

1 RESOLUTION NO.
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4 **WHEREAS**, Latino music has enriched Austin's cultural environment and enhanced
5 Austin's identity as the "Live Music Capital of the World"; and
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7 **WHEREAS**, the Mexican American Experience is a free event promoting culture,
8 music, dance and the achievements of the Mexican American community, to be held
9 at the Emma Barrientos Mexican American Cultural Center on March 16-17, 2011;
10 and
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12 **WHEREAS**, the Mexican American Experience debuted in 2010 with a successful
13 four day musical showcase that brought over 25 bands to Austin during South by
14 Southwest and has expanded its programming this year to include: Ballet Folklorico
15 and modern dance interpretations; Latino and regional Mexican American foods, art
16 and dress; and on-site educational events and special health presentations for
17 various age groups; and
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19 **WHEREAS**, the Pan Americana Festival 2011 is a family-friendly festival to be held
20 on March 18-19, 2011 at the Emma Barrientos Mexican American Cultural Center;
21 and
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23 **WHEREAS**, the Pan Americana Festival will feature music, film, dance, multimedia,
24 visual arts, culinary, literary and educational components to provide a broad cultural
25 encounter through free family events, lectures, visual and performing artists, exhibits
26 and classes with the mission of preserving, creating, presenting and promoting our
27 cultural heritage; and
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29 **WHEREAS**, Fiestas Patrias of Austin is a Cinco de Mayo festival and a Diez y Seis
30 de Septiembre celebration bringing a fun, family environment to Fiesta Gardens that
31 will feature music, a ballet folklorico showcase, arts and crafts booths, a children's
32 carnival, bar-b-que cook-off, dance contest, car show and festival food; and
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34 **WHEREAS**, Fiestas Patrias uses a portion of their proceeds of their events to
35 provide scholarships for college-bound Hispanic youth, financial assistance for
36 several area youth programs, donations to area schools participating in the festival,
37 and free Thanksgiving dinners at A.B. Cantu Recreation Center; and
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39 **WHEREAS**, Johnny Degollado is considered a Tejano Music legend within the City
40 of Austin; and

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2 **WHEREAS**, the Conjunto Music Festival will be held on May 8, 2011 in the heart of
3 the Holly neighborhood at Fiesta Gardens and will bring an important source of
4 history and culture to neighborhood; and
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6 **WHEREAS**, Pachanga Latino Music Festival is a Latino themed live music festival
7 that will be held in 2011 at Fiesta Gardens in the Holly neighborhood on May 20-21,
8 2011, that will reach out to the neighborhood with hands on workshops and private
9 performances for school-aged children in the neighborhood, student band
10 performances at the festival, free tickets for family of performing students, and
11 conjunto legends performances; and
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13 **WHEREAS**, Pachanga Latino Music Festival will benefit Futuro Fund and other
14 community organizations and is organizing a Friday night free community concert
15 featuring Tejano legends such as Little Joe y La Familia; and
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17 **WHEREAS**, the Austin City Council have historically identified Fiestas Patrias, the
18 Austin Conjunto Festival and Pachanga Latino Music Festival as projects to be
19 funded through the Holly Good Neighbor Program; and
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21 **WHEREAS**, the Austin City Council has identified The Mexican American
22 Experience and the Pan Americana Festival as projects to receive similar funding;
23 NOW, THEREFORE,
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25 **BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF AUSTIN:**
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27 The City Manager is directed to allocate money from the Holly Good Neighbor
28 "Cultural Arts" Program to fund events in the following amounts:
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- 30 • The Mexican American Experience - \$15,000
 - 31 • The Pan Americana Festival - \$15,000
 - 32 • Fiestas Patrias - \$30,000
 - 33 • Pachanga Latino Music Festival - \$25,000
 - 34 • Austin Conjunto Festival - \$5,500
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1 **BE IT FURTHER RESOLVED:**

2 The City Manager is directed to allocate money from the Holly Good Neighbor "After
3 School" Program to fund events in the following amounts:

- 4 • Pachanga Latino Music Festival - \$20,000
5 • Fiestas Patrias - \$15,000
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7 **APPROVED:** March 3rd, 2011 **ATTEST:** _____

8 Shirley A. Gentry
9 City Clerk
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DRAFT