

# 2024

## ANNUAL REPORT



Emma S. Barrientos

---

Mexican American  
Cultural Center





# TABLE OF CONTENTS

About us.....2

Mission.....2

Manager's Letter.....3

Advisory Board.....4

Part Time Staff.....5

Full Time Staff.....6

Phase 2 Expansion & Renovation.....7

2024 Participation Numbers.....11

2024 Program Partners.....14

2024 Program Locations.....15

Creatives, Artists & Teachers.....18

Education Department.....19

Caminos Teen Leadership Program.....21

Academia Cuauhtli.....25

Holistic Wellness Program.....29

Collaborations.....35

City of Austin Partnership Events.....38

La Mujer.....41

Awards of Excellence.....47

Viva Mexico.....51

Dia de los Muertos.....55

Outreach.....61

Looking to the Future: Events In 2025.....65



# ABOUT US

The Emma S. Barrientos Mexican American Cultural Center is located at **600 River Street**, in the Rainey Street neighborhood. In 2024, the ESB MACC building remained closed to the public for its Phase 2 Expansion & Renovation. All our programs & events were offered at alternative locations in 2024.

The center is named after Emma Serrato Barrientos (1942-2009) who advocated for Latino cultural art education in Austin. Emma and husband Senator Gonzalo Barrientos helped to create the ESB MACC, which opened to the public in 2007. In 2011, the Center was named after Emma S. Barrientos to honor her work in promoting and providing space for Latin-American cultural arts education in Austin.

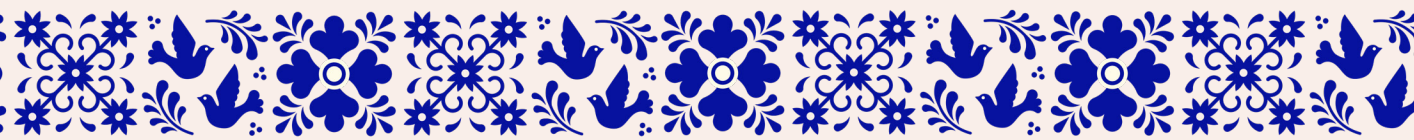


# MISSION

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.

\* The Center is often called the "ESB MACC" or just the "MACC".

**Official Website:** [www.AustinTexas.gov/ESBMACC](http://www.AustinTexas.gov/ESBMACC)  
**Facebook & Instagram** @ESBMACC





# **MANAGER'S LETTER**

¡Feliz Año Nuevo! 2024 was a year filled with so many great memories. The MACC team continued to provide excellent programs and events to the community while being closed to the public. We continued to build on partnerships and relationships and supported hundreds of community organizations and individual artists.

We expanded programming to 7 out of the 10 council districts. All this wouldn't be possible without the hard work and dedication of the MACC staff. You can truly see how much love and care you all have for what you do. Also, a huge shout out goes out to our community! You have followed us wherever we go and it is because of your support that we have the fuel and energy to keep going.

2025 is going to be an exciting year for the MACC! As we prepare to reopen our doors in the Fall, I encourage you to continue supporting us by giving your feedback. Please share your thoughts by completing the [programming survey for FY26](#) to help ensure that our programs represent the interest of our diverse community.

Mil gracias,  
-Michelle Rojas

# **ADVISORY BOARD**

## ESB MACC Advisory Board Members

*Angelica Navarro, Chair - District 8*

*Lillian "Lily" Zamarripa-Saenz, Vice Chair (Mayor)*

*Hilario "Larry" Amaro, Member (District 10)*

*Noemi Castro, Member (District 2)*

*John Estrada, Member (District 3)*

*Gerardo Gandy, Member (District 7)*

*Cynthia "Cy" Herrera, Member (District 5)*

*Anthony Martinez, Member (District 4)*

*Raul "Roy" Reyna, Member (District 1)*



The ESB MACC's advisory board has a mission to Advise the City Council on the establishment and operation of the ESB MACC, cooperate with any civic and volunteer group organized to foster, promote, and sponsor the ESB MACC.





## PART TIME STAFF



### Education:

*Adella Carcione, Jamie Martinez Marrero, Paulina Pereira Miranda, Amy Pichardo-Marquez, Elizabeth Diaz Don Juan, Cassie Smith, Vanessa Montano, Citlalli Soto-Ferate, Frank Baca, Yadira Ramos, Futa Ofamo Oni, Ruby Cerda Lopez*

### Caminos Teen Program:

*Nilmarie Gonzalez-Ugarte, Juliana Ramirez, Melany Serrano Zerpa*

### Holistic Wellness Program:

*Ileana Botello, Adrienne Sanchez, Ricardo Rodriguez*

### Event Production:

*Marisa Rangel, Diego Resendez, Juan Moreno, Alonso Estrada*

### Photography/ Videography:

*Ulises Garcia Vela, Mari Hernandez*

### Graphic Design:

*Bianca Olivares Reyes, Florentino Diaz*



## FULL TIME STAFF



*Michelle Rojas* **Manager**

*Tina Davila* **Administration**

*Erik Granados* **Education**

*Estrella de Leon* **Event Coordinator**

*Carlos Meda* **Event Production**

*Eufemia Rivera* **Teen Program**

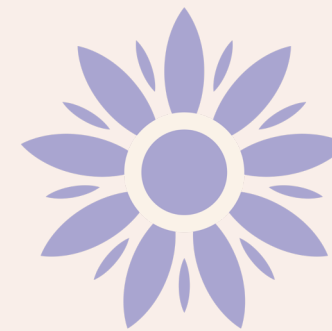
*Katya Guzman* **Academia Cuauhtli**

*Lorie Martinez* **Holistic Wellness Program**

*Marie Ortiz* **Supervisor**

*Olivia Tamzarian* **Marketing**

*Andrea Olivares* **Production**





# PHASE 2 EXPANSION & RENOVATION



*Rendering of Phase 2 Expansion project*

[The Phase 2 Expansion and Renovation](#) is funded by the 2018 Bond. The anticipated grand opening of the renovated building is set for Fall 2025.

