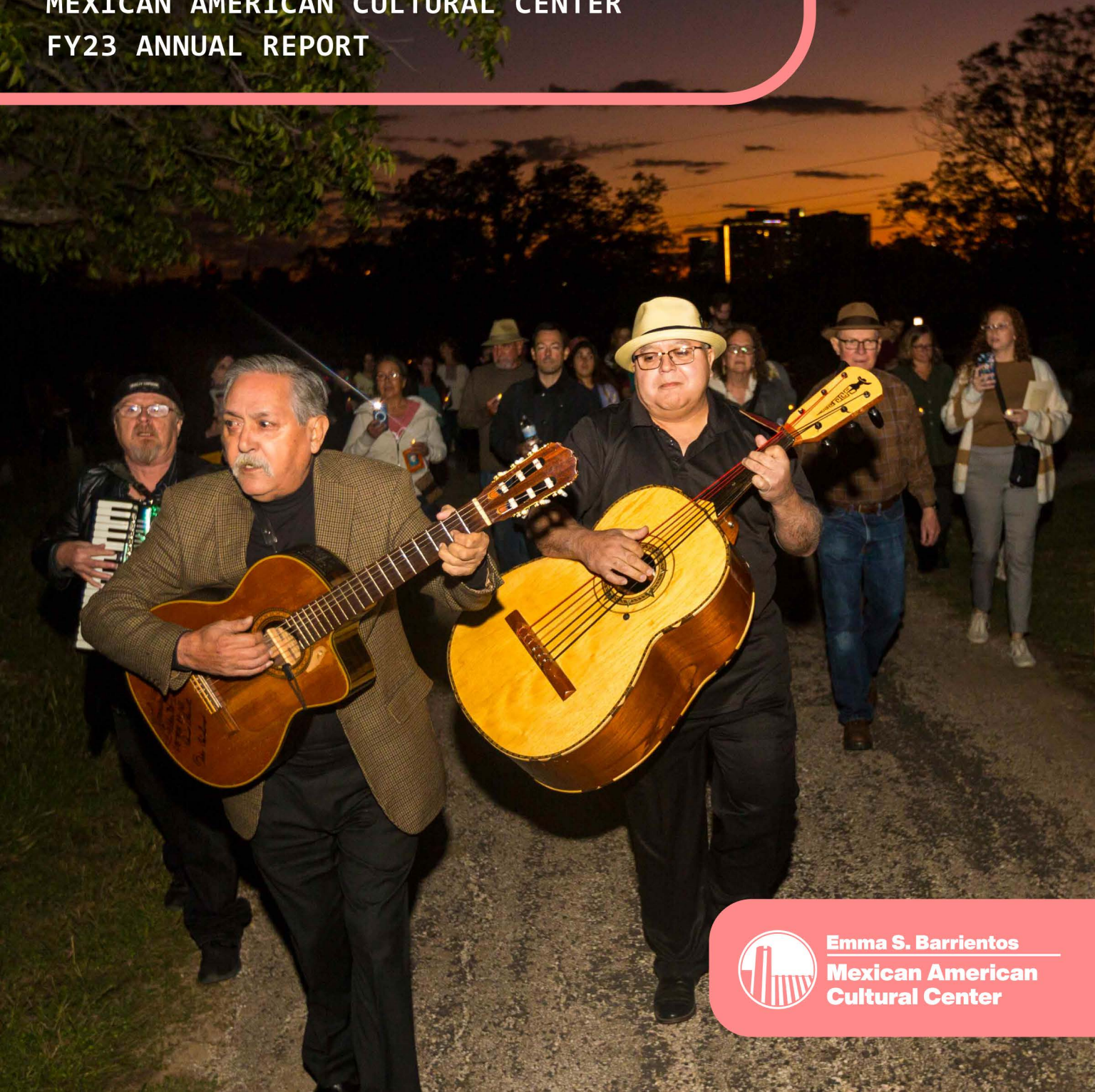


EMMA S. BARRIENTOS

MEXICAN AMERICAN CULTURAL CENTER

FY23 ANNUAL REPORT



Emma S. Barrientos
Mexican American
Cultural Center



MISSION



The Emma S. Barrientos Mexican American Cultural Center is dedicated to the preservation, creation, presentation, and promotion of the cultural arts of Mexican Americans and Latino Cultures.

ABOUT US



The Emma S. Barrientos Mexican American Cultural Center is a tremendous resource for the community and visitors to learn and participate in classes and programs that foster a meaningful understanding and appreciation of **Mexican, Mexican American, Native American/ Indigenous & other Latino cultures**. The programs and education curriculum include visual arts, theatre, dance, literature, music, multi-media, and the culinary arts.

In 2007, The MACC* opened to the public upon completion of its "Phase 1" construction. In 2011, the center was named the "Emma S. Barrientos" Mexican American Cultural Center after **Emma Serrato Barrientos (1942–2009)** who worked as a political activist, community organizer, and cultural leader with her husband Gonzalo Barrientos, the first Mexican-American state representative from Travis County. This name honors Emma's work in promoting and providing space for Latin-American culture and art in Central Texas.

