

February 7, 2024 Presentation To Mexican-American Cultural Center Advisory Board

Board Advisory Planning for Mexican-American Culture Events and Activities

I Intro – Role of Board – To Advise City Council in MACC Cultural Events & Activities

Annual City budget process. (See item VI)

II “Mexican-American” and “Culture” – Definitions

A. Mexican-American – Definition.

B. Culture – Definition.

Cultural Arts – 1) Visual Arts; 2) Performing Arts; 3) Literary Arts.

III Demographics – National, SxSWxNW (Old Mexico into U.S.), Texas, Austin/CenTex area

1. National – 19.5% Hispanic. Most are Mexican-Americans in the southwest U.S.
2. Texas – 40% Hispanic in 2020 – In 2022 Hispanics surpassed Whites: 40.2% to 39.8%
3. Austin Metro area (Round Rock to San Marcos) – 31.9% Hispanics
75.3% of the 31.9% Hispanics are of Mexican descent

IV Major National or State Holidays or Historical Events

- A. National –Holidays - New Year’s Day, MLK, Washington, Memorial Day, Juneteenth, July 4th Independence Day, Labor Day, Columbus Day, Veterans Day, Thanksgiving, Christmas. Other National Observances – Ground Hog Day, Valentine’s Day, Mardi Gras, Ash Wednesday, St. Patrick’s Day, Easter, Cesar Chavez Day, Hispanic Heritage Month (Sept.), Chicano Heritage Month Aug., (Santa Ana & Anaheim, California), Native American Heritage Month/Day, Chanukah/Hanukkah, Kwanza, etc.
Texas Holidays – Confederate Memorial Day, Texas Independence day,
- B. National Mexican-American Historical Events – Treaty of Guadalupe Hidalgo, Cinco de Mayo, Texas Rangers, Zoot Suit Incidents, Mendez v. Westminster – Desegregation Case, Felix Longoria - Burial Case, WWII, GI bill and American GI Forum, Delgado v Bastrop – Texas Desegregation, Cesar Chavez and grape/lettuce boycotts, Chicano Movement, School Walkouts, etc.
- C. Austin Mexican-American Historical Events – City Plan of 1928, Austin Aqua Festival “Mexican Nights”, Boat Races, Economy Furniture Strike, Austin schools desegregation, East Austin School Closures, first Mexican-American elected officials elected to office in Austin, at-large voting system, etc.

V Major Local Mexican-American Cultural Events

Same as holidays and observed days above.

VI National, Regional, and Austin/Centex Mexican-American Performing Artists

- A. National Vocalists or Bands – First National music artist – Richie Valenz, 1959. “Donna”, #2, La Bamba, #22; First Mexican-American Group on National Charts and first with a #1 Song: The Champs/Flores Trio, 1958, “Tequila”, #1; First Mexican-American Woman on National Charts – Rosalie “Rosie” Mendez Hamlin, 1960, “Angel Baby”, #5; First Mexican-American Texan Male on National Charts and First #1 from Texas – Freddy Fender, 1960, “Before the Next Teardrop Falls”, #1, “Wasted Days and Wasted Nights”, #8. Today’s Stars – Selena Gomez, Demi Lovato, Becky G.
- B. Southwest US Regional Vocalists or Bands from Texas - Little Joe y La Familia, Ruben Ramos, Street People, Hugo Guerrero, Stephanie Montiel, Tortilla Factory, Elida Reyna, Patsy Torres, Michel Chel, etc.
- C. Local – Funky Monkeys, Big Band Tejano, Jorge Tamayo and Friends, Johnny Gonzalez, etc.

VII Lack of Equity in Including Mexican-American Events and Artists

- A. National – Movies, TV, Thanksgiving and New Year’s Day Parades, Academy, Emmy Awards
- B. Local - San Antonio and Austin/Centex – SxSW Music & Film Festival, Austin City Limits.

VI City of Austin Planning and Budgeting Annual Process - Boards and Commissions Input – Work Groups or Committees process

City Budget Timeline

VII Recommendation

- A. Form Cultural Work Groups in Nov. (Visual, Performing Arts, Literary), Include Com. staff
- B. Work groups review events and activities (Mexican-American themes, performers, budget) Nov. through Feb.
- C. Make recommendations to City Council – March. (Spring and Summer Community Surveys)

Mexican-American Cultural Center Advisory Board

February 7, 2024

Role of Board

- to advise City Council in MACC Cultural Events & Activities and Budget

What is 'Mexican-American?'