## The Expansion Includes:

- \* Two new “wings” extending North & South sides of the building, with first & second floors (see list of new spaces below)
- \* Remodeling of the Zócalo
- \* Sculpture Garden & Healing Garden
- \* New Walking Paths to Ann & Roy Butler Hike & Bike Trail

## First Floor - New Spaces

- \* Culinary Space
- \* Community Gallery
- \* Dance Room
- \* Music Rehearsal Rooms
- \* Education Classrooms & Outdoor Play Area

## Second Floor - New Spaces

- \* Conference Room
- \* Media Center with Library & Computer Lab
- \* Classrooms for Adult Programs
- \* Office Space
- \* Indoor/Outdoor Visual Art Studio

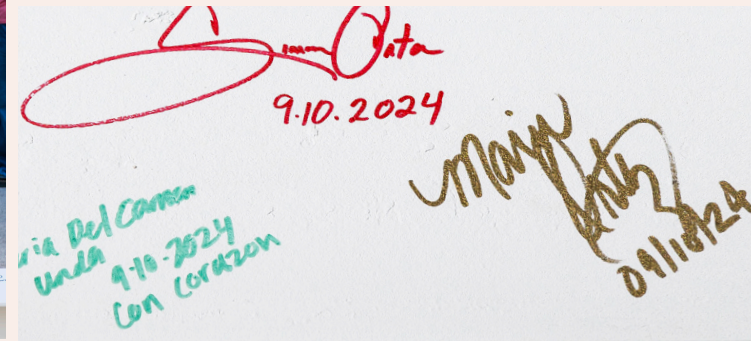




## BEAM SIGNING



In September, City of Austin Capital Delivery Services held a brief signing of the topmost beam that will be a part of the second floor north wing, a tradition to celebrate the progress made so far. They honored key contributors who have played an essential role in this project. The beam has been installed on the second floor North Wing.



## POCKET PARK



The ESB MACC's [Pocket Park](#), located at the entrance to the building at 64 Rainey street, saw improvements in 2024. New benches were installed, which were donated by CANVUS in March. The park's ground was resurfaced with crushed limestone and blackstar gravel.

Students from the Caminos Teen Program class of 2025 have embarked on an installation of public art for the benches that reference the history of Rainey Street. The Caminantes are working with painter Miguel Santana.





# 2024 PARTICIPATION NUMBERS

## EDUCATION PROGRAMS - TOTAL HOURS

### AZTEC KIDZ CODE SUMMER CAMP

**172** **65**  
Hours Participants

### SATURDAY SESSIONS

**108** **20+** **900**  
Hours Saturdays Participants

### EDU WITH HEART

**4** Performers  
**8** Student Performance Groups  
**25** Community Resource Tables  
**160** Participants

**800** MORNING GLORIES AT WATERLOO PARK PARTICIPANTS  
**70** DIA DE LOS MUERTOS WORKSHOPS PARTICIPANTS  
**1200** SUGAR SKULL KITS DISTRIBUTED  
**400** LENDING LIBRARY PARTICIPANTS AT REC CENTERS  
**450** SABADOS EN FAMILIA PARTICIPANTS

**240** COSECHA SUMMER CAMP PARTICIPANTS  
**100** CAMINOS TEEN WELLNESS CONFERENCE PARTICIPANTS

**12** SPRING BREAK CAMP PARTICIPANTS  
**60** CIS AFTER SCHOOL ART PROGRAM PARTICIPANTS

## HOLISTIC WELLNESS PROGRAMS - TOTAL HOURS

**50** COMMUNITY DRUMMING  
**42** GARDENING  
**47** VOICE/GUITAR  
**46** COOKING & NUTRITION CLASSES  
**103** SCREENING  
**356** YOGA  
**250** TALLER ABIERTO (PAINTING)  
**93** SWIMMING LESSONS FOR BEGINNERS  
**119** ROWING, KAYAKING, PADDLEBOARDING  
**91** TAMALADA



## SIGNATURE EVENTS & COLLABORATIONS - ATTENDANCE



<b>300</b>	<b><u>ATTENDEES AT LA MUJER (APRIL 2024)</u></b>
<b>2500</b>	<b><u>AT VIVA MEXICO (SEPT 2024)</u></b>
<b>130</b>	<b><u>AT AWARDS OF EXCELLENCE (JUNE 2024)</u></b>
<b>1500</b>	<b><u>AT DIA DE LOS MUERTOS (NOVEMBER 2024)</u></b>
<b>250</b>	<b><u>AT TRIBUTE TO MANUEL COWBOY DONLEY (SEPT 2024)</u></b>
<b>300</b>	<b><u>AT LATINAPALOOZA (MAY 2024)</u></b>
<b>40</b>	<b><u>AT ALEXA TORRES ALBUM RELEASE CONCERT (JUNE 2024)</u></b>



## 2024 PROGRAM PARTNERS

Thank you to local organizations that have supported our programming! We worked with these organizations in 2024:

Austin Bat Cave	Creative Action	Mama Sana Vibrant Woman
Austin Community College –Highland	EQ Austin	Manos Magicas
A3 Alliance	Frida Friday ATX	MexAmeriCon
Austin Public Health	Fandangueros de Austin	Mexic-Arte Museum
Austin Public Health Immunity	Herbal Action Project	Milojos
Austin Tejano Music Coalition	Human Development & Family Sciences at the University of Texas at Austin	Mind Body Music Center (Sound Healing)
Austin Rowing Club	Institute of Chicana/o/x Psychology	Notes for Notes
AARP Texas	Kids Lab	PODER
Aztech Kidz Code	Kalpulli Teokalli Teoyollotl	Proyecto Teatro
Austin Water	Latino Outdoors	Sana Yoga
Austin Women's Boxing Club	Latinos In Architecture	Suvida Healthcare
Benson/ LLILAS	Lady Bird Johnson Wildflower Center	Texas Rio Grande Legal Aid
City of Austin Planning Department	League of Women Voters Austin Area	Texas Tribal Buffalo Project
Center for Arts + Healing	Lupe Arte	Trowbridge Chiropractic Clinic, LLC
Communities in School		The Long Center
Consulate General of Mexico		Univision
Common Threads		Waterloo Greenway
City of Austin Acquatics Division		





# 2024 PROGRAM LOCATIONS

## ESB MACC in the Community!

We provided programming and events all over Austin, including Parks and Recreation sites, schools, libraries, and locations all over Austin. We expanded to new locations for our programs, including the Ruiz and Cepeda Branch Libraries, The Cathedral, and Parque Zaragoza. Our staff continued to work out of City of Austin facilities with our temporary office at the Dougherty Arts Center.