**We are known to the community as the ESB MACC or just the MACC and for the purpose of this report, we use "MACC" as an abbreviation.*





MANAGER'S LETTER



Bienvenidos! I am proud to share our annual report for fiscal year 2023 (October 2022 to September 2023). As the Culture and Arts Education Manager for the Emma S. Barrientos Mexican American Cultural Center, I am honored to present the wonderful programs, events, and activities that we shared with our community members this year. Although we collectively have faced many challenges these past few years, these challenges have taught me that we are resilient and that only by building connections can we overcome difficulties. Thanks to the MACC staff hard work, we managed to produce a record number of programs throughout the city. We were able to successfully continue to provide culturally relevant programs to audiences that may have never attended programs at the MACC. We are also looking forward to the future with the construction of Phase 2. We know that it is now more important than ever that we continue to build on those connections so we can bring MACC programs to neighborhoods and communities.

This annual report reminds us of our successes and wonderful memories. This would not be possible without the immense support from our comunidad. The MACC exists because of your efforts and dedication to cultura, art and education. Thank you for your support! **-Michelle Rojas, Manager**

ADVISORY BOARD

The MACC's advisory board has a mission to "Advise the City Council on the establishment and operation of the Mexican American Cultural Center, cooperate with any civic and volunteer group organized to foster, promote, and sponsor the Mexican American Cultural Center." (Section 2-1-162 of the City Code). For a list of current members, visit [Austintexas.gov/maccboard](https://austintexas.gov/maccboard).



BOARD MEMBERS

Angelica Navarro, Chair
Hilario "Larry" Amaro, Vice Chair
Noemi Castro
Anthony Martinez
John Estrada
Raul "Roy" Reyna
Gerardo Gandy
Eduardo "Eddie" Rodriguez
Cynthia "Cy" Herrera
Lillian "Lily" Zamarripa-Saenz





FULL-TIME STAFF



Michelle Rojas, Manager
Marie Ortiz, Supervisor
Eufemia Rivera, Caminos Teen Program
Lorie Martinez, Holistic Wellness Program
Estrella de Leon, Special Events
Katya Guzman, Academia Cuauhtli
Erik Granados, Education
Olivia Tamzarian, Marketing
Andrea Olivares, Production
Tina Davila, Administration

PART-TIME STAFF



Nilmarie Gonzalez, Caminos Teen Program
Isabella Hernandez, Caminos Teen Program
Ileana Botello, Holistic Wellness Program
Adrienne Sanchez, Holistic Wellness Program
Ricardo Rodriguez, Holistic Wellness Program
Florentino Diaz, Marketing
Bianca Olivares Reyes, Marketing
Jamie Martinez Marrero, Education
Paulina Pereira Miranda, Education
Amy Pichardo-Marquez, Education
Elizabeth Diaz Don Juan, Education

Cassie Smith, Education
Futa 'Ofamo'oni, Education
Adella Carcione, EDU/Caminos Teen Program
Citlalli Soto-Ferate, Education
Frank Baca, Education
Vanessa Montano, Education
Ulises Garcia Vela, Photography, Production
Mari Hernandez, Photography, Production
Alonso Estrada, Events
Diego Resendez, Events
Juan Moreno, Production
Marisa Rangel, Production

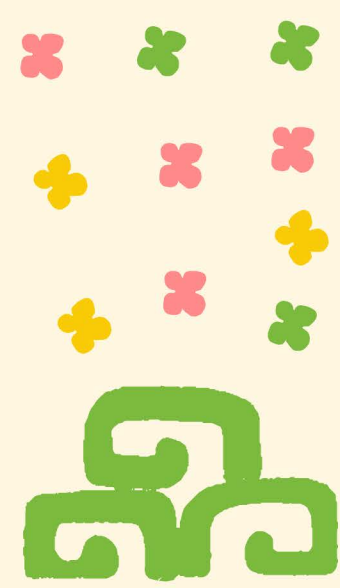




PHASE 2

EXPANSION & RENOVATION

While the construction is going on, all MACC programs are held at other facilities all over Austin, taking the MACC right into the community! Locations in 2023 have included Recreation Centers like the Dove Springs and Pan American Centers, Senior Centers like Conley Guerrero, Austin libraries, elementary schools, and the Carver Museum and Asian American Resource Center. MACC staff works remotely and assists at those locations.



The 2018 Bond is funding **Phase 2**, which includes:

- Two new wings on either side of the building
- Cocina for culinary classes
- New gallery, music practice spaces
- Conference room, media center, EDU classrooms
- Extensive remodeling of the Zocalo plaza to differentiate it from the trail, improved functionality for outdoor events

The MACC building was designed be built in three phases:

- Phase 1: Completed in 2007 when the MACC opened to the public.
- Phase 1A: Completed in 2010- converted the Multipurpose Room to an Auditorium.
- Phase 2: Current construction started in early 2023 and will continue into 2025.
- Phase 3: To Be Determined

ON THE MOVE!

The ajolotes (Mexican salamanders) that used to live in our Raul Salinas room have been safely relocated to the Austin Nature and Science Center. You can visit them during business hours! The Tejano Legends Sculpture has been moved safely into storage on-site at the MACC.



MACC BY NUMBERS

Here are the participation numbers for some of our major programs in 2023!