Mexican-American (or Chicano)

The term **Chicano** may be used to refer to someone of Mexican descent born in the United States.

Though it is sometimes used as a synonym for **Mexican-American**, the word **Chicano** may be more specifically used:

- to refer to the Mexican-American civil rights movement of the 1960s
- by or to refer to people of Mexican descent from the American Southwest
- by or to refer to Mexican-Americans to emphasize their pride in their Amerindian roots and/or dual identities as both Mexicans and Americans

Hispanic

The term **Hispanic** (**hispano** or **hispanico**) can be used to refer to someone from Spain or the Spanish-speaking countries of Latin America, as well as to people of **Hispanic** descent (people with parents, grandparents, etc. who are **Hispanic**).

Mexican

The term **Mexican** (**mexicano**) can be used to refer to someone born in Mexico, someone with Mexican citizenship, or someone of Mexican descent.

Latino

The term **Latino** (**latino**) is used to refer to someone from Latin America (Cuba, Puerto Rico, the Dominican Republic, Mexico, and Central and South America), as well as to people of **Latino** descent (people with parents, grandparents, etc. who are **Latino**).

What is the Difference Between "Hispanic", "Mexican", "Latino", and "Chicano"?

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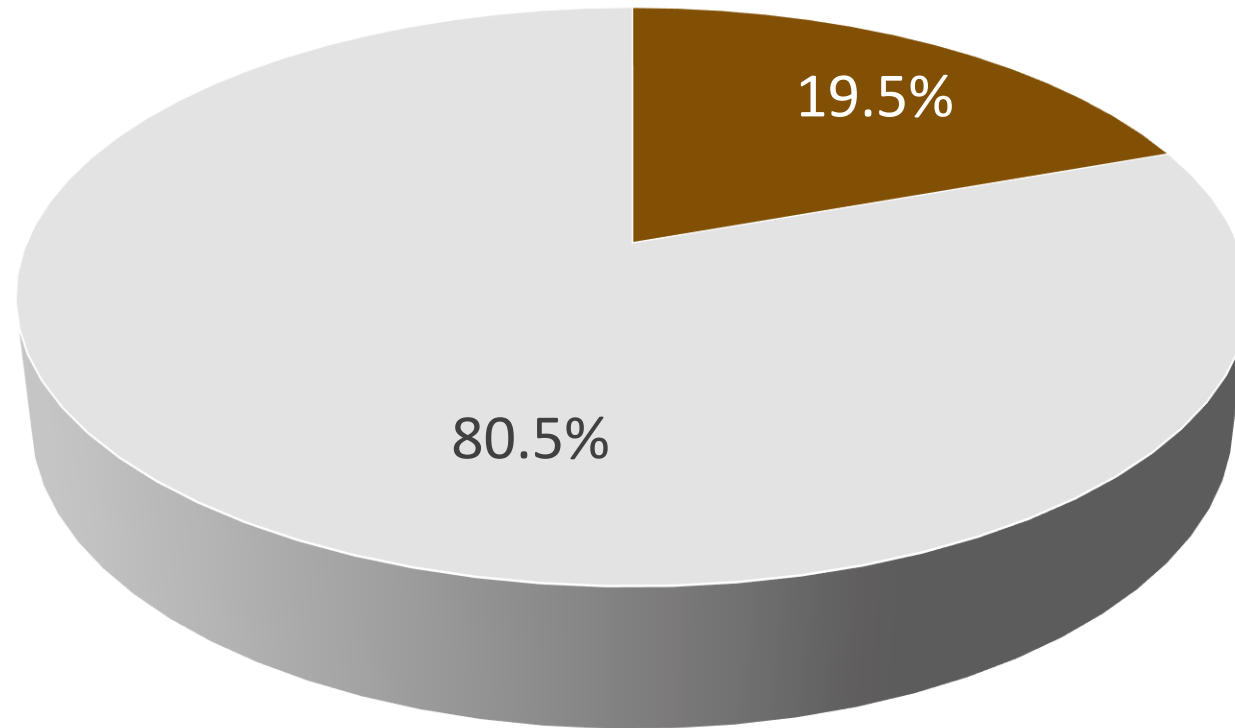
is used to refer to someone from Latin America (Cuba, Puerto Rico, the Dominican Republic, Mexico, and Central and South America), as well as to people of **Latino** descent (people with parents, grandparents, etc. who are **Latino**).

