

VISIONING + SURVEY

Summary



December 2023

Community Design Resource Center, University of Houston

About ALMAAHH

Advocates of a Latino Museum of Cultural and Visual Arts & Archive Complex in Houston, Harris County (ALMAAHH) is a new organization dedicated to the creation of a Houston-area cultural and visual arts complex that will showcase, preserve, and expand Latino arts. The complex would support Latino culture and visual arts by creating opportunities to grow locally and nationally as well as helping to elevate Houston as a national hub of Latino culture.

ALMAAHH Mission Statement

We are uniting to plan and program the building and design of a sustainable, state-of-the-art Museum complex for Latino Art & Culture in Houston, Texas, in partnership with public entities. We aim to ensure the equitable, authentic representation and access to the diverse Latino Culture and communities of Greater Houston. We will do so by creating the intellectual and digital infrastructure to listen, understand, quantify, and map Houston's Latino Cultural Capital in an inclusive, grass roots way. The built environment, intellectual infrastructure, and digital platform will support, connect and grow Houston's Latino Art & Culture EcoSystem for the benefit of all Houstonians.

ALMAAHH Vision Statement

To showcase and accelerate Latino culture and arts by creating opportunities locally and nationally, while promoting understanding of Latinos, thus elevating Houston as the national center of Latino culture, education and economic prosperity.

ALMAAHH

Advocates of a Latino Museum
of Cultural and Visual Arts & Archive
Complex in Houston, Harris County

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EXECUTIVE SUMMARY

INTRODUCTION

Advocates of a Latino Museum of Cultural and Visual Arts and Archive Complex in Houston, Harris County (ALMAAHH) is a new organization dedicated to the creation of a Houston-area cultural and visual arts complex that will showcase, preserve, and expand Latino arts. The complex will support Latino culture and visual arts to elevate Houston as a national hub of Latino culture.

To this end, the Community Design Resource Center at the University of Houston has collaborated with ALMAAHH to develop a survey and facilitate a series of visioning sessions. The goal of both efforts is to amplify and elevate the voices of the Latino community and hear directly from artists and community members about what their vision is for a future Latino art and cultural complex. Our focus was on the why, what, and where of a future Latino art and cultural complex.

Overall, visioning session conversations and survey responses shared common themes, revealing a consistent set of priorities, goals, values, and ideas for the future complex. A summary of the visioning sessions and survey responses is provided in detail in this report and summarized here.

WHO PARTICIPATED

ALMAAHH set out to develop an inclusive process that welcomed artists and community members to engage in imagining and planning for the future complex. Outreach efforts focused on the Latino community and the majority of those who

participated are members of this community. In total, seven visioning sessions were held with over 140 participants and nearly 100 people completed the survey.

The “Voz de ALMAAHH” survey was offered in both English and Spanish. In total, 97 people completed the survey. A summary of who participated in the survey is below:

- **77%** Identify as Hispanic or Latino
- **78%** Identify as an artist
- **70%** Identify as female
- **54%** are between 35 and 54 years of age
- **53%** are care givers
- **36%** Live within the 610 Loop
- **28%** Live in Zip Codes where more than 50% of residents identify as Hispanic/Latino

ENGAGEMENT WITH THE ARTS

One of the most important questions on the survey focused on understanding participants engagement with the arts, including how they spend their free time, and whether they had purchased tickets, donated, or volunteered for an arts or cultural program. Based on the responses it is clear that those who took the time to complete the survey already placed significant value on the arts. For example, according to a 2018 study by the Lilly Family School of Philanthropy at Indiana University, approximately 7% of U.S. households donate to the arts, while one in five people volunteer. In contrast, of those who completed the survey nearly half had donated and/or volunteered at an arts or cultural organization over the last

year. In summary we found that:

- **3** of the top 4 activities that people do more than three times a year are arts related
- **50%** of the activities that people do more than once a year involved the arts
- **76%** had purchased tickets for an arts or cultural event
- **45%** had donated to an arts or cultural organization or group
- **44%** had volunteered for an arts or cultural organization or group

WHY

As ALMAAHH has embarked on the journey to develop a Latino art and cultural complex, it was critical to engage and hear from the Latino community. One of the most important questions explored with participants was why is a Latino art and cultural complex needed in Houston. In summary, what we heard from both visioning session participants and survey respondents can be organized into six key themes: learning and education, sharing and presenting, connecting, celebrating, sustaining and preserving, and supporting artists and communities.

