



The 27th anniversary festival consists of Mexican folklore dance groups of all ages competing and attending workshops taught by Masters of the field. Folklorico groups are invited from all over the nation to display their artistry and traditions of Mexico through dance on a professional stage. Typical areas that Folklorico or Mariachi groups can attend similar type events are in the south region of Texas. Our festival is the only event held for Texas areas within, NM and OK regions to attend. It is also the longest running competition. On day one, Folklorico Masters will be hired to teach participants dances from various regions of Mexico. The day of the workshop the general public can attend to view the Masters at work. Day two will consist of Folklorico group competition. An additional public attraction on Saturday evening will be the group that won "Best of Festival" which will be Austin High School Ballet Folklorico from Austin, TX along with a Mariachi to accompany the evening. The organization has been contacted by a Mariachi group that would like to bring back the workshop portion for Mariachi groups to attend. If the agreement is made, the workshop will begin on Friday and continue Saturday. The mariachi participants will display their work on Saturday evening along with the Folklorico showcase.

**Attendance:** The two-day event attracts the public and participating groups because of the education and observation of the Mexican culture through live dancing and live music. The public is invited to attend the two-day event for free on Friday and \$10 for Saturday. Two years ago attendance was 1000 people for all events. Folklorico competition takes several hours; therefore, it gives the public ample time to come, sit and enjoy each group's performance.

**Tourism and Impact:** Many folklorico groups travel from cities all over the United States and northern portions of Mexico. Only 25% of folklorico and mariachi groups are local participation. Viva Aztlan Festival has successfully brought in tourism to the city of Lubbock for 26 years. Past years festivals have attracted many groups from cities such as Chicago, IL, Denver & Pueblo, CO, Guymon, OK and various cities in Texas as far south as La Joya & Mission, TX and as far west as El Paso, TX. The host hotel is MCM Elegante. Some groups begin arriving Thursday evening so three nights of hotel rooms are accumulated. Visit Lubbock assists with registration and marketing. Not only do we attract hotel rooms, but local businesses benefit from this festival by the participants purchasing goods and services. Our attraction of tourism is family entertaining as well as educating for the city of Lubbock. Overall Lubbock's economy will flourish with this festival in the city.

# Viva Aztlan Festival Budget

## Expected Revenue

			(E)
<u>Description</u>	<u>Grants</u>	<u>Cash</u>	<u>Total</u>
Cultural Arts Grant	\$ 9,000.00		\$ 9,000.00
Group Entry fees (10 groups)		\$ 3,500.00	\$ 3,500.00
Paid Admissions		\$ 2,500.00	\$ 2,500.00
T-Shirt		\$ 1,000.00	\$ 1,000.00
			\$ -
<b>Total Revenues</b>	<b>\$ 9,000.00</b>	<b>\$ 7,000.00</b>	<b>\$16,000.00</b>

## Expected Expenditures

<u>Description</u>	<u>Grant funds</u>	<u>Cash</u>	<u>Total</u>
Professional services (List)			
Folklorico Master/Judges	\$ 2,000.00	\$ 1,000.00	\$ 3,000.00
Folklorico Showcase	\$ 1,000.00	\$ -	\$ 1,000.00
Mariachi Concert	\$ 2,000.00	\$ 5,000.00	\$ 7,000.00
Mariachi Instructors		\$ 4,000.00	\$ 4,000.00
Stage Technician	\$ 1,500.00	\$ 3,000.00	\$ 4,500.00
Facilities		\$ 1,850.00	\$ 1,850.00
Travel/Transportation		\$ 1,000.00	\$ 1,000.00
Lodging		\$ 1,400.00	\$ 1,400.00
Promotion/Publicity (List)		\$ -	\$ -
Print Advertising	\$ 1,000.00		\$ 1,000.00
Television/Radio Ads	\$ 1,500.00	\$ -	\$ 1,500.00
Social Media			
Supplies/Materials		\$ -	\$ -
Tshirt		\$ 500.00	\$ 500.00
Trophies & Awards	\$ -	\$ 1,000.00	\$ 1,000.00
Food for guests & volunteers		\$ 500.00	\$ 500.00
Other			
Insurance	\$ -	\$ 450.00	\$ 450.00
<b>Total Expenditures</b>	<b>\$ 9,000.00</b>	<b>\$ 19,700.00</b>	<b>\$ 28,700.00</b>



# Workshops



# Competition







## Saturday concert



*Zenaida Agüero-Reyes*  
 3720 95th Street  
 Lubbock, TX 79423  
 806-252-2828  
[rey24@sbcglobal.net](mailto:rey24@sbcglobal.net)

## **Education**

### **Texas Tech University**

August 2005-Master of Science in Human Development & Family Studies

### **Lubbock Christian University**

May 2000-Bachelor of Arts –Psychology

## **Work Experience**

### **Christ the King School**

JH/HS Asst. Principal/Guidance Counselor

**August 2008-present**

### **Christ the King School**

Substitute Teacher for Pre K 3

**April 2006- 2008**

### **Children's Connection**

Home Study Investigator

**March 2006-present**

- Conduct investigations in homes for potential placement of children

### **Texas Tech University**

Research Assistant for project En Sus Manos

**January 2002-January 2005**

- Conducted home and phone interviews with families

### **Dr. Rustam Mehdiabadi**

Receptionist

**January 1992-July 1998**

- Greeted patients, data entry of patient information, data entry of daily charges and payments, filed insurance, accounts receivable

## **Qualifications**

MS Office Applications, Windows, SPSS, grant writing, fluent in Spanish, organizational skills, interviewing, public relations, data entry, transcription

## **Volunteer Experience**

### **Ballet Folklorico Aztlan**

Director

**May 1995-present**

- Organize the non-profit organization, write & submit grant proposals, public relations, accounts receivable, teach students

### **Lubbock Centro Aztlan**

Project Director of Viva Aztlan Festival

**1998-present**

- Grant writing & proposals, organize and lead meetings, contact advertisements, public relations

### **Lubbock Centro Aztlan**

Executive Officer

**2009-present**

### **Lubbock Centro Aztlan**

Board Member

**1994-2009**

### **Catholic Diocese of Lubbock**

On-Site Coordinator for Youth Rally

**1993-2002**

- Coordinated all duties to specific committees, followed up on committee work, assisted Youth Director, delegated duties to youth team