Followers

The MACC Facebook @ESBMACC hit **11,000** followers in 2023! On Instagram we just topped **3,000** followers!

of Participants in Education Programs:

483 Academia Cuauhtli Saturday Sessions

420 Academia Cuauhtli Summer Camp

305 Cosecha Summer Camp

35 Breaking Barriers Teen Wellness Conference

404 Smart Kids After School Art Program

520 Morning Glories/Waterloo Park

870 Sabados en Familia

172 Sugar Skull Workshops

300 Sugar Skull Kits

of Attendees at Signature Events:

300 La Mujer

130 Awards of Excellence

2500 Viva México

2000 Dia de Los Muertos

of Participants in Holistic Wellness Programs:

50 Afro-Latin Drumming

42 Gardening

356 Yoga

57 Indigenous Healing

103 Mama Irene Film Screening

47 Voice/ Guitar

250 Taller Abierto (Painting)

93 Swimming for Beginners

156 Cine de Oro Film Screenings

46 Cooking & Nutrition Classes

119 Rowing, Kayaking Paddleboarding

91 Tamalada

Artists & Creatives

In 2023, the MACC gave **550** artists and creatives a place to do their work! This number includes our instructors who have taught classes with the MACC, performers at our special events, and artists who worked on collaborative projects with the MACC.

Surveys

The ESB MACC received **1627** surveys in 2023. That's a lot! And in the survey, 87% reported that they increased their knowledge or appreciation of art & culture.

2023 COLLABORATORS

Thank you to the organizations that have collaborated with us, the performers who have provided our entertainment, and the locations that have hosted us in 2023!

AARP Texas
Austin Animal Center
Austin Aquatics Division
Austin Energy Department
Austin Fire Department
Austin History Department
Austin Police Department Training Academy
Austin Public Health
Austin Public Library
Austin Public Health Immunizations
Austin Rowing Club
Austin Tejano Music Coalition
Austin Women's Boxing Club
Austin Vida
Ballet Folklorico de Austin
Birth Comadres Collective
Business & Community Leaders of Texas
Child Learning & Development Studies (ChiLDS) Lab
Cine Las Americas
City of Austin Housing Department
Common Threads
Communities in Schools
Consulado Genral de México de Austin
Dell Children's Health Plan
EQ Austin
Frida Friday ATX
Herbal Action Project
INAH Wellness
Kalpulli Texas Quetzalcoatl
Kids Lab
Latino Comedy Project

City Pools

Walnut Creek Municipal Pool
Mabel Davis Municipal Pool
Dove Springs Pool

Special thank you to the
CARVER MUSEUM & GENEALOGY CENTER
DOUGHERTY ARTS CENTER &
the **ASIAN AMERICAN RESOURCE CENTER**
for hosting so many of our programs
in 2023! We could not provide these
programs without their support.



Latino HealthCare Forum/Suvida
Latino Outdoors-Austin
Latinos in Architecture
League of Women Voters Austin Area
Lilias Benson Latin American Studies and Collections
Lupe Arte
Mama Sana Vibrant Woman
MexAmeriCon
Mexic-Arte Museum
Of The Earth Healing
PODER
Ride Bikes Austin/Pease Park Conservancy
Sana Yoga
Smiles for Zachary
Southwest Keys
Sunset Valley Community Garden
Sustainable Food Center
Telemundo
The Center for Arts + Healing
The Mosaic Workshop
The Smithsonian Institution
UMLAUF Sculpture Garden
Univision
Veracruz All Natural
Waterloo Greenway
Women's Boxing Club
Zilker Botanical Garden



PROGRAM LOCATIONS

Where MACC programs took place in 2023!

LIBRARIES

Central Library (78701)
Twin Oaks Branch Library (78704)
Little Walnut Creek Library (78758)
Windsor Park Library (78723)
North Village Library (78757)
Dove Springs Library/Southeast (78744)
Carver Branch Library (78702)
University Hills Library (78723)

CITY SITES & MORE

The Long Center (78704)
Austin Rowing Club (78703)
Zilker Botanical Garden (78746)
Sunset Valley Community Garden (78745)
Mabel Davis Pool (78741)
Walnut Creek Pool (78758)
Elisabet Ney Museum (78751)
Oakwood Cemetery (78702)
Austin Women's Boxing Club (78704)
Sanchez Elementary School (78702)
Bouldin Oaks Apartments (78704)
Santa Rita Courts (78702)
Booker T. Washington Terrace (78702)
Meadowbrook Apartment (78704)

RECREATION CENTERS

Pan American Rec Center (78702)
Austin Rec Center (78701)
Camacho Activity Center (78702)
Conley Guerrero Senior Center (78702)
Dittmar Rec Center (78745)
Delores Duffie Rec Center (78702)
Doris Miller Auditorium (78702)
Gus Garcia Rec Center (78753)
Hancock Rec Center (78751)
Montopolis Rec Center (78741)
Virginia L. Brown Rec Center (78752)
Turner-Roberts Rec Center (78724)
South Austin Rec Center (78704)

PERFORMERS

Paid Performers at MACC events in 2023!