From SpanishDictionary.com

Demographics

Hispanic and Latino Americans

National

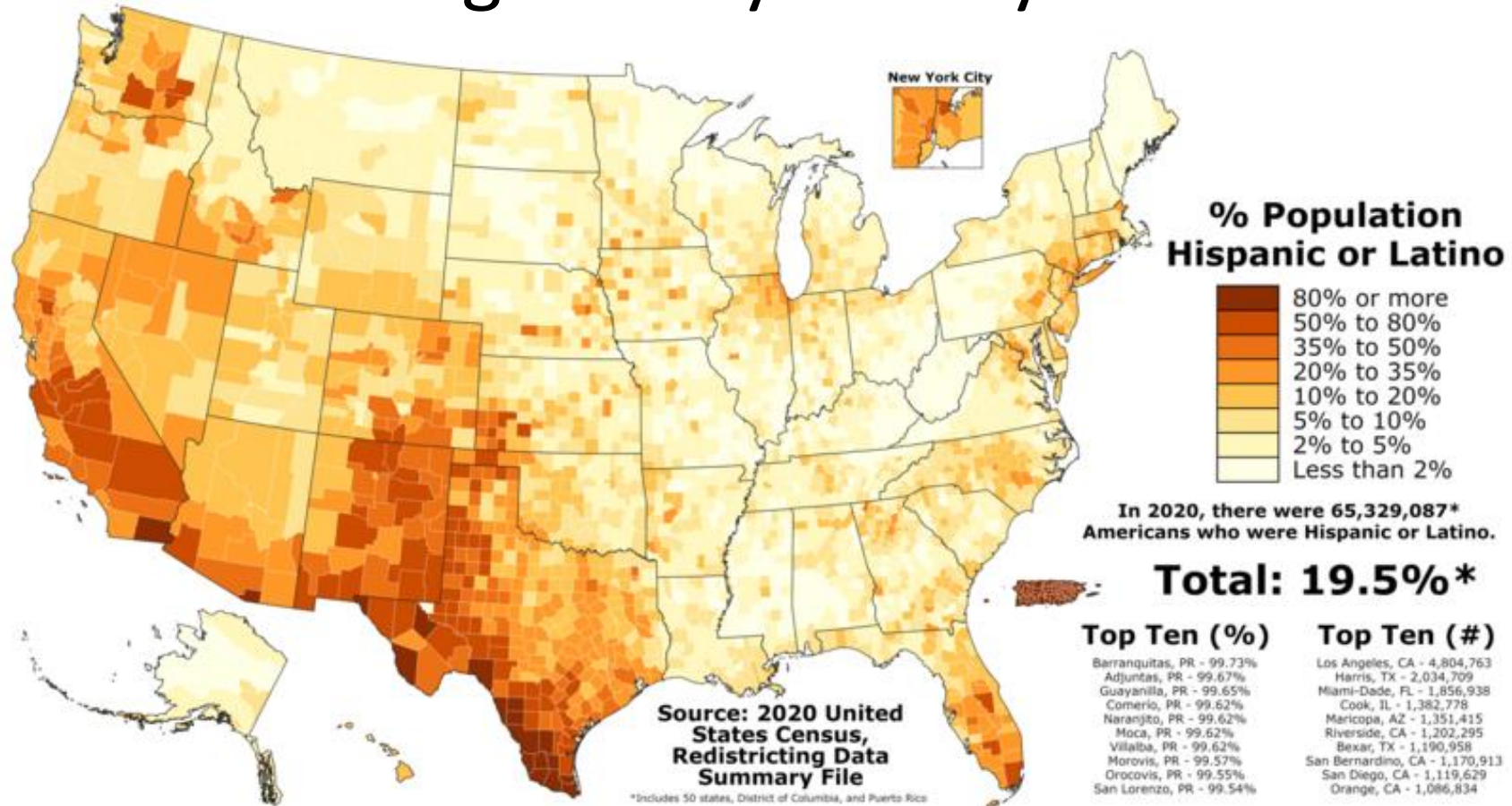


■ Hispanic ■ Other

