

Robertson, Ernestina

From: Zenaida Aguero-Reyes <rey24@sbcglobal.net>
Sent: Monday, February 16, 2026 4:00 PM
To: Shaw, Cary
Cc: Diaz, Lindsey
Subject: Funding Request for Viva Aztlan Festival

Good afternoon, Commissioner Shaw,

I hope you are doing well. Thank you again for your support of the Viva Aztlan Festival last year. Your assistance played an important role in the success of our event and in allowing us to keep it accessible to families throughout our community.

We are proud to celebrate the 30th Anniversary of the Viva Aztlan Festival on March 13–14, 2026. As the longest-running folklórico competition in the State of Texas, the festival has become a cornerstone cultural event dedicated to preserving Mexican heritage while fostering artistic excellence among youth and professional performers alike. We respectfully request the County's continued financial support as we advance this longstanding tradition.

This two-day event will feature folklórico and mariachi performances that attract participants and audiences from across the region. On Friday evening, we will host a folklórico showcase featuring the 2025 Best of Festival winner, Grupo Folklórico Jaguar from Edinburg, Texas. Saturday will bring together folklórico groups traveling from cities throughout Texas and New Mexico to compete and share their artistry.

To conclude the festival on Saturday evening, we have contracted the three-time Grammy Award-winning ensemble Mariachi Los Camperos de Jesús "Chuy" Guzmán. Because this is a larger, nationally recognized group, we are respectfully requesting \$2,500 in funding support. Performances by ensembles of this caliber often command ticket prices of \$50 or more; however, we remain committed to keeping our festival affordable so that families of all income levels can attend and participate.

Beyond its cultural significance, the Viva Aztlan Festival generates measurable economic impact for our community. Each year, we welcome visitors from throughout our city as well as from New Mexico, various regions of Texas, Oklahoma, and Colorado. These guests utilize local hotels, restaurants, and retail establishments, contributing to increased weekend revenue for local businesses. The festival also provides performance opportunities for youth and collegiate groups, fostering leadership, artistic growth, and cross-community collaboration.

For 30 years, Viva Aztlan Festival has strengthened tourism, supported local commerce, and promoted cultural understanding. With the County's continued partnership, we can preserve this legacy while ensuring the event remains accessible, impactful, and beneficial to our entire community.

We sincerely appreciate your consideration and ongoing support. Please let me know if you need any additional information.

Respectfully,

Zenaida Agüero-Reyes
Director
Viva Aztlan Festival
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