RESOLUTION NO. 20110825-071

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 COUNCIL 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: August 25, 2011 **ATTEST:** Shirley A. Gentry
City Clerk