Special thank you to the Carver Museum and Genealogy Center (Carver), Dougherty Arts Center (DAC), and Asian American Resource Center (AARC) for hosting us in 2024!



# PARKS AND RECREATION (PARD)



*"The ESB MACC is part of the Museums and Cultural Programs Division of the Parks and Recreation Department (PARD). PARD's mission is to inspire Austin to learn, play, protect and connect by creating diverse programs and experiences in sustainable natural spaces and public places."*

## PARD RECREATION & ACTIVITY CENTERS

Mendez - 78702  
 Camacho Activity - 78702  
 Conley Guerrero Senior - 78702  
 Dittmar - 78745  
 Gus Garcia - 78753  
 Hancock - 78751  
 Montopolis - 78741  
 Virginia L. Brown - 78752  
 Turner-Roberts - 78724  
 Dolores Duffie - 78702  
 South Austin - 78704  
 Parque Zaragoza - 78702  
 Northwest - 78750  
 Pickfair - 78750  
 Dove Springs - 78744  
 Lamar Senior Activity Center - 78705  
 Oswaldo AB Cantu Pan American - 78702

## PARD- SITES AROUND AUSTIN

Oakwood Cemetery - 78702  
 Zilker Botanical Garden - 78746  
 Bartholomew Pool - 78723  
 Big Stacy Pool - 78704  
 Elisabet Ney Museum - 78751  
 Umlauf Sculpture Garden - 78751  
 Rosewood Park - 78702







# CREATIVES, ARTISTS & TEACHERS

## LIBRARIES

Central Library - 78701  
 Cepeda Branch Library - 78702  
 Little Walnut Creek Library - 78758  
 Windsor Park Library - 78724  
 North Village Library - 78757  
 South East Branch - 78744  
 Twin Oaks Branch Library - 78704  
 Carver Branch Library - 78702  
 University Hills Library - 78724  
 Ruiz Branch Library - 78741

In 2024, the ESB MACC contracted with local creatives, giving them opportunities to teach, mentor, and collaborate!

This includes our **instructors** who taught classes and workshops, **featured artists** at our special events, and those with specialized knowledge who worked on collaborative projects with the ESB MACC.

283 CREATIVES,  
ARTISTS, & TEACHERS!

## SCHOOLS & EDUCATION CENTERS

Sanchez Elementary - 78702  
 Bouldin Oaks Apartments - 78704  
 Santa Rita Courts - 78702  
 Booker T. Washington Terrace - 78702  
 Meadowbrook Apartment - 78704  
 Mendez Middle School - 78744

## OTHER LOCATIONS

The Long Center - 78704  
 Austin Rowing Club - 78701  
 Sunset Valley Community Garden - 78745  
 Austin Women's Boxing Club - 78704  
 The Cathedral - 78702

**Guitar and Voice Lessons** with Javier Jara & Mauricio Callejas

**Painting Workshops** with visual artist Miguel Santana

**Visual Art Discussions** with Maribel Falcon, LLILAS Benson

**Chicano Music Lessons** with Robert Ojeda, Bronze Band

**Chicanx Psychology** with Miguel & Jessica Zamarripa

**Tamale Making** with Dona Reyna, Veracruz All Natural

**Herbal Healing Recipes** with Jesus Garcia, Herbal Action Project

**Traditional Mexican Music** with Delia Perez Meyer





# EDUCATION DEPARTMENT



## Cosecha Summer Camp

10 weeks - June, July, August

Asian American Resource Center (78754)

- Ages 5-12
- 240 students served
- Latino/a history & environmental/ social justice, animation, poetry, theater, & mixed media, bilingual instruction

*"The camp was affordable, fun, great hours, nice staff, cool field trips, nice location!"*

## Siembra Spring Break Camp

One Week - Mid March

Asian American Resource Center (78754)

- Ages 5-12
- 12 students served
- Latino/a history & environmental/ social justice, animation, poetry, theater, & mixed media, bilingual instruction

## CIS After School Program

After School, Multiple Days/ Locations Per Week

Bouldin Oaks Apts, Santa Rita Courts, Booker T. Washington Terrace, & Meadowbrook Apts

- 35 students a week attend cultural arts lessons

## Sábados en Familia

Second Saturday of the Month

Austin Central Library & 10+ Branch Libraries

- All ages
- 50 average attendance
- Bilingual story time with hands-on arts activities



## Lending Library MACC-tivities

Various locations- 11 Recreation Centers

- 40 kids served per site
- Exploration of the arts and crafts of Mexico and other parts of Latin America
- Students will learn about a different art-making tradition, from movement or theater to painting or sculpture, and let their creativity run wild. Classes are suitable for all ages

## Sugar Skull & Altar Making Workshops

Two-day Workshops

- Over 70 participants
- The Education team hosted Día de los Muertos workshops at six recreation centers. These two-day workshops taught senior participants how to make their own sugar skulls and collaboratively create an ofrenda.

## EDUCATION OUTREACH

### Bob Bullock Museum

HEB Free Family Sundays, Latinx Heritage Days, & Homeschool Days

### Waterloo Greenway Morning Glories

Bilingual Storytime & Art Activities, Families with children of all ages

*"I loved the interactive activities and arts & crafts my daughter was able to create. She was so excited to learn about her culture and share it with us at home. The projects she made showcased her talents while also exercising her mind. Great job on putting together a meaningful and fun curriculum!"*





# CAMINOS TEEN LEADERSHIP PROGRAM

Caminos is a paid internship in the arts for teens in the Austin area. They meet at Austin Central Library during out of school time on Saturdays. The 7th class of Caminos students, or "Caminantes", graduated in June 2024.