To LEARN

Because a place for learning, collaboration, cultural exchange, and inspiration is important to current and future generations

To SHARE

Because Houston is representative of the world, and our home is here

To CONNECT

Because art is a connector that bridges across cultures, generations, communities, and borders

To CELEBRATE

Because the diversity of our city necessitates an art and cultural complex that celebrates the diversity of the Latino community

To SUSTAIN

Because sustaining Latino identity and cultural pride is a project by us, for us

To SUPPORT

Because we need a vibrant ecosystem to support and connect our artists and creators, and our communities

WHAT

The visioning sessions and survey were also an opportunity to understand what stakeholders believe should be the guiding principles for the future Latino art and cultural complex. This included discussions and questions around the vision for the center, how it would be different from other art and cultural spaces, and how it would attract and welcome diverse audiences and visitors.

In sum, participants articulated a vision for an arts and cultural complex that reflects the rich diversity and vibrancy of the Latino community in Houston. Participants imagined the complex as a “home” for Latinos, a place that is accessible, connected to nature, a place to learn and celebrate, and a place that is dynamic and expansive.

A place with authentic and inclusive cultural representation, and wide reaching impact

- It is a destination that becomes part of Houston's culture.
- It is reflective of the diversity of the Latin American diaspora.
- The architecture and design of the complex is rooted in and represents Latino culture.
- It is a place to share and celebrate Latino arts and culture on a national and international level.

A place that feels like "home"

- It feels like "home", inviting and welcoming.
- It is vibrant, warm, colorful, and fun.
- It is place for interaction, immersion, storytelling, and freedom.
- It is much more than a conventional museum.

An open, accessible, communal space

- It is accessible to the Latino community.
- It is family and children friendly.
- It has flexible hours.
- It is connected to Latino communities and cultures, including schools.

A place connected to nature, indigenous practices, and traditions

- The landscape is welcoming.
- It has outdoor spaces, such as gardens and plazas, for gathering and celebrating.
- There is connection between the indoor and outdoor spaces.
- Indigenous agricultural practices and traditions are part of the landscape.

A place to learn, celebrate, and connect

- It is a place to learn—with workshops and classes focused on the full spectrum of arts.
- It is a place to celebrate and come together.
- It is a place to eat, drink, and shop.
- It is a place with diverse performances and events, from music to dance, and beyond.
- It is a place to make and collaborate.

