

Emma S. Barrientos Mexican American Cultural Center Board Presentation

600 River Street, Austin, TX

Wednesday, November 7, 2018

Presented by

Herlinda Zamora, Culture & Arts Education Manager

Department Mission Statement

The purpose of the Parks and Recreation Department is to provide, protect and preserve a park system that promotes quality recreational, cultural and outdoor experiences for the Austin community.





Emma S. Barrientos
Mexican American
Cultural Center



ESB-MACC -Location & Hours

Location

600 River St
Austin, TX 78701

- Free Parking- passes available in the office.
- Access to hike and bike trail and Ladybird Lake
- Rainey St. District

Hours of Operation

Mon-Thurs: 10am - 6pm

Friday: 10am - 5:30pm

Saturday: 10am - 4pm



ESB-MACC -Mission, Vision & Values

Mission: The Emma S. Barrientos Mexican American Cultural Center (ESB-MACC) is dedicated to the preservation, creation, presentation, and promotion of Mexican American cultural arts and heritage, and other Latino Cultures.

Vision: The ESB-MACC will foster, engage, and empower the greater Austin community through renowned arts education and enriching experiences of art and culture. The Center will be a celebrated Pan American cultural institution that will enhance the quality of life for its patrons.

Values:

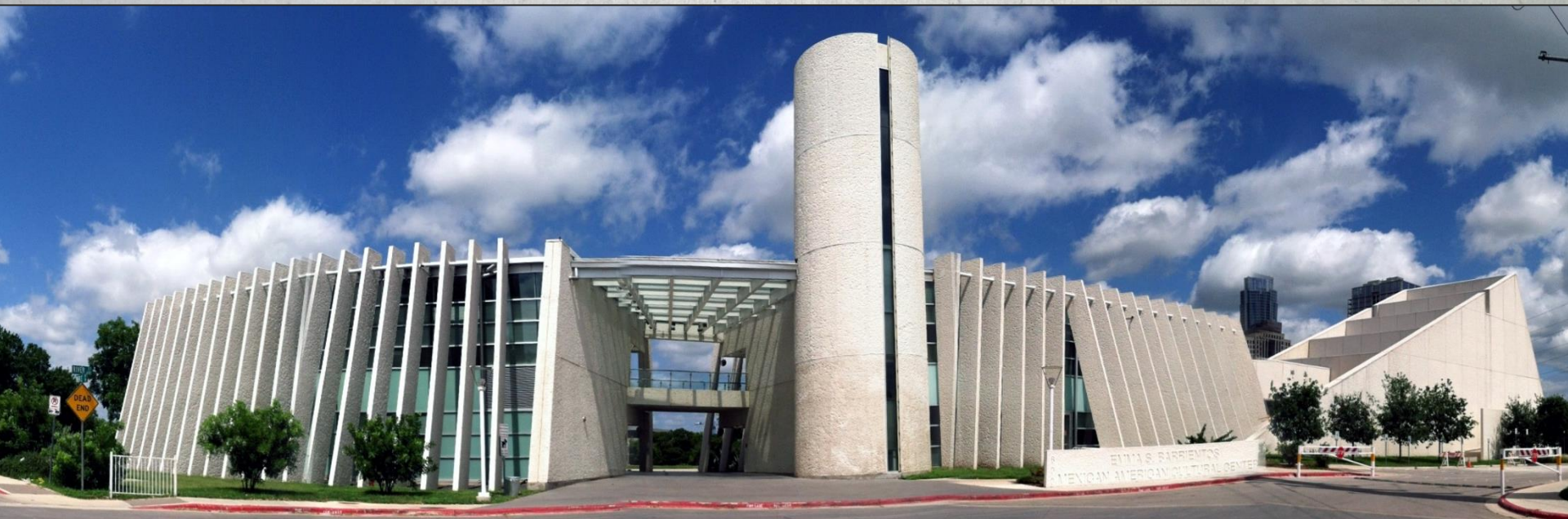
Excellence: We pursue excellence and distinction in all aspects of cultural programming and operation.

Innovation: We support creativity and experimentation through cultural programs.

Collaboration: We seek innovative ways to collaborate with Latino/a artists and organizations throughout the region.

Community: We are accessible, responsive, and welcoming to all.

Responsibility: We are fiscally responsible.