Source: US Census Bureau - 2020 US Census

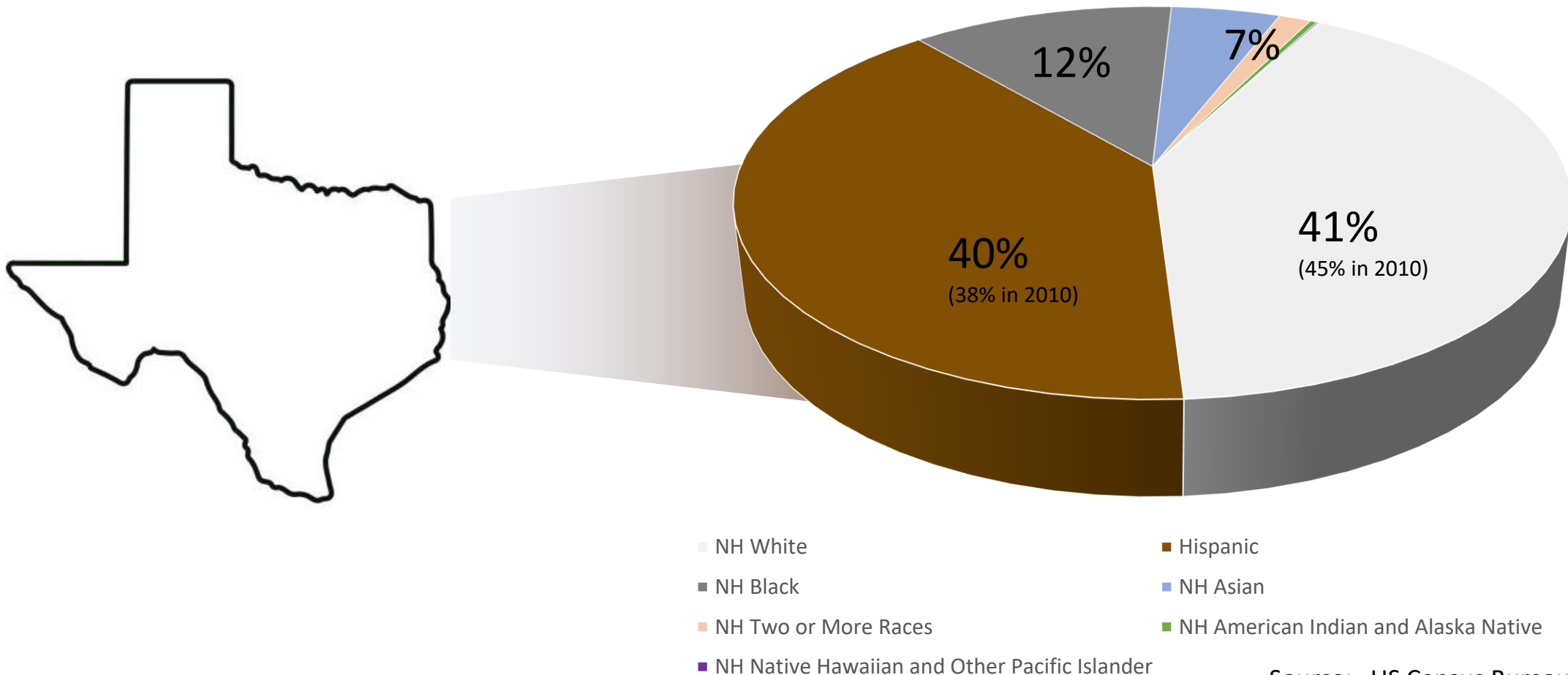
Hispanic and Latino Americans

Regional By County



