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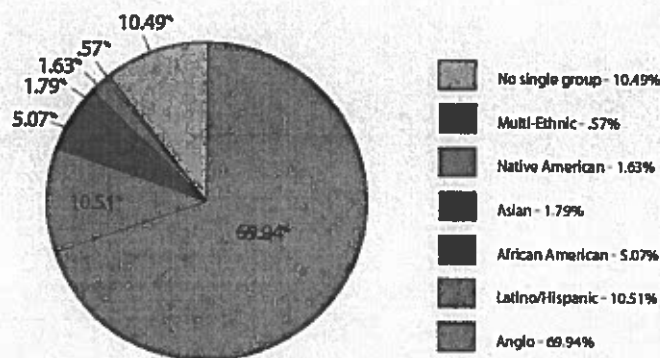
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DARIN
7/5/17

Hispanic/Latino and other minority organizations grow and develop, and should be reinstated in addition to the CEP. Financial support is needed for Latino art organizations administrative support and the training of existing staff to strengthen current organizations.

The next chart shows the funding percentages of the total FY12 Core and CEP funding allocations by ethnicity.

Percentage of Total Core and CEP Funding in FY 2012



The second issue is the need for additional support for Hispanic/Latino arts cultural institutions. The Emma S. Barrientos Mexican American Cultural Center and the MexicArte Museum need additional support to fully develop these facilities and operations.



The current level of public participation and financial support is not sufficient for Hispanic/Latino institutions to meet the demands of the growing demographics in Austin. These institutions face significant funding and support barriers to their sustainability and development.

An Institutional Capitalization Initiative for Hispanic/Latino institutions should be created to provide support for facility development and sustainability. The creation of appropriate operating and facility support must accompany the development of buildings. Organizations should work with the City for increased operating costs of new or expanded facilities. Funding is required for facilities projects and increases in operating expenses.





The third issue is the limited support for the preservation of Mexican American history and archives. Support is urgently needed to protect and stabilize Hispanic/Latino collections to ensure that the cultural heritage of the communities does not disappear as a result of neglect and lack of resources.

Hispanic/Latino arts organizations routinely produce publications and materials that are the only archival preservation of the Hispanic/

Latino culture and history. Family archives and cultural materials are in great need of preservation; including those of important Hispanic/Latino leaders.

Finally, the Hispanic/Latino population is rapidly growing, thus cultural arts services need to increase to reflect the population.

The changing demographics of Austin are significant for the future production and consumption of arts and culture. The Hispanic/Latino population is the largest ethnic minority in Austin.

(FISCAL YEAR 2014)

Recommended Strategies: Public Cultural Facilities

Emma S. Barrientos Mexican American Cultural Center

- Increase funding for operations and programs for the ESB-MACC.
- Protect the architectural integrity and view of the ESB-MACC by ensuring future development compliments the facility's integrity.
- Include the ESB-MACC in the Waller Creek TIF zone.
- Create programs and facilitate rentals to make it more accessible to Latino artists and organizations.

- Preserve and integrate Mexican American history into the City's memory and consciousness.
- Provide sufficient funding for staff and programs focusing on Austin Hispanic/Latino historical significance.

(FISCAL YEAR 2014)

Recommended Strategies: Expand Public-Private Partnerships to Complete Existing Hispanic/Latino Public Cultural Facilities Projects and Build New Facilities

- Complete existing and proposed Hispanic/Latino cultural arts facilities and projects to advance Latino art and Latino arts organizations in the community.
 - a. The 5th Street Mexican American Heritage Corridor
 - i. Designate and officially name the 5th St. Mexican American Heritage Corridor through signage and promotion on City information sites. Fund a Master Plan for the 5th Street Mexican American Heritage Corridor to provide a vision that would enhance the history of the Mexican Americans in downtown Austin. Include 5th Street in the Great Streets Program in next bond election.
 - b. Republic Square Park
 - i. Include Republic Square Park in the Master Plan and in the design of Republic Square a component of the past history of the Mexican Americans in downtown Austin through public art, wayfinding signage, markers, apps, etc.
 - c. Mexic-Arte Museum
 - i. Work with Mexic-Arte Museum to facilitate a new building for the preservation and collection of Latino and Mexican art.



d. Rainey Street

i. Work with community to relocate and preserve historical homes.

ii. Dedicate the parcel of land located at 64 Rainey Street (Travis Central Appraisal District I.D. number 0203040624) for ESB-MACC use only.

e. Plaza Saltillo

i. Work with Capitol Metro to develop Saltillo Plaza District.

(FISCAL YEAR 2015)

- Continue to support Fiscal Year 2014 Activities.

(FISCAL YEAR 2016)

- MACC Phase 2 and 3 – Include funding for Phase 2 and Phase 3 in the next bond election.
- • Include any incomplete Hispanic/Latino arts facilities in the next bond election.

(FISCAL YEAR 2017)

Complete the following:

- Manuel Donley Museum
- Tejano Trails
- Velasquez Plaza
- New Austin History Center/Museum with a program component focusing on Mexican American history.

Recommended Strategies:

Expand Public-Private Partnerships to Complete Existing Hispanic/Latino Public Cultural Facilities Projects and Build New Facilities

Economic Development

- Create Economic Development Incubators and job-training centers focused on the arts.
- Apply for federal programs and funding such as federal tax credits to assist Hispanic/Latino arts organizations.