Actual Income	\$0.00
Balance	(\$57,000.00)

Expenses

Location	\$5,000
Event	\$45,000
Food & Drink	\$2,000
Supplies	\$5,000
Other	\$0
Uncategorized	\$0
Total	\$57,000



Expenses	description	category	quantity	unit cost	amount
Site Rental		Location	2	2,500.00	5,000.00
MC Speaker fee		Event	5	2,500.00	5,000.00
Staff		Food & Drink		2,000.00	2,000.00
Parade		Supplies		5,000.00	5,000.00
At Capitol Steps		Event	2	1,000.00	2,000.00
Stage		Event	1	2,000.00	2,000.00
Sound Production		Event	1	2,000.00	2,000.00
Band		Event	4	6,000.00	24,000.00
Power Source		Event		5,000.00	5,000.00
Security		Event		5,000.00	5,000.00
					-
					-
Total Expenses \$					57,000.00

Income / Funding

description	unit cost	estimate qty	estimate amt	actual qty	actual amount
Total \$			-	Total \$	-