When the students graduate the program, many of them stay on to join the ESB MACC staff and work as Camp counselors in the summer after their internship and beyond.

## FIELD TRIPS

- Mariachi Festival at Lehman High School
- Bob Bullock Museum
- Blanton Museum of Art
- Carver Kids Fest
- HBCU
- UT Youth Arts Festival
- McKinney Falls State Park
- LLILAS Benson
- Inner Space Caverns

## ART PROJECTS

- Blog
- Zines
- Pocket Park Murals
- Caminos Documentary
- Comic

The Caminantes connected culture at local sites in Central and South Texas. Each of the field trips taught them a new skill or opportunity to connect with Indigenous, Latine, and African American Culture in Texas.



## 2024 CLASS WAS THE LARGEST CAMINOS GRADUATING GROUP OF 14 STUDENTS



The Caminantes delved into community engagement at the ESB MACC's signature events in Fall 2024. They honed their facepainting techniques and learned ways to express pride in Latinx culture while engaging with the MACC community.





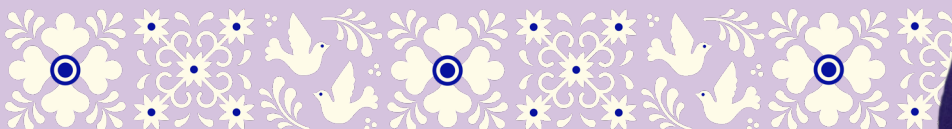
The ESB MACC extended the Caminos program in 2024! Graduates of the program with exceptional leadership skills were invited back for a second year as a "senderistas", serving as mentors for the next class. They took part in the interview panels for the next cohort of Caminantes, as well as participate in events and outreach. They are given the title of ambassadors of Latinx culture and their employment with the ESB MACC is scheduled around their school, college, or work schedule.

Senderistas of 2024: Adella  
Senderistas of 2025: Melany, Juliana



Follow the [Caminos blog](#) and [Instagram](#) for more photos/stories about their projects!  
**@ATXCAMINOS**

**"THANK YOU FOR LETTING ME  
BE A PART OF CAMINOS!"**



# BREAKING BARRIERS

Montopolis Rec Center  
March 2024  
Participants: 100

Teens plan this conference as a way to engage with other teens to empower their bravery, resilience, talent, and self expression to build community!

In 2024, the Caminos Teen Program organized its sixth-annual Latinx Youth Conference around the theme of Breaking Barriers. It is a powerful day of mental health and wellness activities for our youth to share thoughts, ideas, art, and music. We love to empower such brave, talented, and expressive youth sharing so much of themselves to build resilience!

## 2024 ACTIVITIES

- Self-Expression & Identity Workshop
- Paper Stars: Release & Build
- Talking Circle / Chicanx Psychology
- Percussion Drum Circle
- Mental Health Painting Workshop
- Screen Printing T-shirts & Totes
- Letter to Future Self: Finding Hope
- Social Media & Mental Health





# 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.

## Academia Cuauhtli Interlocal Agreement

In October 2024, an Interlocal Agreement was approved by the Austin Parks and Recreation Board, the AISD Board of Trustees, and City Council. This will allow Academia Cuauhtli programs to continue with access to shared resources as budget allows.

## SATURDAY SESSIONS



Academia Cuauhtli was excited to launch its Saturday bilingual cultural arts program at Sanchez Elementary! Led by AISD master dual-language teachers, the classes offered instruction in Mexican American Studies, Tejano Studies, Bilingual/Dual Language courses, Environmental Studies, Curanderismo, and Danza Mexica. The program ran from September 28th to March 8th, and we were thrilled to welcome around 60 students from Title 1 AISD schools, including Sanchez, Perez, Houston, Travis Heights, Harris, and Hart Elementary Schools.

### FIELD TRIPS

- Zilker Botanical Garden
- Texas Tribal Buffalo Project
- Blanton Museum
- Viva La Vida Parade, hosted by the Mexic-Arte Museum
- The Meadows Center for Water and the Environment
- Kalpulli Teokalli Teoyotl (Ceremonial Land)

This year, we planned exciting excursions, such as visiting buffalo with the Texas Tribal Buffalo Project, learning about water preservation at the Meadows Center in San Marcos, Texas, and participating in the Viva La Vida parade hosted by the Mexic-Arte Museum. Additionally, we continued our parent support program with resource workshops led by Ana Carrasco, and we were happy to offer free breakfast and transportation for families.

## EDUCATION WITH HEART

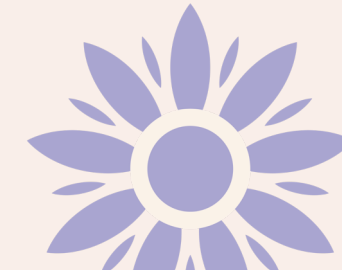
*Education with Heart: A Community Celebration* invited Dove Springs families and educators to have conversations on bilingual education, celebrate young performing artists, and provide educational resources.

Keynote speeches were given by District 2 Councilmember Vanessa Fuentes, Superintendent Matias Segura, UT Austin Dean of College of Education Charles Martinez, AISD Trustee Ofelia Zapata, and UT professors Angela Valenzuela and Emilio Zamora.

Performances included Travis and Akins student Mariachis, Perez Elementary dance team, traditional Aztec blessings and dances, and singers Erika Santana and John Michael; young Texas musicians with bright futures ahead of them!

## GUEST SPEAKERS

- Austin Public Libraries
- Mexican Consulate
- El Buen Samaritano
- Austin Public Health



Mendez Middle School  
May 4





# AZTECH KIDZ CODE SUMMER CAMP

A culturally sustaining, Indigenous-based STEM program for third to eighth grade Austin Independent School District students. Through this program, students learn coding, video game design, and Danza Mexico in both Spanish and English. During the summer, we offered three two-week sessions, with about 65 participants for the entire summer. Through culturally relevant STEM programming, we are addressing inequities in student exposure to career and workforce opportunities in early education, particularly for Indigenous, Latinx, and bilingual students.