Audience Participation

2017

<i>Educational Programs</i>	9,779
<i>Signature Events</i>	8,500
<i>Gallery Exhibits</i>	20,000
<i>Partnerships and Collaborations</i>	16,000
<i>Co-sponsorships</i>	11,000
<i>Latino Arts Residency Program</i>	10,600
<i>Drop-in visitors</i>	7,346

Total Attendance

72,625

2018

<i>Educational Programs</i>	9,965
<i>Signature Events</i>	9,200
<i>Gallery Exhibits</i>	21,000
<i>Partnerships and Collaborations</i>	14,800
<i>Co-sponsorships</i>	12,600
<i>Latino Arts Residency Program</i>	12,690
<i>Drop-in visitors</i>	7,518

Total Attendance

87,733

4 Annual Signature Events

Dia de los Muertos

November

La Mujer:

Inspired by Sor Juana Ines de la Cruz

April

Award of Excellence

May

¡Viva México!

September



Dia de los Muertos

Over 50 altars (ofrendas) inside and on the zocalo from the community and artist honoring their loved ones. ESB-MACC partnered with ATX Piñatas Program for the third year, and over 200 children got to take a handmade Mexican piñata home.



LA Mujer

Inspired by Sor Juana Ines de la Cruz this event featured women from various musical genres that included Hip Hop, Tejano, Rockabilly, cumbia, and a story telling.



Awards of Excellence

This year, we honored the legendary Tejano star Ruben Ramos, along with historian and advocate Marta Cotera, journalist Nancy Flores, educator Dr. Zamora, visual artist Fidencio Duran, and emerging artist Lesley Reynaga.



Awards of Excellence Wall

Pétalos by Robert Mezquiti May 2016

Pétalos is a series of petals, each representing an equal part of our cultural fabric. Each individual petal honors a member of our community who has contributed significantly through service or art and holds a place for those who will continue to shape our culture in the future. Pétalos embodies the potential of infinity- only possible through the collection of continuous equal parts.



Robert Mezquiti



¡VIVA MÉXICO!



VIVA MEXICO –Unveiling of the Teen mural, a partnership with Endeavor Real Group and mentorship with artist Raul Valdez.

Inside concerts and gallery exhibits drew over 600 visitors.



Gallery Exhibits

Over 20,000 guests view our exhibits every year.

2018 Sam Z. Coronado Gallery

Efren Gonzalez
La luz de mi tierra



Pedro Ortiz
La Yerba Buena



Andy Villarreal
Indigenous Warriors

2018 Community Gallery

Ulises Vela Garcia
De Aqui Soy



Los Caminantes
Su Realidad



Senior Program - Cine de Oro SINCE 2008



**Over 800 seniors have
attended this year.**

AARP Sponsored Since 2014

The ESB-MACC hosts seniors and their guests on the last Tuesday of each month for a special screening from the golden age of Mexican cinema. Guests are provided with a free healthy meal after every screening. Photos Left & Below: Guests take in a film; Movie stills from films screened at the ESB-MACC.



Collaborations & Co-Sponsorships

ESB-MACC collaborators and partners complete and strengthen our programming by aligning with our mission to present free programs.

-A collaboration is a one-time presentation that is co-produced with the MACC.

-A co-sponsorship requires assist from the special events office for over 3,000 guests.

10 to 20 Annual Collaborations

Live Performances
Documentary Films
Literary Readings
Panel Discussions
Workshops



Zócalo



Auditorium

Defend the Honor

Dr. Maggie Rivas-Rodriguez



Documentary



Concert Tribute

Collaborations & Co-Sponsorships

Past collaborators include:

- AARP
- ALMA (Austin Latino Music Association),
- Austin Community College Creative Writing,
- Austin History Center
- Austin Museum Partnerships
- The Austin Symphony
- Ballet East
- Bellas Artes Alliance
- Cine Las Americas
- Conspire Theatre
- Crossroads Events
- Dan Guerrero
- Daniel Llanes
- El Corazón de Tejas
- Flor de Nopal
- Indigenous Cultures Institute San Marcos
- KLRU-TV
- Latinitas
- LATINO Magazine & No Mas Hambre
- Nuestro Grupo
- PODER
- Proyecto Teatro
- Puerto Rican Folkloric Dance Company
- Telemundo Austin
- Texas Criminal Justice Coalition
- Texas Folklife
- Resistencia Bookstore
- University of Texas at Austin CMAS&Journalism
- Univision



Education Programming – Camps

- **Summer Camp | Spring Camps** have had their structure and design re-vamped in the last 3 years. The bilingual curriculum now focuses on issues of social and environmental justice experienced by Latinx students.
- The program has been expanded to a maximum of forty students, (2) SESSIONS 3 WEEKS EACH.