Miguel St. Michael
Lesly Reynaga
Los Alcos
Tequila Rock Revolution
Danza Azteca Guadalupeana
Mauricio Callejas
Javier Jara
Ballet Folklorico de Austin
Isai Chacon
Mariachi Corazon de Tejas
Katelyn Perez
Ruben Ramos

Claudia Talamantes
Dj Zetroc
Outlet Odyssey
DJ Robert Liges
Nova Band
Conjunto Los Pinkys
DJ Wiz
JR Gomez &
The Conjunto Bandits
George Mercado
DJ Old Skool
The Tiarras

Ilusion Modesta
Cap City Rockers
Youth Break Dance
Danza Ollinyolotl
Monica Saldivar
Reina Stinchcomb
Tori Baltierra
Carlos Lopez
The Center for Art
& Healing





Cosecha Summer Camp

- Location: Asian American Resource Center
- Latine History & Environmental/Social Justice
- Animation, poetry, theater, & mixed media

**24 students x 10 weeks
= 240 students served**

Sábados en Familia

- Location: Austin Central Library
- Bilingual story time & activities
- Families drop-in and create

**100 families
served per month**



CIS After School

- Location: Bouldin Oaks Apts, Santa Rita Courts, Booker T. Washington Terrace, & Meadowbrook Apts
- Partner - Communities in Schools
- Smart Kids art Lessons

**35 students
per week**

Lending Library

- Art lessons offered at rec centers
- Theater, painting, & sculpture

**25 Rec Centers, 2x / week,
40 kids served**

**EDUCATION
DEPARTMENT**

Waterloo Greenway Morning Glories

- Location: Waterloo Park Tree Deck
- Bilingual Storytime & Art Activities
- Families with children 5 years old and younger

Average attendance: 125



Emma S. Barrientos
Mexican American



"The ESB MACC has been a wonderful partner with both tabling and helping lead one week's program this fall."

*-Kevin Shaw, Community Program Manager
Waterloo Greenway*

"I'm glad I saw your activity through the Lending Library. Austin Rec Center hosted our Día de los Muertos workshop for 16 participants- mostly unhoused individuals. The participants loved the sugar skulls"

-Marco Olivares, Austin Recreation Center Supervisor



Sugar Skull Workshop & Altar Making Kits

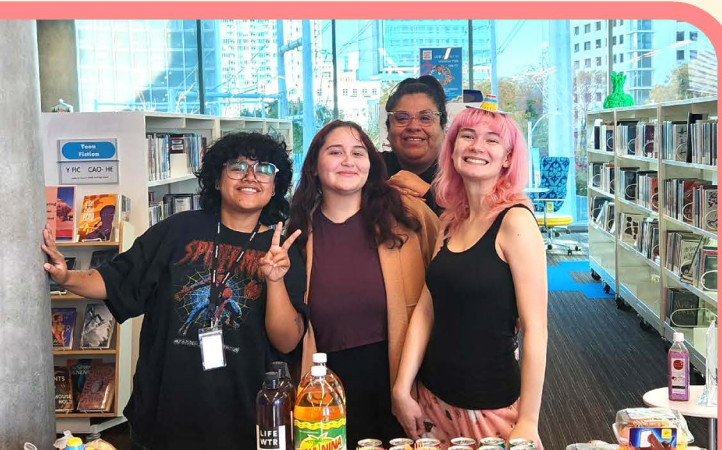
- Location: Turner-Roberts Rec Center
- Sugar Skull workshops & kits
- Rec Centers made own altars

**72 students served in Workshops
20 rec centers received kits**

CAMINOS

TEEN LEADERSHIP PROGRAM

Caminos is a paid arts internship for teens in the Austin area. In 2023, the 6th class of students, or "Caminantes", graduated and the new Class of 2024 commenced in alignment with the AISD school year. When students graduate the program, many of them stay on to join our staff and work as Summer Camp counselors after their internship and sometimes beyond!



"The Mariachi Festival was a very nice opportunity for people to come have fun and listen to music, see vendors, eat food, and just celebrate the culture. It's kind of like a big family or a group of friends, because I am seeing people see someone they know and that's really nice to see, like seeing connections in that way. Also, we are painting the kids' faces and it's really fun!" - Ruby, Caminos Class of 2024



The new class of 2024 has already helped out during our Fall signature events, assisted with the Onion Creek mural, gone on field trips to a Mariachi festival and to the Bob Bullock Museum, and made zines reflecting on Day of the Dead and on their experiences at the museum! Planning for the Camino's annual Latinx Youth Conference focusing on mental health and teen-led spaces is underway.



What Is Your Austin?

The Caminos Class of 2023 created the "What is Your Austin?" Project. It was imagined and executed by the Caminantes over several months in the second half of their internship. They scouted locations, photographed them, wrote articles about them, and built a sculpture of a map of their favorite places in Austin with a key. The sculpture is a multi media collage on a 36" x 60" sheet of plywood.



Onion Creek Flood Mural Project

2024 Caminantes learned about mural painting and local history while participating in the Onion Creek Mural Project. They shadowed painter Alonso Estrada, who made the site-specific artwork in collaboration with Onion Creek flood survivors from 2015. The mural is inspired by an ancient Native American myth of a wild white horse that inhabited Onion Creek. It tells the story of the strength of the flood waters and the fortitude of community members that survived as they struggled to save their neighbors.



ACADEMIA CUAUHTLI

Cuauhtli is a Saturday bilingual program for families that honors our community's cultural heritage, fosters a social justice consciousness, and reclaims our collective identities in pursuit of educational freedom. In addition to providing a cultural enrichment opportunity for children, we are developing our own critical consciousness, based on community and oriented towards social justice.



Saturday Sessions

Cuauhtli has 60 enrolled participants who regularly attend on Saturdays at Sanchez Elementary during the school year, with students joining from Sanchez, Perez, Houston, Travis Heights, Harris, and Hart Elementary schools. On Saturday, September 23rd, Cuauhtli organized their inaugural field trip to the Zilker Botanical Gardens where the children had the opportunity to learn about the native plants and wildlife in Austin.

