

RESOLUTION NO. 20120301-047

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, family-friendly 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 14-15, 2012; and

WHEREAS, the Pan Americana Festival 2012 is a free, family-friendly, Latino-branded festival to be held on March 16-17, 2012 at the Emma Barrientos Mexican American Cultural Center; and

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

WHEREAS, the Conjunto Music Festival will be held on May 6, 2012 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 at Fiesta Gardens in the Holly neighborhood on May 12, 2012, 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 Tejano legends performances; and

WHEREAS, Primetime Tejano has developed a loyal audience for the last 20 years and is widely regarded as the longest running Tejano-focused television program in the Austin metro area; and

WHEREAS, Primetime Tejano will be celebrating its 20th anniversary at the North Austin Events Center on March 31, 2012; and

WHEREAS, the Austin City Council have historically identified the Mexican American Experience, the Pan Americana Festival, the Austin Conjunto Festival and Pachanga Latino Music Festival as projects to be funded through the Holly Good Neighbor Program; **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:

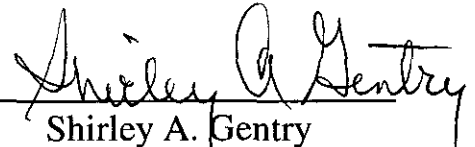
- The Mexican American Experience - \$25,000
- The Pan Americana Festival - \$25,000
- Pachanga Latino Music Festival - \$15,000
- Primetime Tejano 20th Anniversary Celebration - \$10,000
- Austin Conjunto Festival - \$5,900

BE IT FURTHER RESOLVED:

The City Manager is directed to allocate money from the Holly Good Neighbor "After School" Program to fund Pachanga Latino Music Festival in the amount of \$10,000.

ADOPTED: March 1, 2012

ATTEST:


Shirley A. Gentry
City Clerk