Hispanic and Latino Americans

Race and Ethnicity in Texas

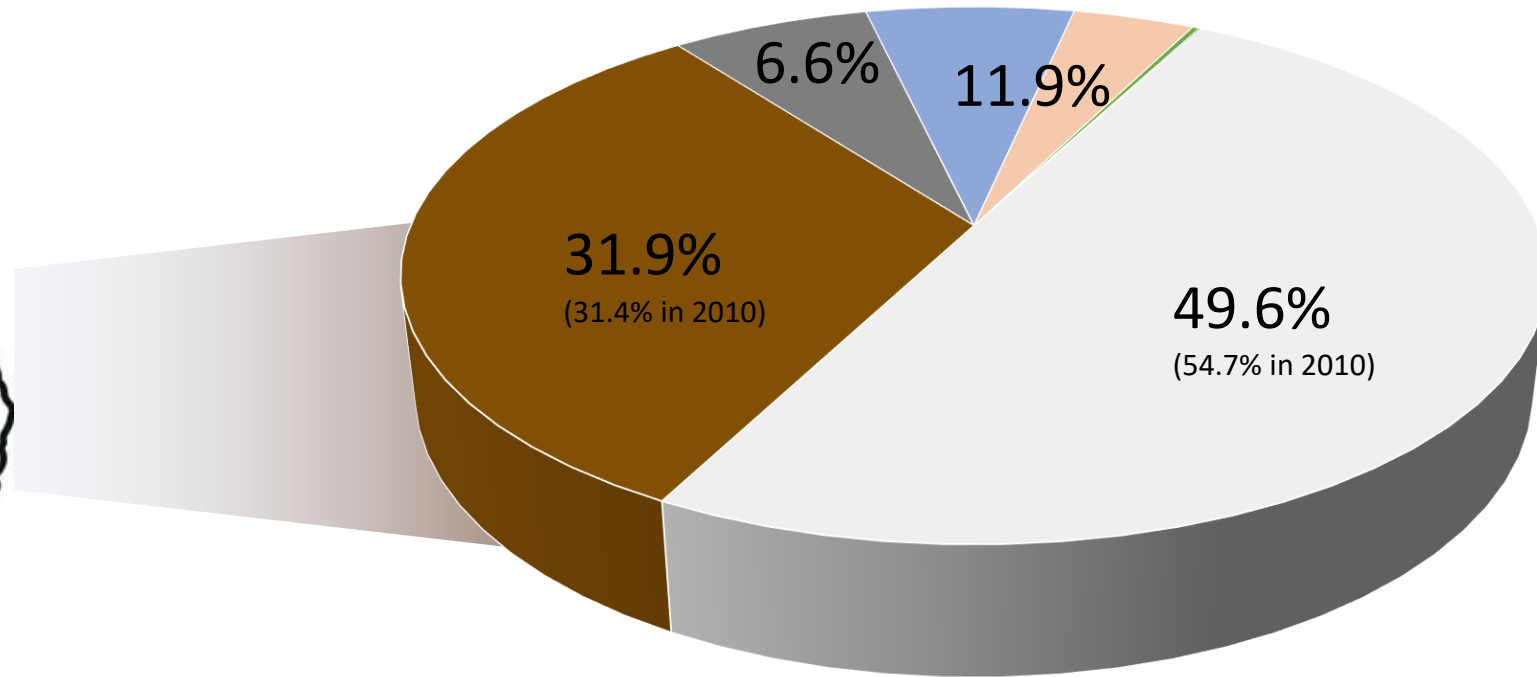
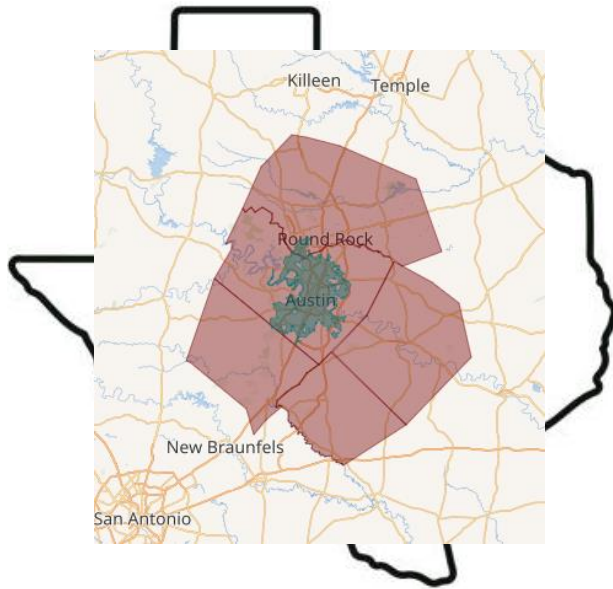