Aztech Kidz Code Summer Camp

- Location: Sanchez Elementary
- Free bilingual camp
- STEM skills & Indigenous Culture
- Danza Mexica, Mask-Making
- Coding, Video Game Design, AI Prompts
- Field Trips to Epic Fun, Aquarena Springs

"Academia Cuauhtli, together with Nuestro Grupo, the community-based organization that organizes its various initiatives, rests at the heart and soul of our imagination, creativity, and thriving"

-Dr. Angela Valenzuela, Ph.D. Founding member of Nuestro Grupo/ Academia Cuauhtli



Grades 2-6
3 weeks x 3 sessions
per summer = 9 weeks





HOLISTIC WELLNESS PROGRAM

The Holistic Wellness Program (HWP) was created in response to our building renovation and expansion closure. The MACC has been closed since December 2022 and is scheduled to re-open late 2025. HWP kicked off late January 2023 with the goal to address 8 different areas of wellness by offering free activities facilitated in both English and Spanish.

Participants: 2000
33 Programs
27 partnerships

Mission Statement:

The Holistic Wellness Program attends to the needs of the total person while remaining rooted in our Latino/ Mexican American cultural identities. True wellness is a combination of Physical, Social, Environmental, Financial, Intellectual, Emotional/ Mental, Occupational, and Spiritual aspects and, like the diversity of our people, deserves to be nourished and cultivated to enrich individual lives and uplift our community.

HWP will continue when the ESB-MACC re-opens in 2025 due to the overwhelmingly positive feedback from the community. The program's success has also led to the need for additional funding - participants are asking that we offer more activities and more frequently.



"Me gusta que las clases crean un sentido de comunidad para las personas latinas que residimos en Austin. Además he aprendido habilidades nuevas."



"Thank you for the excellent Wellness programming. So far, I have participated in rowing, kayaking, swimming, and self-defense classes. I have always wanted to do these things but haven't taken the time to do them or felt too intimidated to try them. What I love about the program is that you have created a safe space to enjoy great activities around our City. For example, I have always wanted to go kayaking or rowing but hesitated to try it. I have discovered my love for kayaking and hope to continue on my own."

"Thank you for opening spaces for our community. It's so important to have spaces where we see others who look like us, so that we are more comfortable participating in activities where we would not normally see ourselves."



"Es un programa que da acceso a nuestra comunidad a una gran variedad de actividades que contribuyen al desarrollo personal, el bienestar y creatividad."





Participants: 91

Tamalada

In December we hosted a "Tamalada", a tamale making event at the Conley-Guerrero Senior Activities Center. The event included cooking demonstrations, tastings, recipe sharing, & corn husk doll making. Attendees enjoyed learning about the Mexican tradition of coming together to make tamales during the holiday season.

Theater, Film Screenings, and Pláticas

All film screenings were free and open to the public in 2023! In April, we screened *Mama Irene*, about a Peruvian healer in the Andes. This is not only a vital document of endangered wisdom; it is also a story about Woman empowerment and how to live in harmony with Mother Earth. This is a film about a woman who overcomes tremendous trauma and obstacles - yet continues to grow and inspire at age 84.

In August, we screened *The Graduates* at LLILAS Benson Latin American Studies and Collections. The film explores pressing issues in education today through the eyes of six Latino/a students from across the US. This film offers first-hand perspectives on key challenges facing the students, their families, educators, and community leaders, and it included a talk-back with Director Bernardo Ruiz.



Taller Abierto

We took this popular program out into the community! The master teaching artist Miguel Santana taught painting in libraries, rec centers, & at event pop-ups! The follow-along class includes both art history and exploration of different art techniques.

Participants: 250



HEALING GARDEN

Our healing garden has been moved! Temporarily relocated to Sunset Valley Organic Community Garden. Garden programming has included our annual Day of Wellness, herbalism with Jesus Garcia, and nature hikes.

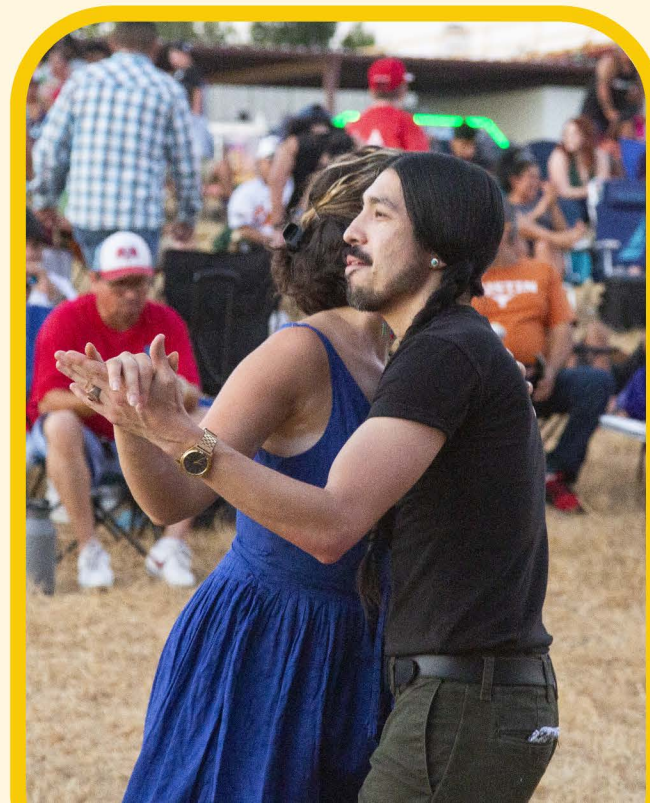
In the garden: Sage, lemongrass, lavender, chamomile, rosemary, mint and more!