This summer, students participated in a variety of activities, including learning introductory coding concepts in JavaScript, creating personal collages reflecting their past, present, and future, and learning traditional dances indigenous to Mexico, such as Danza Mexico and Son Jarocho. Additionally, students created chimalis (shields used in traditional Danza Mexico), decorating them with feathers, beads, and an Nahuatl symbol or essence that resonated with them.

Sanchez Elementary  
9 weeks  
Grades 2-6

Students also went on several excursions, including the Carros y Cultura exhibit at the Bullock Museum to explore community storytelling, art, and lowrider culture. Furthermore, students had the opportunity to view 500-year-old artifacts, thanks to Maribel Falcon at the LLILAS Benson Library Archives.

Free bilingual camp  
STEM skills & Indigenous Culture  
Danza Mexico  
Mask-Making  
Coding  
Video Game Design  
AI Prompts



## Graduation

We were thrilled to conclude our 4th annual Aztech Kidz Code summer camp with a grand performance and student art exhibition! Approximately 45 families joined us for our graduation ceremony, where students showcased a coding demonstration, a Danza Mexico presentation, an art exhibit, and a Son Jarocho performance, complete with live music from Los Fandangueros de Austin!



*"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"*

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

## FIELD TRIPS

- The Meadows Center for Water and the Environment
- LLILAS Benson Library Archives with Maribel Falcon
- Longhorn Caverns
- Bullock Museum, Carros y Cultura Lowrider Exhibition
- Texas Tribal Buffalo Project – Ranch Tour



# HOLISTIC WELLNESS PROGRAM

203 Programs  
32 Partnerships  
Participants: 1650



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

## ABOUT THE HWP PROGRAM

The Holistic Wellness Program (HWP) was created in response to our building renovation and expansion closure, launching late January 2023 with the goal to address 8 different areas of wellness by offering free activities across Austin facilitated in both English and Spanish.





# TAMALADA

Conley-Guerrero Senior Activity Center  
Participants: 89

"Loved that it was bilingual and intergenerational"

"I liked interacting with the staff and other participants. I learned new techniques on a familiar tradition of making tamales. The environment was stress free. I felt comfortable and safe"



On December 7th we hosted a "Tamalada", a tamale making event at the Conley Guerrero Senior Center. The event included cooking demonstrations, tastings, and recipe sharing. Participants visited various activity tables where they made champurrado mix, corn husk dolls, and holiday ornaments. Attendees enjoyed learning about the Mexican tradition of coming together to make tamales during the holiday season.



# ART EXHIBIT: THE DIOSA WITHIN

Ruiz Branch Public Library  
Participants: 29

"I loved that we all got to share and connect with each other"

"Los comentarios y la oportunidad que se dio de hablar"

"It was perfect. More of these events would be amazing"

"Elevation of women generationally. There are not many inter-generational conversations, and this was a great space to learn wisdom"



On August 8th, we held a Community Conversation, the Emma S. Barrientos Mexican American Cultural Center held a community conversation at the Ruiz Branch Library. Exhibiting artists from the exhibit, titled "The Diosa Energy Within" shared insight about their work and experiences, and participated in the roundtable reflecting about the Diosas (goddesses and female heroines) who have made an impact in their lives. Facilitated by Maribel Falcon, Librarian at Benson Latin American Collection- UT Austin.





# TALLER ABIERTO

Participants: 112



Painting classes in libraries, rec centers, & at event pop-ups! The follow-along class Includes both art history and exploration of different art techniques.



Conley Guerrero Senior Activity Center  
Participants: 201

# CINE DE ORO

Hosted on the last Tuesday of the month, this program has been held at the Conley Guerrero Senior Center & Doris Miller Auditorium. Attendees are treated to a free screening of films from the golden age of Mexican cinema and a complimentary lunch. November's film was Marcelino Pan y Vino in Spanish with English subtitles.

"Ability to attend with family & the fact that it was bilingual"

"I learned about my culture & spent time with family & had lunch"

"Mexico culture of the movies, food, & gathering of seniors"

# DAY OF WELLNESS & HEALING GARDEN

Sunset Valley Community Garden  
Participants: 95



Our healing garden has been temporarily relocated to Sunset Valley Organic Community Garden. Programming include our Day of Wellness, herbalism with Jesus Garcia, hikes, and birdwatching. In the garden: Sage, lemongrass, lavender, chamomile, rosemary, mint, and more!

"The multiple activities, opportunities to learn, to be a part of something bigger"

"Very inclusive for all gardening skills & good for kids"

"Variety of physical & calming activities"

"The blending of multicultural fun, health & nature"





# COLLABORATIONS

## MEXAMERICON

Pan Am Recreation Center  
November 2  
Participants: 1500



MexAmeriCon is Austin's first Latinx/ Mexican American Comic Con, showcasing of local Latinx graphic artists with artist panels, activities, networking opportunities, and an "artist alley" of over 55 artist booths. Co-Creators of Mex-

AmeriCon Javier Salas & Nino Miranda brought creatives together to showcase graphic novels, zines, and interactive games.

## LATINAPALOOZA

Organized by local artist Patrica Vonne, this free music festival featured Latina musicians- Bidi Bidi Banda, The Tiarras, Las Coronelas, Patricia Vonne and Llamativa. Patricia was a recipient of the City of Austin's Live Music Grant.

Rosewood Park, Lampkin Pavilion  
May 26  
Participants: 300



## ALEXA TORRES

This concert celebrated Alexa Torres's Jazz Quartet debut album, In Situ. Alexa was a recipient of the City of Austin's Live Music Grant.

Dougherty Arts Center  
June 15  
Participants: 50



## TRIBUTE TO MANUEL COWBOY DONLEY

Parque Zaragoza  
September 28  
Participants : 250

Organized by Michael Christopher Mares Mendoza, this tribute to the legendary Manuel "Cowboy" Donley, included special performances from his children Sylvia, Phillip, and Lupe Donley, along with Trio Los Vigilantes, Kim Simpson, Felipe

"Tiburon" Borrero, Jerry Silva and various orchestral musicians who had performed with Manuel Donley for many years. Christopher Mares was also a recipient of the City of Austin's Live Music Grant.