Source: US Census Bureau - 2020 US Census

Hispanic and Latino Americans

Race and Ethnicity in Austin Metro

Metropolitan Statistical Area includes Round Rock to San Marcos



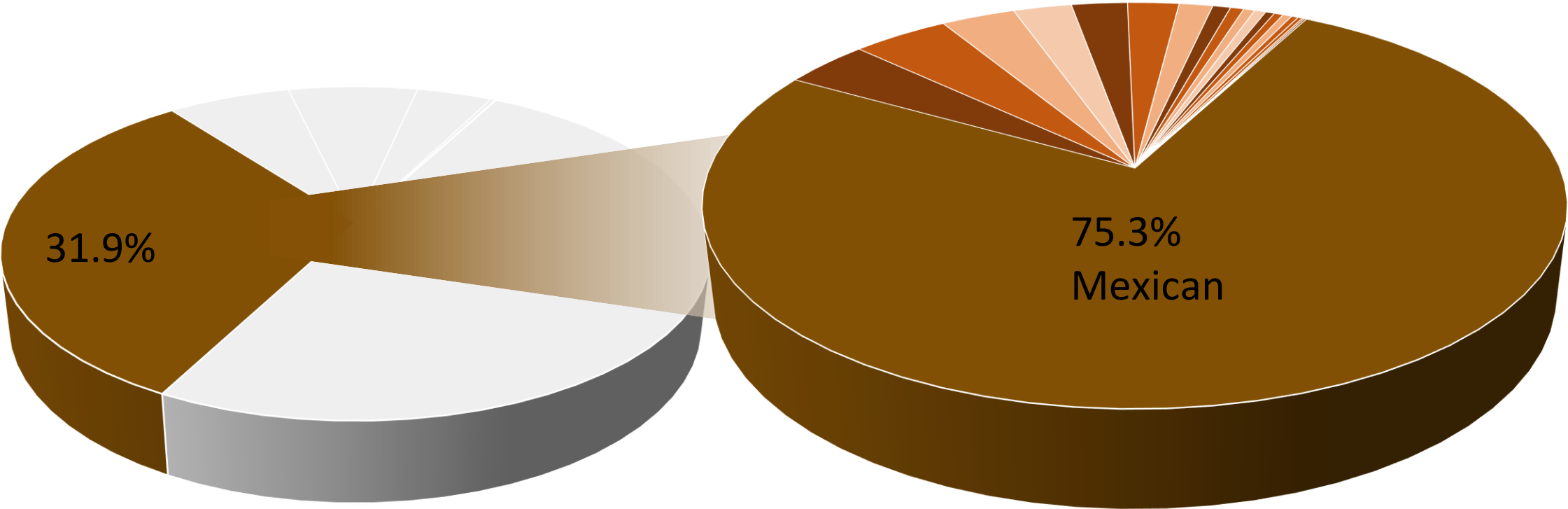
- NH White
- Hispanic
- NH Black
- NH Asian
- NH Two or More Races
- NH American Indian and Alaska Native
- NH Native Hawaiian and Other Pacific Islander

Source: US Census Bureau - 2020 US Census

Hispanic and Latino Americans

Country of Origin of Hispanics, Austin

Metropolitan Statistical Area includes Round Rock to San Marcos



- Mexican
- Other Latino
- Honduran
- Cuban
- Puerto Rican
- Spanish
- Salvadoran
- Guatemalan
- Columbian
- Peruvian
- Venezuelan
- Costa Rican
- Nicaraguan
- Chilean
- Panamanian
- Argentinean
- Bolivian
- Ecuadorian
- Dominican

Source: US Census Bureau - 2020 US Census

History and Culture

Historical Events in the U.S.

National



4th of July

Memorial Day



Veteran's Day



National Mexican-American



Treaty of
Guadalupe Hidalgo

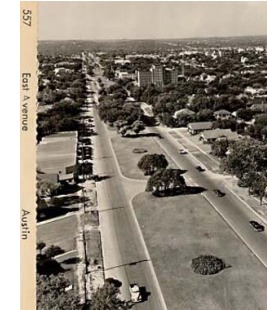
Battle of Puebla



Zoot Suit Riots



Local Mexican-American



City Plan of 1928

Austin
Aqua
Festival
Protests



East Austin
School Closures

Cultural Events in the U.S.