Pan Am Hillside Summer Concert Series

We collaborated with the Oswaldo A.B. Cantu/Pan American Recreation Center to co-present concerts at the Pan Am Hillside theatre. This is Austin's longest running outdoor concert series, over 30 years old! The final concert saw record attendance and despite the heat, couples couldn't help but dance to the Tejano Tunes.

Music: Conjunto Los Pinky's, Nova Band, J.R. Gomez Y Los Conjunto Bandits, Kaitlyn Perez, George Mercado, The Tiarras, DJ Robert Lignes, DJ Wiz, DJ Old Skool, and Ruben Ramos



MexAmeriCon

On November 4th, we hosted the 6th annual MexAmeriCon, Austin's first Latinx/Mexican American Comic Con. A free event that showcases local Latinx graphic artists and provides networking opportunities and a giant "artist alley" for attendees to shop graphic novels, zines, board games, and original artworks.

"We celebrate the heroes and the storytelling of our beautiful Mexican American and Latinx community, no matter what form or medium that may take. We're here for our community, our culture, and of course, the comics! Our focus with this event is to create a positive and inclusive environment for both artists and attendees to unite and share."

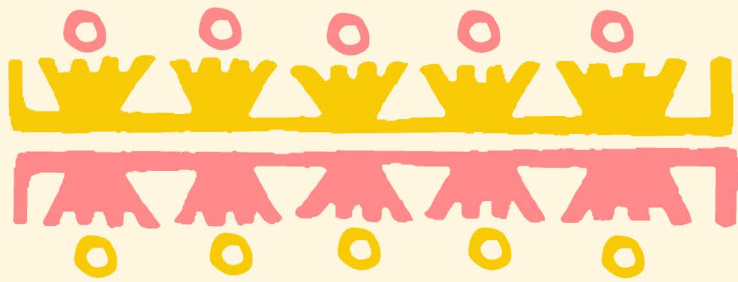
-MexAmeriCon Co-Creators Javier Salas & Nino Miranda



COLLABORATIONS AT PAN AM PARK

LA MUJER

In Spring 2023, the MACC hosted a series of pop-up activities and art activations at various locations in Austin. Workshops include women's self-defense classes, women's storytelling and art making activities that celebrate the accomplishments of Latinas in central Texas.



Activations:

Tuesday, March 28, 6:30 p.m.–7:30 p.m.

Adult Story Hour at Austin Central Library

Saturday, April 1, 9:00 a.m.–11:30 a.m.

Vestido Rojo at Austin Marriot South

Saturday, April 8, 10:00 a.m.–12:00 p.m.

Sábados en Familia at Austin Central Library

Saturday, April 22, 1:00 p.m.–4:00 p.m.

Ney Day at Elisabet Ney Museum

Thursday, April 27, 5:00 p.m.–9:00 p.m.

Film Screening: Mama Irene at Carver Museum

Saturday, April 29, 10:00 a.m.–12:00 p.m.

Virtual Mural Presentation: La Mujer Mosaic



LA MUJER MOSAIC

Mural Unveiling

We officially inaugurated the La Mujer mosaic mural as a permanent outdoor installation on April 29th, 2023. It was created by participants in our Caminos Teen Leadership Program under the guidance of local muralist J Muzacz and Caminos founder Federico Geib. This beautiful mural is truly representative of our community. It is located on the Southeast corner of the MACC, by the Ann and Roy Butler Hike & Bike trail.

The mural was designed and created tile by tile to depict strong Latina leaders; *mujeres* that have inspired our teens to reach their greatest potential. Some of the iconic role models featured in the mural include Selena Quintanilla, Dolores Huerta, and Emma Barrientos. The mural celebrates their courage and success as trailblazers in art, music, and dance as well as their dual roles of activists, mothers, and community leaders.



AWARDS OF EXCELLENCE



This ceremony took place on July 29th at the Long Center. Established in 2009 by the MACC Advisory Board, this award recognizes remarkable Mexican Americans, Latino/a/e/x, and Chicano/a/e/x for the highest artistic excellence they bring to the cultural arts of Austin, Texas.

We had open nominations from May 5 to June 30. Mayor Kirk Watson and MACC Advisory Board Members were present. Each winner's names will be engraved on the *Pétalos* wall in the new MACC building!



Attendance: 130



Robert Mezquiti's *Pétalos* is a permanent art installation at the MACC that serves as an award wall. *Pétalos* is a series of petals, each representing an equal part of our cultural fabric. Each individual petal honors a member of our community who has contributed significantly through service or art and holds a place for those who will continue to shape our culture in the future. *Pétalos* embodies the potential of infinity- only possible through the collection of continuous equal parts.



2023 WINNERS

Jacqueline Olivier, Emerging Artist
 Serena Tijerina, Emerging Artist
 Raul Garza, The Arts
 Roj Rodriguez, The Arts
 Bertha Delgado Rendon, Service
 Monica Araoz, Arts Educator
 Zita V. Vázquez, Arts Educator
 Paul Saldaña, Lifetime Achievement
 Dr. Roén Salinas, Lifetime Achievement
 Yolanda Sanchez, Lifetime Achievement
 Farah Rivera, Lifetime Achievement
(Posthumous)
 Henry Gonzalez, Lifetime Achievement
(Posthumous)



VIVA MEXICO

MEXICAN INDEPENDENCE DAY

The ESB MACC's 16th annual Viva México celebration took place at the Oswaldo A.B. Cantu/ Pan American Recreation Center on Saturday, September 16th, 2023. Guests at this free outdoor event enjoyed Mariachi and Ballet Folklórico performances, live Tejano and Country music, and a local youth talent showcase.

