

## **RESOLUTION NO.**

**WHEREAS**, the mission of the Emma S. Barrientos Mexican American Cultural Center (“Center”) is to preserve, create, present and promote Mexican American cultural arts and heritage; and

**WHEREAS**, the idea for the creation in Austin of a cultural facility for Latino artists and the community dates back to the early 1970’s; and

**WHEREAS**, the Center was officially opened in 2007 and now hosts a wide range of community meetings, classes, productions and events; and

**WHEREAS**, both the Mexican American Cultural Center Advisory Board and the Hispanic/Latino Quality of Life Initiative have expressed concern over the ability of small and mid-sized Latino organizations, who provide programming central to the Center’s mission, to gain access to the facility; and

**WHEREAS**, one of the biggest impediments to access is facility rental fees and in the ability to charge admission; and

**WHEREAS**, an incubator program, providing services such as rental assistance and priority booking, has the potential to increase the presence of Latino arts organizations at the Center consistent with its mission; and

**WHEREAS**, it is the desire of the City Council to support this type of culturally-specific programming at the city’s Mexican American cultural home;

**NOW, THEREFORE,**

**BE IT RESOLVED BY THE CITY COUCIL OF THE CITY OF AUSTIN:**

The City Manager is hereby directed to research and create a Latino Artist Incubator Program at the Center geared towards developing local, small and mid-sized Latino arts organizations.

**BE IT FURTHER RESOLVED:**

The research and program shall give consideration to, but not be limited to, the following elements:

- Subsidized rental of the facility;
- Ability to charge admission fees for events co-sponsored by the City of Austin;
- Priority booking of Center spaces;
- Organizational development activities in partnership with relevant city departments;
- Shared marketing and mailing with the support of Center staff;
- Opportunities to teach, lecture, and invite public participation in the creative process; and
- Investigate opportunities to participate, as funding for new construction allows, in a shared office space arrangement.

**BE IT FURTHER RESOLVED:**

The City Manager is directed to report back to Council with a plan for funding and implementation of the Latino Artist Incubator Program in 90 days.

**ADOPTED:** \_\_\_\_\_, 2011

**ATTEST:** \_\_\_\_\_

Shirley A. Gentry  
City Clerk