EDUCATION Workshops & Presentations

Indigenous Healing Workshops by Marika Alvarado was previously titled, "Curanderismo". These classes focused on the basics of indigenous healing and the various uses of plants and herbs. The Center hosted two community health fairs in which students of the Indigenous Healing Workshop offered limpieas, ventosas, and sobadas for free.

Tejano Genealogy Society of Austin: This was the first year that ESB-MACC invited the Tejano Genealogy Society of Austin (TGSA) to be housed at the Center. The TGSA meets the first Saturday of every month and offers the community free access to their speaker series. Every third Thursday of the month the TGSA hosts a study group in the Digital Media Lab.

People of Color Christmas: This successful collaboration was between the Asian American Resource Center, George Washington Carver Museum, Dougherty Arts Center, the ESB-MACC, and ColorArc Productions in which performances of "People of Color Christmas" (PoC XMas) and the preceding documentary film were shown at each location. During the weekend that PoC XMas was housed at the ESB-MACC, more than 100 community members came to enjoy the show.



Caminos: Teen Internship

Completed Projects

Lumenbrite Mobile Media Mentorship
Latino Toons Comics Mentorship
Caminos Saltillo Mural Mentorship w/ Raul Valdez
Caminos Digital Latinx Teen Magazine
Huellas Art Showcase by Caminos



Anniversaries and milestones

First Year of the program with 12 graduates
Photo ATX' Art Exhibit by Caminos Teens
Worked with master muralist Raul Valdez



Community engagement efforts and outcomes

Received 116 applications
11 different Austin High Schools responded
Employed 23 Teens since 2017 and provide them with professional development



Latino Arts Residency Program

LARP Participants

Teatro Vivo- Artistic Director Mario Ramirez

Protecto Teatro- Artistic Director Luis Ordaz

Hector Miranda- Artist, Digital fabrication

Los Bohemios Perdidos- Artists Carlos Ufret
& Javier Jara

Productions & Workshops

10,000+ Attendees

The Latino Arts Residency Program is a developmental program for Latino arts organizations and artists in all disciplines that provide quality arts and cultural programming to the Austin community.

Teatro Vivo Presents

***Las Aventuras de Enoughie: Un Cuento de
Kindness & JJ's Arcade***

Teatro Vivo presents *Real Women Have Curves*

From the perspective of the Latina immigrant experience, this story celebrates real women, their power, and the incredible bond that happens when women work together.



Latino Arts Residency Program

The Latino Arts Residency Program is a developmental program for Latino arts organizations and artists in all disciplines that provide quality arts and cultural programming to the Austin community.

Bizaarbie Exhibit

Over 32 Art Dolls crafted by community members during April Garcia's Workshops held earlier this year on display in our Community Gallery.



Los Bohemios Perdidos A Night of Brazilian Music

Audiences enjoyed the music of Brazil, joined by a string section, as they performed classic and hidden gems of the Brazilian repertoire, with poetic songs that explore topics of human nature, love, protest, and human rights.



Proyecto Teatro presents *Persiguiendo al Dragón* (Chasing the Dragon)



The award-winning ProyectoTEATRO Youth Company presents “Persiguiendo al Dragón” (Chasing The Dragon), an original satirical drama that explores the controversial world of illicit drugs and their role within society, in the past through today. **Over 20 youth theater students participated in the production.**

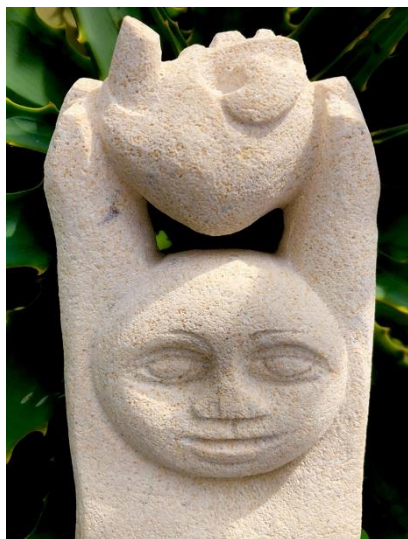


Looking Ahead



Bond Proposition B passed!

