

RESOLUTION NO. 20110303-031

WHEREAS, Latino music has enriched Austin's cultural environment and enhanced Austin's identity as the "Live Music Capital of the World"; and

WHEREAS, the Mexican American Experience is a free event promoting culture, music, dance and the achievements of the Mexican American community, to be held at the Emma Barrientos Mexican American Cultural Center on March 16-17, 2011; and

WHEREAS, the Mexican American Experience debuted in 2010 with a successful four day musical showcase that brought over 25 bands to Austin during South by Southwest and has expanded its programming this year to include: Ballet Folklórico and modern dance interpretations; Latino and regional Mexican American foods, art and dress; and on-site educational events and special health presentations for various age groups; and

WHEREAS, the Pan Americana Festival 2011 is a family-friendly festival to be held on March 18-19, 2011 at the Emma Barrientos Mexican American Cultural Center; and

WHEREAS, the Pan Americana Festival will feature music, film, dance, multimedia, visual arts, culinary, literary and educational components to provide a broad cultural encounter through free family events, lectures, visual and performing artists, exhibits and classes with the mission of preserving, creating, presenting and promoting our cultural heritage; and

WHEREAS, Fiestas Patrias of Austin is a Cinco de Mayo festival and a Diez y Seis de Septiembre celebration bringing a fun, family environment to Fiesta Gardens that will feature music, a ballet folklórico showcase, arts and

crafts booths, a children's carnival, bar-b-que cook-off, dance contest, car show and festival food; and

WHEREAS, Fiestas Patrias uses a portion of their proceeds of their events to provide scholarships for college-bound Hispanic youth, financial assistance for several area youth programs, donations to area schools participating in the festival, and free Thanksgiving dinners at A.B. Cantu Recreation Center; and

WHEREAS, Johnny Degollado is considered a Tejano Music legend within the City of Austin; and

WHEREAS, the Conjunto Music Festival will be held on May 8, 2011 in the heart of the Holly neighborhood at Fiesta Gardens and will bring an important source of history and culture to neighborhood; and

WHEREAS, Pachanga Latino Music Festival is a Latino themed live music festival that will be held in 2011 at Fiesta Gardens in the Holly neighborhood on May 20-21, 2011, that will reach out to the neighborhood with hands on workshops and private performances for school-aged children in the neighborhood, student band performances at the festival, free tickets for family of performing students, and conjunto legends performances; and

WHEREAS, Pachanga Latino Music Festival will benefit Futuro Fund and other community organizations and is organizing a Friday night free community concert featuring Tejano legends such as Little Joe y La Familia; and

WHEREAS, the Austin City Council have historically identified Fiestas Patrias, the Austin Conjunto Festival and Pachanga Latino Music Festival as projects to be funded through the Holly Good Neighbor Program; and

WHEREAS, the Austin City Council has identified The Mexican American Experience and the Pan Americana Festival as projects to receive similar funding; **NOW, THEREFORE**,

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF AUSTIN:

The City Manager is directed to allocate money from the Holly Good Neighbor "Cultural Arts" Program to fund events in the following amounts:

- The Mexican American Experience - \$15,000
- The Pan Americana Festival - \$15,000
- Fiestas Patrias - \$30,000
- Pachanga Latino Music Festival - \$25,000
- Austin Conjunto Festival - \$5,500

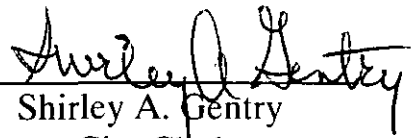
BE IT FURTHER RESOLVED:

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

- Pachanga Latino Music Festival - \$20,000
- Fiestas Patrias - \$15,000

APPROVED: March 3, 2011

ATTEST:


Shirley A. Gentry
City Clerk