## CITY OF AUSTIN PARTNERSHIP EVENTS



### CHICANO CLASSICS AT CEPEDA BRANCH LIBRARY

Austin Public Library Cepeda Branch  
September 21  
Participants: 70

This special partnership featured art, culture, history, books, and music! 70 participants showed up to kick off Hispanic Heritage Month at Austin Public Library. Library staff curated a unique all ages display of books on lowrider culture. The event was attended by local Austin lowrider legend John Colunga (who most recently had a lowrider on exhibit at the Bullock Museum in August!). Both adults and children were delighted by the opportunity to view a colorful dazzling array of lowriders up close in the Cepeda Branch parking lot.

Local musicians Robert Ojeda and his Bronze Band including JJ Barrera and Frank Rodriguez played a lively set of songs that reflected historical influences upon Mexican American music today.

Esteemed local Austin artist Alonso Estrada premiered a towering custom art installation piece as an ode to lowrider art and culture.





# 66TH ANNUAL HILLSIDE SUMMER CONCERT SERIES

The ESB MACC was honored to once again support the Pan Am Recreation Center and its community, to host the longest- running outdoor concert series in Austin! This month-long concert series is dedicated to Tejano and Conjunto music and closes out each year with award winning Tejano superstar Ruben Ramos!

Oswaldo AB Cant Pan American Recreation Center  
July 9, July 16, July 30, Aug 6  
2000 participants in all concerts



## Tuesday, July 9

- DJ Pete Guerra
- John Michael Colunga
- Joe Arias Jr & the Starlights
- Willie "The Kid" Cantu & The Starlight Band

## Tuesday, July 16th

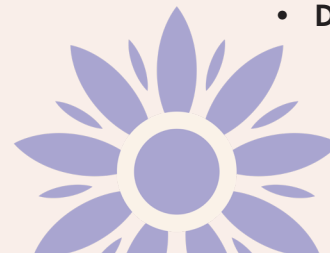
- DJ Robert Liges
- JJ Barrera & The Bronze Band
- Baraja de Oro
- George Mercado

## Tuesday, July 30th

- DJ Rich de LaRosa
- Fuzion
- The Tiarras
- Ruben Ramos & The Mexican Revolution

## Tuesday, August 6th (weather make up date)

- DJ Old School
- Janie Balderas
- Conjunto Cats
- David Marez





# LA MUJER

The Cathedral  
April 20  
Participants: 250



The ESB MACC hosted our annual La Mujer: A Celebration of Women at a new location in East Austin, a Latina-owned gallery called The Cathedral. Workshops included traditional rebozo body work, sound healing, and creative writing. Attendees enjoyed an artisan market by Frida Friday, an open mic and outdoor stage.





## FEATURED ARTISTS

### Rebozo Workshop Leader

- Irasema Reza Bailey is a Chicana traditional healer, sobadora and full spectrum doula.

### Reconnecting to the Body Writing Workshop Leader

- Leticia Urieta shows writers how to embody their experiences through poetry and prose, engaging with discussions about the body and chronic illness, pain, trauma and healing.

### Sound Healing Workshop Leader

- Andrea Cortez is a music therapist who uses singing bowls, gong, and chimes to shift into deep relaxation to realign the body to wellness.

### Besitos Chamoy Kit Activity Leader

- Stephanie Tijerina led a fun workshop in creating pickle or fruit cup kits, free to take home!

### Monica Cenicerros

Founder of atxGALS & The Cathedral. From Monterrey, Mexico, Monica is also the vision and direction behind The Cathedral: a boutique event and co-working space in East Austin, and Creative Box Studios: an online platform that offers live online art workshops led by emerging women artists.



### Tusuy Sonqo Peru

Tusuy Sonqo-Peru comes true thanks to a dream, the vision of spreading and promoting our beautiful Peruvian culture

### Frida Friday ATX and Las Ofrendas

Founder, TK Tunchez has been producing cultural events that center, connect, and create economic opportunities for WOC, BIPOC & Queer creatives, entrepreneurs, and the community for over a decade in Austin.





## Sol Bautista, Master of Ceremonies, Magnolia Global Wellness@magnoliaglobalwellness

Raised in Guadalajara, Mexico, Sol grew up surrounded by storytellers, art, food, laughter that could turn into tears and most of all, love for others. Sol has a very inquisitive mind that has always driven her curiosity for new adventures and challenges. She is an immigrant that has lived in many places in her own country and also here in the US. She studied Psychology at ITESO where she belonged to the theater company. Art, culture and mental health/emotional literacy are her three biggest passions.



## Mariachi Las Coronelas @Mariachi Las Coronelas, @mariachilascoronelas

This all female Mariachi group is an Austin favorite! This mariachi group was founded by Vanessa Del Fierro, and the amazing group of talented women performs all over Austin! and has worked with film director Robert Rodriguez on From Dusk Till Dawn the Series, Machete, and Netflix's Seis Manos. They have performed at SXSW and the prestigious Santa Fe Opera as well as hundreds of other events in Central Texas.

## Diana Anzaldúa from Contigo Wellness, @contigo\_wellness

Diana is a first-generation Latina Licensed Clinical Social Worker and Psycho-somatic trauma therapist based in Austin, Texas, is the founder of Austin Trauma Therapy Center and Contigo Wellness, a mental health equity nonprofit. She creates safe spaces for survivors to heal and grow. Licensed in Texas, North Carolina, and Nevada, Diana holds a Bachelor's in Psychology from St. Edward's University and a Master's of Science in Social Work from the University of Texas, Austin.