A dynamic and expansive place

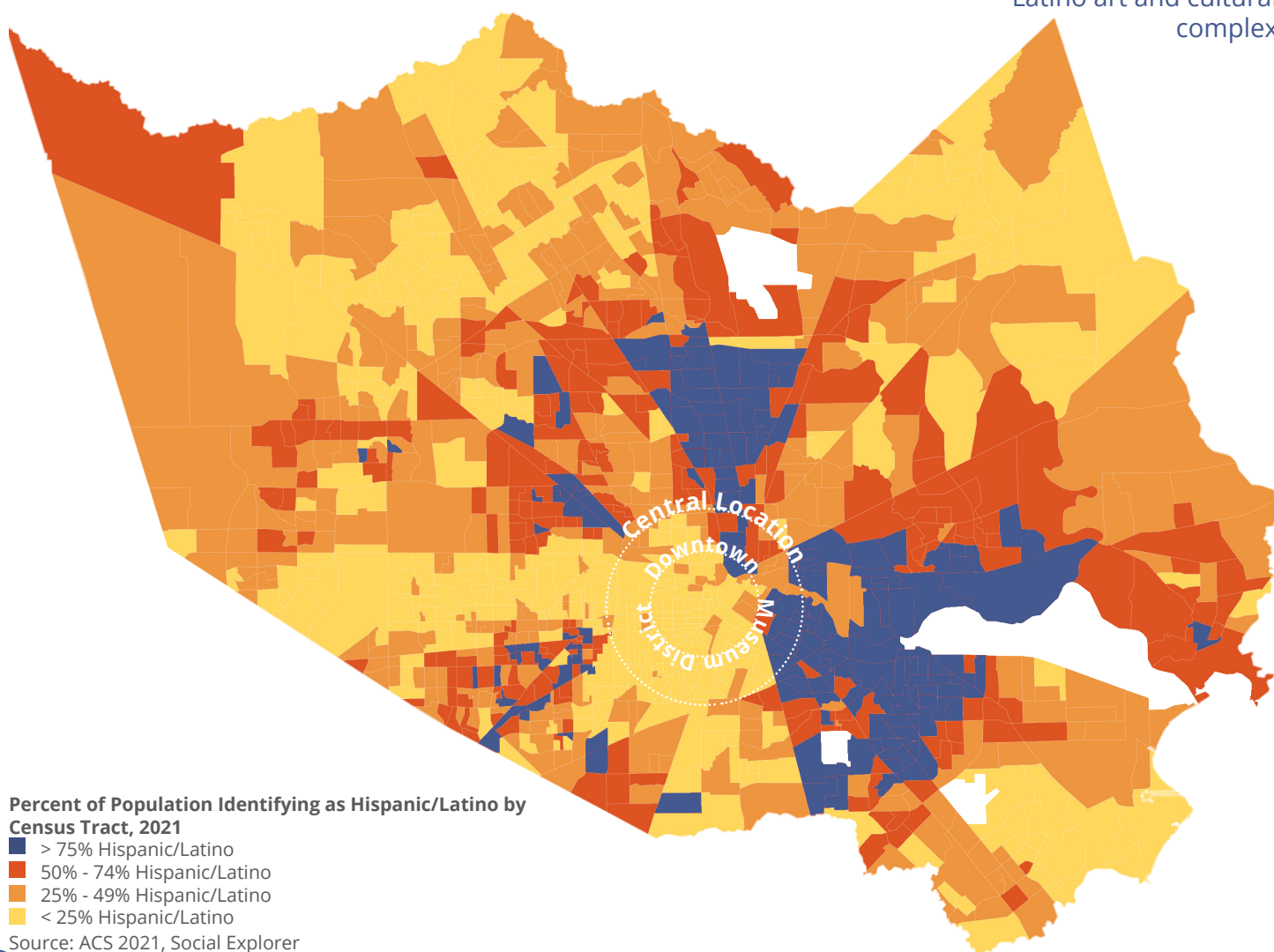
- It has frequently changing exhibits and events.
- It showcases a wide range of artistic disciplines, including visual, performing, literary, and culinary arts.
- It has dynamic and interactive exhibits that engage visitors on a sensory level and provide immersive experiences.
- It challenges traditional museum and cultural space norms by focusing on creating an environment that is forward-thinking, breaking away from conventional exhibition models.

A place with engaged and accountable leadership

- It has transparent and collaborative leadership.
- The Latino community is engaged in the process, from beginning to end.
- Artists are involved in decision-making.
- It is well-funded and well-managed.
- There is accountability to the community across changes in leadership.

63%

Of survey participants
selected one of three
central locations as their
top priority for the future
Latino art and cultural
complex



WHERE

A key task of visioning session participants and survey respondents was to prioritize the criteria that can guide ALMAAHH in selecting a location for the future Latino arts and culture complex. Three primary, and distinct, criteria for selecting a site emerged from the discussions and surveys:

A central location that is, or has the potential to become, a vibrant cultural destination and create a thriving and interconnected community

A campus site, spacious enough to accommodate future growth, nature, public spaces, and gardens

A complex that contributes to the cultural and economic development of the Latino community

Yet, one of the key concerns of visioning session participants and survey respondents was the accessibility and cost of parking. This priority will need to be balanced against other competing criteria such as a central location. The same is true of the desire to identify a site large enough to create a campus and provide space for future growth.

In sum, and based on what we heard, a location that is, or has the potential to become, a vibrant cultural destination while also building on the richness of diverse Latino communities is crucial. Further, balancing the desire to acquire a site large enough to create a “campus” and accommodate future growth will also be necessary.