American



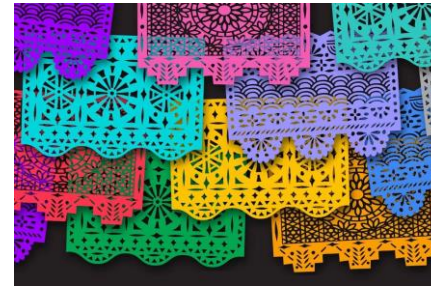
Thanksgiving

Mardi Gras



Valentine's Day

Mexican-American



Hispanic Heritage Month

Dia de los Muertos



Cinco de Mayo

National, Regional, and Austin/Centex
Performing Artists

Mexican-American Music Artists

1960s and 1970s



Rosie
Mendez
Hamlin



Linda
Rondstat

Sunny & the
Sunglows



? & The
Mysterians



Trini Lopez



Sam the Sham



Freddie Fender



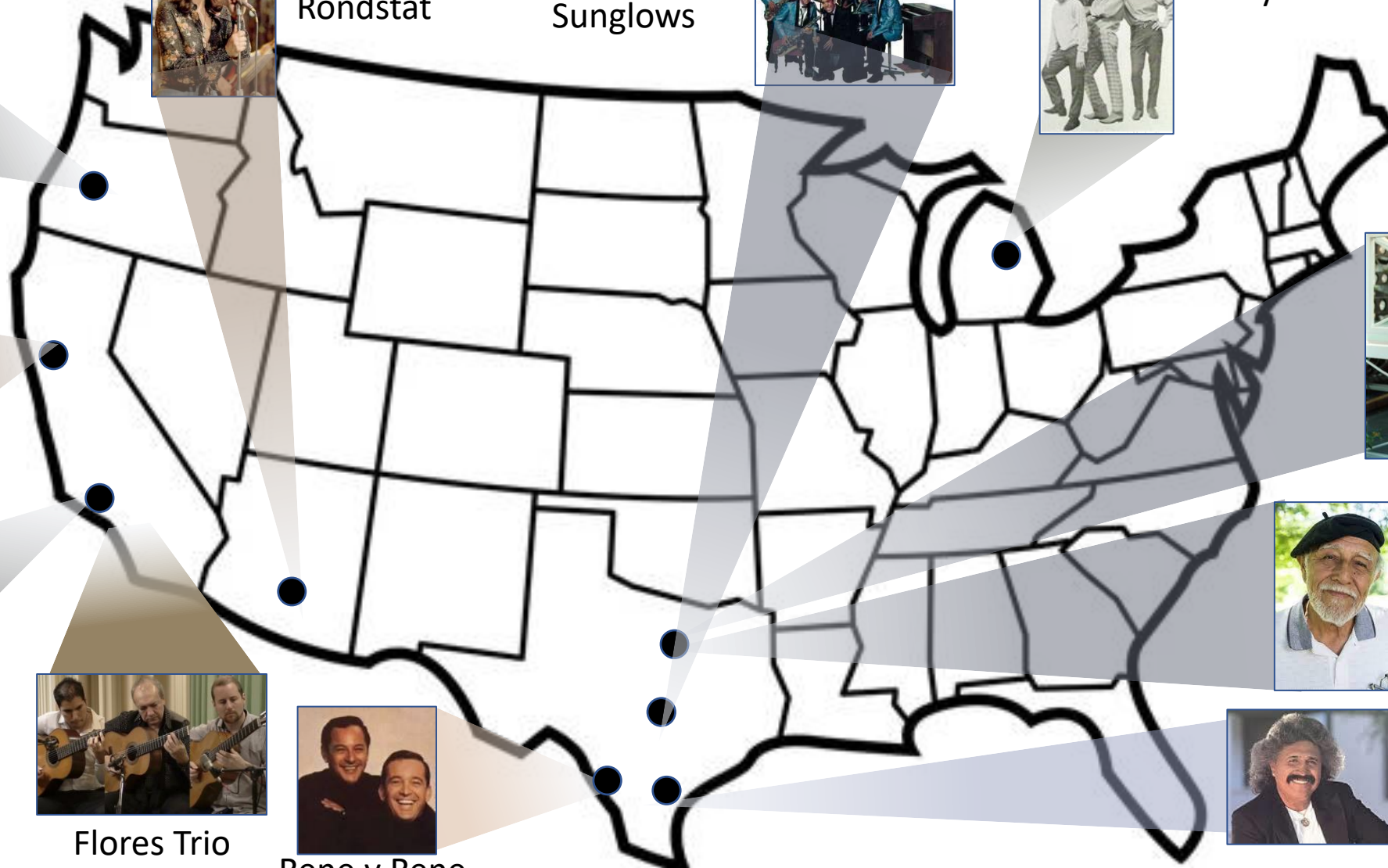
Rene y Rene



Flores Trio



Richie Valens



Lack of Equity in including Mexican-American
Events and Artists

City of Austin Planning and Budgeting Annual Process Boards and Commissions Input

Recommendation

Recommendation

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