## DJ Ella Ella @soyellaella Dj Ella Ella

Texas based Dj, Ella Ella, has been making waves since her dj debut in 2017. her upbeat sets effortlessly flow between hip-hop, r&b, latin, future beat music, afrobeats and dance-hall. When she's not djing festivals or performing with r&b and hip hop talent, you can find her styling photoshoots, performing and dancing on stage, and working as a sound designer for local film and theater pieces



## OTHER PARTNERS

**Stephanie Chavez**  
- CREATIVE ACTION

**Melanie Rose Maxwell**  
- DRUMMING

**Austin Public Health**

**Z-Helene**  
- BELLYDANCE





# Awards of Excellence

Long Center  
June 29, 2024  
Participants: 120



The Awards of Excellence recognizes remarkable Mexican Americans, Latinos/as, and Chicanos/as for the highest artistic excellence they bring to the cultural arts of Austin, Texas. Award winners' name are engraved on the Pétalos art piece at the ESB MACC!



## 2024 Awards of Excellence Presenters

Yvonne Nava, KVUE News, Master of Ceremonies  
Adolph Ortiz's Mariachi Relampago







**ADOLF ORTIZ**  
Arts Education Award Winner



**ANA BARAJAS**  
Emerging Artist Award Winner



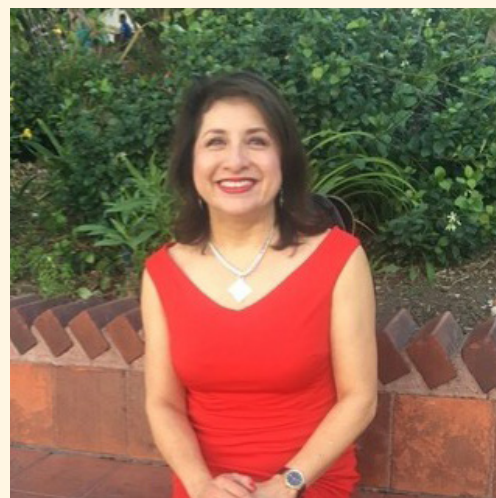
**GILBERTO CARDENAS**  
Lifetime Achievement Award Winner



**VELIA SANCHEZ RUIZ**  
Service Award Winner



**MAURICIO CALLEJAS**  
Arts Award Winner



**DOLORES CARRILLO GARCIA**  
Lifetime Achievement Award Winner



**MARCELO TAFOYA SR.**  
Posthumous Award Winner



**MARIA EMILIA MARTIN**  
Posthumous Award Winner



# VIVA MÉXICO!



Pan American Recreation Center  
September 14  
Participants: 2500

To celebrate Mexican Independence Day, guests at this free outdoor event enjoyed Mariachi and Ballet Folklórico performances and activities with the event partner, Univision.

The family-focused event also offered a Community Resource Fair, a children's activity tent, and vendor market by Frida Friday ATX. The Master of Ceremonies was Claudia Talamantez from Univision and Austin's new Mexican Consul led the public in the annual Grito de Independencia.







## **PARTNERS:**

Univision

Consulado General de Austin

Frida Friday ATX

## **FEATURED ARTISTS:**

Danza Azteca Guadalupana

Mariachi Clasico

Round Rock Ballet Folklórico

Llamativa Organizacion

Organizacion Kumbiambera

Alexandra Dorantes

## **FOOD TRUCKS:**

El Mana Food Truck

Mike's Texas Tacos

Dulce Frida

Mom and Pops Popsicles



"My familia liked that Viva Mexico was free and accessible. There were great activities for children, good food options, and we liked that it was later in the evening to avoid the sun/hot weather. Well done!"







Pan American Recreation Center  
November 1  
Participants: 1500

We hosted our large-scale celebration for Day of the Dead along with MexAmeriCon. Our education team provided free face painting and sugar skull decorating.



The event featured interactive sculpture installations by Las Piñatas. Guests and participants were able to contribute names and notes to their passed loved ones at the Community Ofrenda, which was in the middle of the Education tent. We also had 6 food trucks on site, giving the community more food options than ever before!





## FOOD TRUCKS:

El Mana Food Truck  
Mikes Texas Tacos  
Dulce Frida  
Dulce Tentacion  
KnightFire  
TX Front Yard BBQ

Las Delicias  
Mom & Pops Popsicles  
CinnamonSugar by Maggy  
Pan Huas Texas  
Austin Treat Company  
Fantastic Fuego

## FEATURED ARTISTS:

BBoy City Youth Breakdancers  
Tejano Idol Winner Roger Villalpando  
Outlet Odyssey  
Fuzion  
Ana Barajas  
Miguel St Michael  
The Tiarras (rained out- rescheduled  
to La Mujer in April 2025)

## COMMUNITY RESOURCE PARTNERS:

Austin Parks Foundation  
Tejano Music Alliance  
Suvida Healthcare  
Kids Lab  
APD's Office of  
Community Liaison  
PODER  
Mama Sana Vibrant Woman

Hardie Alcozer  
Notes For Notes  
My Vinyasa Practice  
UT Austin  
COA Planning Department  
League of Women Voters  
Texas RioGrande Legal Aid  
y más!

## FEATURED PARTNERS:

Mexamericon - Javier Salas & Nino Miranda  
Xicanx Psychology- Jessica Zamarripa  
Las Piñatas / LiA- Latinos in Architecture/  
AIA Austin Architects





"The vendors at Dia de Muertos were the kindest people i've ever met!"

"I learned other things that I had not known even though I've lived in Austin all my life!"

"We liked the abundance of activities, location (abundant parking), lots of activities and vendors!"



## DAY OF THE DEAD ACTIVITIES:

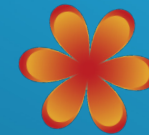
- Free sugar skull decorating with ESB MACC Education
- Free face painting by ESB MACC staff
- Community Altar Installation
- Piñata sculptures and free piñatas for families with LIA Latinos in Architecture
- Limpias/ Healing Practice with Tlazoltiani Jessica Zamarripa from the Institute of Chicana/o/x Psychology and Community Wellness



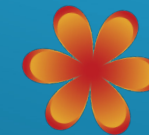
**MEXAMERICAN SHOWCASED  
OVER 55 GRAPHIC ARTISTS**



The ESB MACC received # surveys in 2024. That's a lot! And in the survey, **87%** reported that the increased their knowledge or appreciation of art & culture.



