

Mexican Heritage Consortium

Publicizing Hispanic Festivals in Texas

We would like to start running an “events calendar” on each of our websites, starting as soon as possible.

Interested organizations whose goals are compatible with ours will be invited to participate. (See our [Mission Statement](#) if you're not sure.)

You can help! If you know who is currently in charge of any of the following festivals, please alert them to our offer:

- We will provide them with a link to their website (if they have one) or to a free “blog” site which can be kept up to date by one of their responsible members. (We'll need “contact” information.)
- We will start running our calendar as early as possible in 2010, if they will pledge to reciprocate by publicizing our 2012 Cinco de Mayo project in their own local publicity. Details are negotiable.
- If they have groups or individuals who may be interested in participating in our 2012 event with a booth, an exhibit or performance, we would like to talk with them.

Most of the following are from Jim Gramon's 2002 book, *Fun Texas Festivals and Events*. Obviously, the names of people he lists as running each event are outdated by now. That's why we need an updated contact list.

February:

Charro Days, Brownsville

March:

Borderfest, Hidalgo
Texas Cactus Festival, Kingsville
Tejano Music Awards, San Antonio
Indian Market & Southwest Showcase, Arlington

April:

Folklife Celebration, Corpus Christi
Fiesta San Antonio (10-day celebration)
Fiesta Around the World (area schools fundraiser) San Antonio

May:

Cinco de Mayo Festivals, in:

- San Marcos, Helotes, Ft. Worth (2 festivals,) Alice, Goliad, Beaumont, Dallas, Falfurrias, Austin, Caldwell, Denton, Ft. Stockton, Brookshire, Lubbock, Pecan Street (Austin,) Sanderson, San Antonio, Harlandale, Round Rock (Memorial Day weekend,) Nacogdoches (weeklong festival from last weekend in May to first weekend in June.)
- At least 21 festivals in May alone.

June - July - August:

Mariachi Festival at El Mercado, San Antonio - June
¡ Viva El Paso ¡ - El Paso - (Outdoor musical, June through August)
Gran Fiesta - Ft. Worth - July
Great Texas Mosquito Festival - Clute - July
August Lights Arts Festival - Las Tiendas Colony, Amarillo - August
International Barbecue Cook-off & Rodeo - Taylor - August
North Texas Fair & Rodeo - Denton - August
Hispanic Night at Central Texas State Fair - Belton - August

September:

Fiesta Amistad - Ben Bolt - Labor Day Weekend
Jazz & Latin Music Festival - South Padre
Fiesta en la Playa - Rockport
Fiesta de las Flores - El Paso - Labor Day Weekend
Salsa Music Festival - Austin - Sunday of Labor Day Weekend
Mexican Fiesta - Port Arthur
Latino Bands - Permian Basin Fair - Odessa
22-county Panhandle South Plains Fair - Lubbock

Diez y Seis celebrations in:

Del Rio, El Paso, San Antonio, Dallas, Lubbock, Fort Worth, Austin

Scouting for Talent and Ideas

We will be recruiting volunteers who can travel to see these other festivals and start to think about what elements from those events would be successful if they were staged in Austin.

For example:

- Educators, PTA leaders, booster clubs, etc., may want to see the schools fundraiser (Fiesta Around the World) in San Antonio.
- Show producers may want to see “Viva El Paso,” the outdoor musical that runs from June through August. Can we write and choreograph something like that for Austin?
- Fiesta San Antonio. It goes on for ten days in April. What are they doing that makes it so successful? What can we do in Austin that would be attractive and competitive?
- Jazz and Latin Music Festival, September in South Padre. Is there an audience for that in Austin?
- “Rodeo Days,” Cheyenne, Wyoming: Sunday, July 25 through Saturday, July 31, 2010. Always the last full week of July, and the parade always runs on Tuesday and Thursday. Largest and longest-running in the U.S. Fifty-eight horse-drawn carriages, and all the safety and security measures involved. Great teamwork with law enforcement and emergency services. A wardrobe of several hundred costumes to match the lifestyles portrayed by each carriage. Not Hispanic, but a good “model” for our planned parade in 2012.