Community Engagement 2.2019



Cat Quitanilla

Por Fin

January 25 – March 23

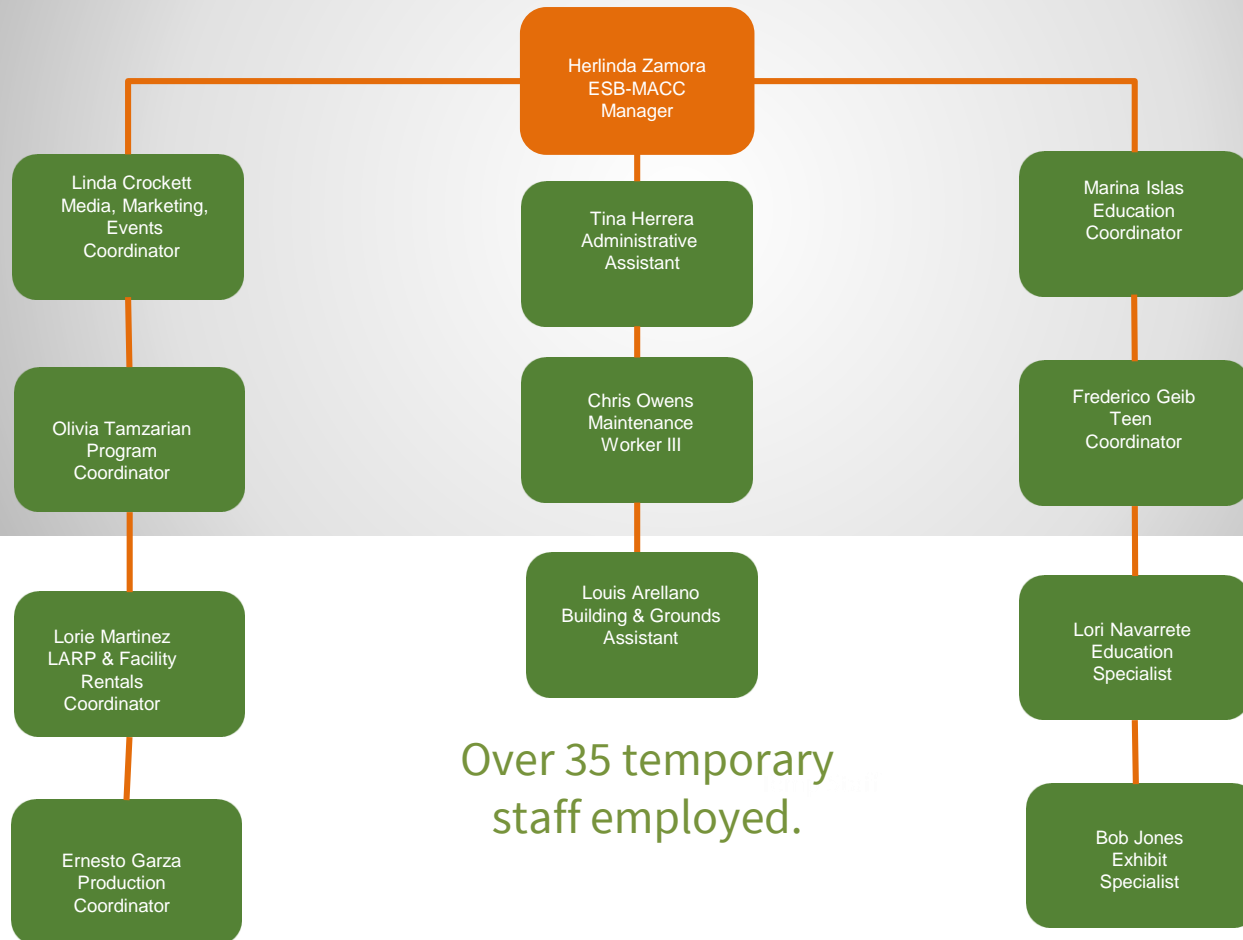
*Declaration of Independence
April 6, 1813*

Austin Tejano Music Alliance – co-sponsorship

Teen Program Projects

Hosting first Latinx Teens Community Forum on 02/09/2019 @ the ESB-MACC & Representing as official SXSW EDU Panel Presenters

Unveiling of *La Mujer* 24foot Mosaic on April, 2019, honoring the contributions of Latina Women in our communities.



Over 35 temporary
staff employed.



Emma S. Barrientos
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Herlinda Zamora - Culture & Arts Education Manager

Linda I. Crockett - Media & Event Coordinator

Marina Islas - Culture and Arts Education Coordinator

Frederico Geib - Culture & Arts Coordinator, Teens

Olivia Tamzarian- Outreach and Marketing Coordinator

Lori Navarrete - Culture & Arts Education Specialist

Lorie Martinez - Culture & Arts & LARP/ Rentals

Ernesto Garza - Culture and Arts Technical Coordinator

Tina Herrera - Administrative Assistant

Bob Jones - Gallery Specialist

Chris Owens - Maintenance Worker

Louis Arellano - Building and Grounds