"I LOVED the real marigolds passed around. I also loved how many food options there were and how in turn that led me to get food quicker than in past events at the MACC. I loved actually getting to see who the staff were by them wearing staff shirts in case you needed to ask for help. The sound from the stage was perfect this year as last year it was a little too loud."



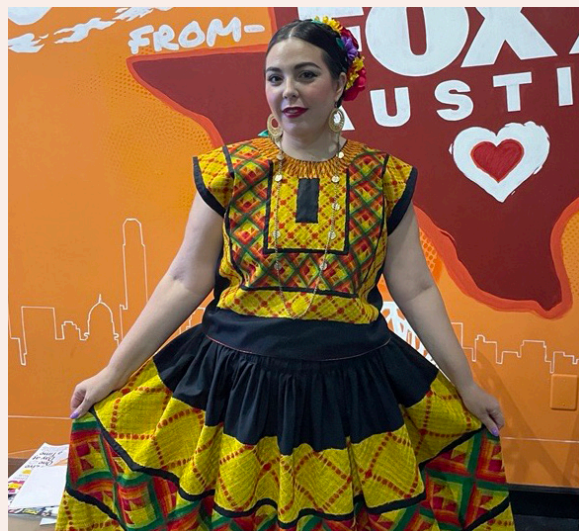
"Your perseverance was very much demonstrated in the past weekend's Dia De Los Muertos event. I saw familias smiling and kids having the time of their life - a remarkable sight and what a sense of community making memories and legacy for you all...The rain came suddenly and... it is understood that this put a damper on the event but I feel there is still good that can continue in the spectrum of positive."





We collaborated with organizations all over Austin to host pop-up information tables, activity tables, presentations and interviews.

## Ballet Folklórico of Austin's Guelaguetza



Local dance group Ballet Folklórico of Austin offered the ESB MACC plenty of opportunities for us to connect with their audience. We joined them at their performances at the Long Center, including their annual Guelaguetza, a joyous festival celebrating the culture of Oaxaca, Mexico.



## Long Center Drop In Series



Free public events at the Long Center provided a perfect opportunity to promote our Summer and Fall programs to families. We joined the Long Center's Drop In series (Thursdays, June-August), Community Day (Sept 7), and Halloween Day (Oct 31).

## Mexic-Arte's Viva La Vida Parade



The ESB MACC staff marched in Mexic-Arte's 41st annual Viva la Vida parade on Oct 26th! They also created an altar for Mexic-Arte's annual exhibit of community ofrendas. The altar, which was on display in the Mexic-Arte Museum September 2024-January 2025, honored folks who have been a part of the MACC's legacy:

Emma S. Barrientos (1942–2009)	Sam Coronado (1946 - 2013)
Socorro Chapa (1954-2023)	Raul Salinas (1934 - 2008)
Adelita Treviño Diaz (1953 - 2022)	Paul Hernandez (1946-2020)
Mary Ann Vaca Lambert (1956-2022)	Ishmael Soto (1932 - 2017)
Shorty Ortiz (1922 - 2020)	Cowboy Donley (1927 - 2020)
Anthony Ortiz Jr. (1993 - 2017)	Jonathan W. Jamerson (1978-2015)
José Francisco Treviño (1941 - 2022)	
Carlos Pineda (1939 - 2009)	

## AISD's Join the Fiesta: Hispanic Heritage Talent Show

The ESB MACC was an invited guest judge at AISD's annual Hispanic Heritage Talent Show! Latine youth from schools all over Austin presented performing and visual art at this event on October 14th with a vibrant celebration of culture and heritage!





## Hola Fest

On Oct 20, we made connections with Norsan Media with our activity tent at their “Hola Fest” at the Pan Am! This is a new group to Austin with five new Latine radio stations and plenty of new connections to Austin’s Latine communities.



## Oakwood Cemetery Dia de Muertos

On November 1 at the Oakwood Cemetery Annex, guests were invited to pay respect to the individuals and families in East Austin. Special thanks goes out to Jennifer Chenoweth of the Oakwood Chapel and to Hermelinda Zamarripa of East Austin for organizing this event. The honored families included the Herrera, Carmona, Limón, Estrada Moreno & Villasana families.



## Bronze Band Performance, Rudy Mendez Rec Center

The Bronze Community Band Project educates the community on the history of Chicana music. The ESB MACC facilitated a series of educational workshops at Rudy Mendez Recreation Center, which culminated in a fantastic public performance for families at Mendez Rec Center on May 2, coinciding with Cinco de Mayo.



## Lowrider Festival

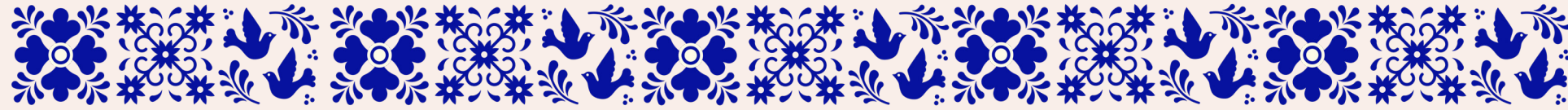


This gathering of lowrider aficionados took place at the Palmer Event Center in April. We offered free face painting and taught a mini lesson on lowrider artwork. Kids got to make their own paper lowrider and Selena paper doll!





# LOOKING TO THE FUTURE: EVENTS IN 2025



## OUR SIGNATURE EVENT DATES FOR 2025 ARE SET!



**La Mujer**  
Sat, April 26  
@ Parque Zaragoza

**Viva Mexico**  
Sat, September 13  
@ Location TBD

**Dia de los Muertos**  
Sat, November 1  
@ Location TBD

**Awards of Excellence**  
Sat, June 28  
@ The Long Center

**Grand reopening of the  
ESB MACC**  
Fall 2025  
@ ESB MACC

\*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 Bianca Olivares Reyes

## PROGRAMMING SURVEY FOR FY26