As ALMAAHH moves forward in the planning process they will be working to balance the

priorities identified by stakeholders as they explore existing site opportunities and work within the constraints of budget.

CONCLUSION and NEXT STEPS

Over the last six months visioning session participants and survey respondents have shared their visions and values for the future complex. A recurring theme is that of “home,” a place that is open and accessible, transcends the traditional museum or cultural complex, and reflects the authentic, dynamic nature of Latino culture. This theme is supported by participants’ focus on education, reaching across generations and cultures, supporting artists and communities, celebrating, connecting, and honoring histories and traditions.

In the coming months ALMAAHH will continue to engage the Latino and broader community in conversations to further explore the visions, values, and priorities identified by stakeholders and to explore emerging themes and issues as progress on the complex moves forward.



VISIONING

- *"A complex is important to create opportunities for all kinds of Latino artists, that there is a house where they can connect with each other"*
—Visioning Session Participant

INTRODUCTION

Visioning sessions brought together artists and community members to share their visions for a future Latino art and cultural complex. The sessions were an opportunity to ask participants meaningful questions and listen to and record their responses. In total, seven sessions have been held over the last year bringing together over 140 artists, community members, and youth. While each conversation was unique, the discussions focused on the why, what, and where of a new Latino Art and Cultural Complex in Houston and Harris County. Overall, participants' visions and responses shared common themes, revealing a consistent set of goals and ideas for the future complex. A summary of what we heard for the why, what, and where follows.

In the coming months, ALMAAHH will continue to engage artists, creators, and the larger community in refining a shared vision for the future complex.

WHY

Each visioning session began with the following question: "Why do you believe a world-class Latino art and cultural complex is needed in Houston?" The responses shared by participants were thoughtful and far reaching, and can be organized into six broad categories: (1) learn, (2) share, (3) connect, (4) celebrate, (5) sustain, and (6) support.

In sum, what we heard reflects a passionate and comprehensive vision for a cultural complex that represents and celebrates the diversity and richness of the Latino community in Houston and across the globe.

To LEARN

Because a place for learning, collaboration, cultural exchange, and inspiration is important to current and future generations

Participants shared the importance of providing a place for current and future generations to learn about and explore the rich and diverse stories, traditions, histories, arts, and perspectives of the Latino community. Discussion focused on how art is a tool for learning and cultural exchange, and that this exchange, internal and external to the Latino community, had the potential to contribute to a more interconnected and understanding global society, particularly in regards to the significant contributions of the Latino community in Houston and across the globe. What we heard:

- A place that facilitates learning, collaboration, inspiration, and pride through cultural exchange.
- A place that expands understanding among Latinos from different places and backgrounds.
- A place that educates and guides younger generations about Latino culture and heritage.
- A place that shares and explores the present and future of Latino arts and culture for generations to come.

"For future generations"

"Because schools aren't teaching our culture"

—Visioning Session Participants

To SHARE

Because Houston is representative of the world, and our home is here

The diversity of Houston, and the importance of Latino culture within this diversity, came up at each visioning session. Participants shared that Houston is a “cultural center,” and according to the most recent Census data (2021) Latinos represent the largest ethnic group in the city. A “home” to celebrate the traditions, cultures, and arts of Latinos is imagined by participants as a space that is inclusive, where all members of the Latino community, and the larger community, feel welcomed and embraced. What we heard:

- A “home,” a place that transcends the traditional museum or cultural complex and reflects the authentic, dynamic nature of Latino culture.
- A place by and for Latinos, where we feel welcome, at home, and connected to our roots.
- A place to center, share, and celebrate the significant contributions of Latinos in the United States and around the world.
- A dynamic and evolving space that adapts to change and grows with the community.

“Because this is home”

“Houston is a cultural center”

—Visioning Session Participants

To CONNECT

Because art is a connector that bridges across cultures, generations, communities, and borders

Visioning session participants shared the belief that art plays a crucial role in shaping our perceptions, creating connections, fostering cultural understanding, and influencing societal

narratives. It is a dynamic force that contributes to the continuous evolution of our collective consciousness—across cultures, places, and generations. What we heard:

- Art connects people and fosters a sense of community.
- Art provides inspiration and cultivates creativity.
- Art shapes the representation of the world and society.
- Art sparks change, impacts lives, and provides new opportunities.
- Art encourages dialogue and conversation.