Attendees: 2500

Performances Included:

Ilusion Modesta

-Burnet Middle School

Katelyn Perez

Cap City Rockers

-Youth break dance crew

Mariachi Corazon de Tejas

Consul de Mexico

Pablo Marentes

-Grito de Independencia

Ballet Folklórico de Austin

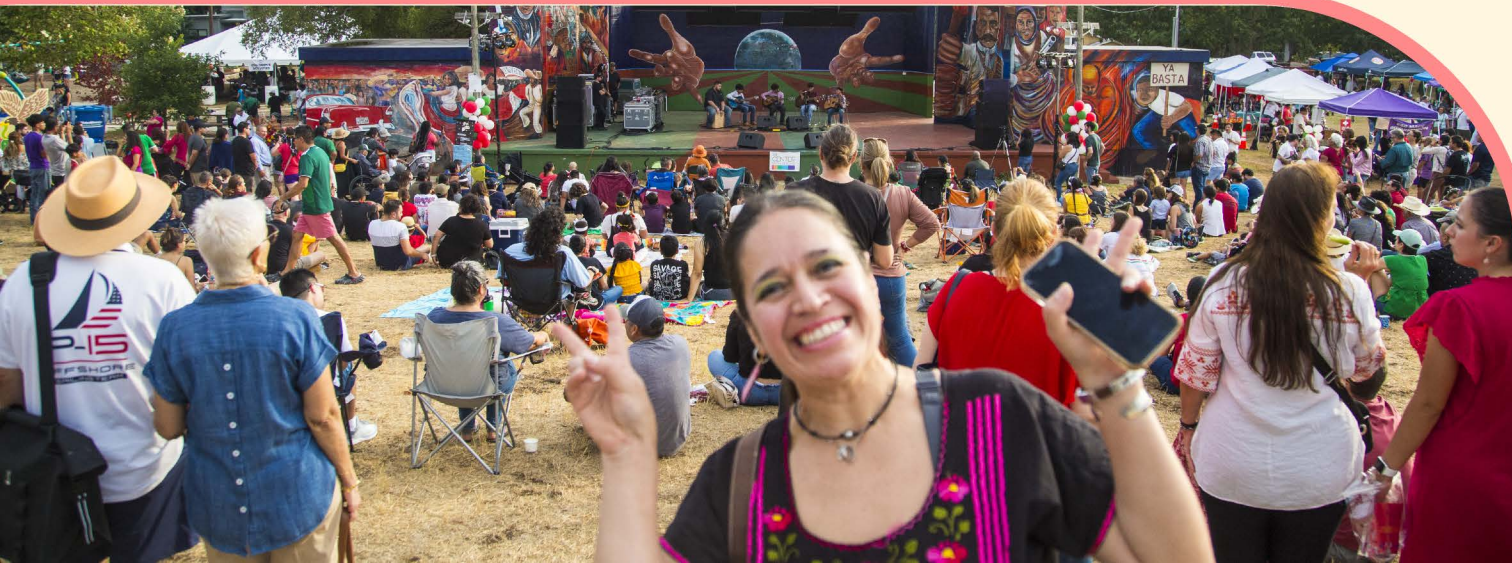
Lesly Reynaga

Danza Azteca Guadalupana



The family-focused event also offered a Community Resource Fair with over 20 City departments and non-profits, a family-friendly kids activity tent, and local food and art vendors. Master of Ceremonies Claudia Talamantez from Univision and Mexican Consul General Pablo Marentes lead the public in the annual Grito de Independencia.

"Viva Mexico was such a fun event to attend and table for the UMLAUF! I want to say how well the Viva Mexico event was organized. From a vendor perspective, the event was very hospitable and friendly. We really appreciated the MACC team."



DIA DE LOS MUERTOS

Day of the Dead

The biggest event that the MACC does every year is arguably the most beloved, especially by families! A celebration of the cycle of life, we hosted two Day of the Dead celebrations in 2023- one at Oakwood Cemetery and one at Oswaldo A.B. Cantu/ Pan American Recreation Center.

Attendees: 2000

50+ Latinx-owned businesses promoted their craft

15 non-profits provided voter registrations, giveaways & more!

We hosted our large-scale celebration for Day of the Dead at the Pan American Rec Center. We partnered with MexAmeriCon who showcased over 50 Mexican American artists. We provided free face painting, our annual Sugar skull decorating workshop, and interactive sculpture installations by Las Piñatas ATX. Guests and participants were able to contribute names and notes to their passed loved ones at the Community Altar/Ofrenda.

Master of Ceremonies Marion Sanchez from the City of Austin's Communications and Public Information Office hosted the live entertainment including San Marcos punk band Outlet Odyssey, Austin's Latin-psych fusion band Los Alcos, Award winning Tejana artist Monica Saldivar, Son de Rey cumbia singer Miguel St. Michael, and local Mariachi metal group Tequila Rock Revolution.



"With this event, more people of other races are learning about dia de muertos"

"Great location (abundant parking), lots of activities and vendors"

Alma y Corazón:

On Nov. 1, 2023, MACC and Oakwood Cemetery Chapel co-hosted Alma Y Corazon (Heart and Soul) event, featuring a presentation with Mariana Nuño McEnroe and Ian McEnroe, authors of *Dining with the Dead*, and musical performances by Javier Jara and Jorge Tamayo. Artist Alonso Estrada unveiled his art sculpture titled El Guitarrón, in loving memory of those who have passed.

There was a special procession to Oakwood Annex, Section C of the cemetery where guests were invited to pay respect to the individuals buried there. A special thank you goes out to the collaborating families and to Jennifer Chenoweth of the Oakwood Chapel.

Attendees: 100+

Featured On: La Prensa & Austin American Statesman

Honored Families: Herrera, Carmona, Limón, Moreno & Villasana



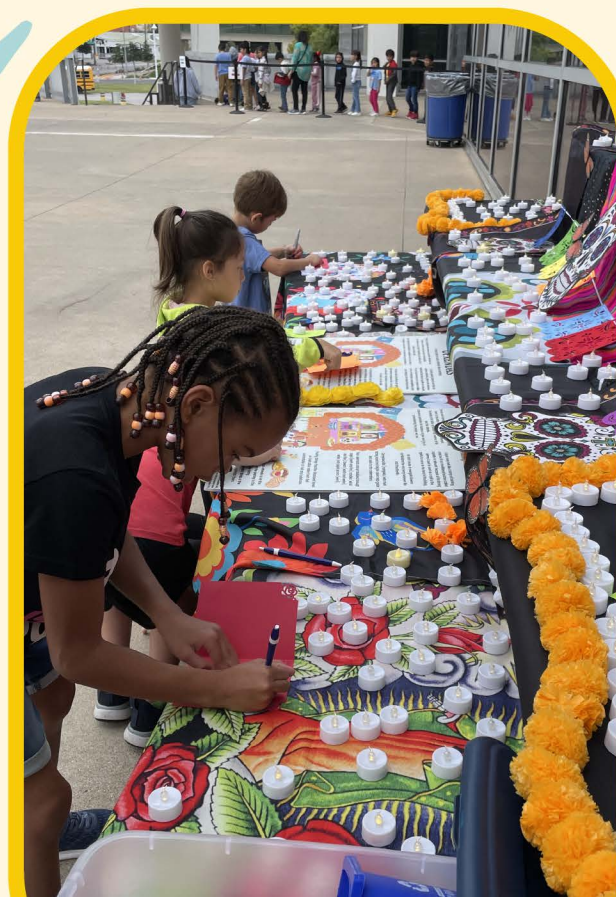


OUTREACH

We collaborate with organizations and other City of Austin locations to host pop-ups, information tables, presentations and interviews.

Coco Movie Screening @ the Long Center

On November 8, we participated in a "Coco" Movie Screening at the Long Center. Over 2,000 AISD elementary students attended this event & Orquesta Folclórica Nacional de México performed the film score live. Our outreach team provided teacher activity packets before the screening, built a community altar and offered free face painting.



Ballet Folklórico of Austin

Local folkloric dance group, Ballet Folklórico de Austin, that was in the Latino Artist Residency Program at the MACC gave plenty of opportunities for us to connect with their audience. We joined them at their Guelaguetza at the Long Center on July 29, Mitote Holiday performance on Dec 10, and Posada on Dec 16.

Lowrider Festival

This gathering of lowrider aficionados took place at the Palmer Event Center in April. We offered free face painting and taught a mini lesson on lowrider artwork. Kids got to make their own paper lowrider!

Mexic-Arte's Viva La Vida Parade

We hosted a paper sugar skull mask making activity on October 28 at the Mexic-Arte Museum's annual Viva La Vida festival on November 28, 2023.



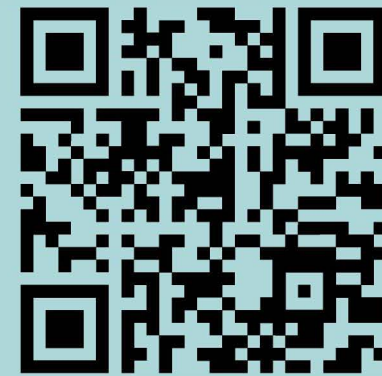
Other Outreach

AISD Art Share & Fairs,
Performing Arts Center, Sept. 5th
Long Center Community Day,
Saturday, Sept. 9th
Thinkery Community Spotlight,
Tuesday, Sept. 19th
Rudy Mendez Rec Center Community Night,
Thursday, Sept. 14th
Grito by Univision,
Friday, Sept. 15th
Communities in Schools Presentation,
Wednesday Sept. 27th

LOOKING TOWARDS THE FUTURE 2024/25



Our Signature Event dates for 2024 are set!*



Tell us what programs & events you want to see in 2025! Scan the QR code with your phone or fill out the survey **ONLINE!**



La Mujer
Saturday April 20, '24
Location TBD

Awards of Excellence
Saturday June 29, '24
The Long Center

Viva Mexico
Saturday September 14, '24
Pan Am Rec Center

Dia de Los Muertos
Saturday October 26, '24
Pan Am Rec Center

**Dates subject to change*



Thank you to our photographers/ videographers **ULISES GARCIA VELA** and **MARI HERNANDEZ**. They document our events and programs and we have them to thank for the amazing photographs in this report.

Report designed by **FLORENTINO DIAZ**