“Through art we can connect”

“Center of culture and where we come together”

—Visioning Session Participants

To CELEBRATE

Because the diversity of our city necessitates an art and cultural complex that celebrates the diversity of the Latino community

Visioning session participants imagined a place where the diversity of Latino arts and culture were celebrated. A place where the Latino community could come to see and express themselves.

- A place where the culture, creativity, language, and diversity of the Latino community is acknowledged and celebrated.
- A place for representation and expression.
- A place where we can see and celebrate ourselves.
- A place that serves as a conduit for community expression and a platform for diverse voices.

“To see ourselves”

“A space to express ourselves”

—Visioning Session Participants

To SUSTAIN

Because sustaining Latino identity and cultural pride is a project by us, for us

Visioning session participants shared the belief that a Latino arts and cultural complex was a place to store cultural memories and rediscover identities. Participants shared the importance of an accurate historical record, documenting the evolution of Latino culture over time, and capturing moments of change, transformation, and progress. What we heard:

- A place to reinforce the pride in Latino roots.
- A place for individuals to rediscover and affirm their Latino identity.
- A place for discovering and sharing cultural experiences.

"To remember who we are"

"To not forget our roots"

—Visioning Session Participants

To SUPPORT

Because we need a vibrant ecosystem to support and connect our artists and creators, and our communities

Visioning session participants shared the importance of growing a vibrant art and cultural ecosystem that would not only nurture artists and creators, but also foster meaningful connections between the artistic community and the larger population. Participants imagined a comprehensive support system, for established and emerging artists, and a place where they could connect to each other and to resources. What we heard:

- A communal space that fosters connections, collaboration, and support among Latino artists.

- A place that supports and provides opportunities for emerging and established artists.
- A place to connect artists to resources.

"To inspire and support artists"

—Visioning Session Participant





"We want to consume, make, marvel in art together in a lively and accessible place"
—Visioning Session Participant

WHAT

The second question asked at each visioning session focused on the "what" of a new Latino art and cultural complex. The question had three parts, first asking participants "What does a world-class Latino art and cultural complex look like to you?" Followed by the question "Based on your vision, how is the future Latino art and cultural complex different from other museums (art spaces) that you know?" And finally, "Based on what you imagined, how does this space draw people in? Embrace them?" The goal was to understand the vision of participants regarding the qualities of the future art and cultural complex and the values that should drive its development.

In sum, visioning session participants articulated a detailed and clear vision for an arts and cultural complex that reflects the rich diversity and vibrancy of the Latino community in Houston, among other qualities. As the three part question sought to develop participants' visions and goals for a future Latino art and cultural complex, the responses have been summarized into seven key points.

A place with authentic and inclusive cultural representation, and wide reaching impact

Visions shared by participants focused on a space that authentically represents Latino culture, engages the community, and creates a lasting impact on both a local and global scale. What we heard:

- It is a destination that becomes part of Houston's culture.

- It is reflective of the diversity of the Latin American diaspora.
- The architecture and design of the complex is rooted in and represents Latino culture.
- It is a place to share and celebrate Latino arts and culture on a national and international level.

A place that feels like "home"

Participants shared visions of a dynamic, inviting, and culturally significant "home" for the Latino community in Houston. A place that is vibrant, warm, and reflects the diversity of Latino culture, while also becoming a welcoming hub for the community. What we heard:

- It feels like "home", inviting and welcoming.
- It is vibrant, warm, colorful, and fun.
- It is place for interaction, immersion, storytelling, and freedom.
- It is much more than a conventional museum.

An open, accessible, and communal space

Participants highlighted the importance of a space that was not just accessible but deeply embedded in the daily lives of the Latino community. What we heard:

- It is accessible to the Latino community.
- It is family and children friendly.
- It has flexible hours.
- It is connected to Latino communities and cultures, including schools.



"A complex that is innovative and reflective of our culture and Houston"
—Visioning Session Participant

A place that is connected to nature and indigenous practices and traditions

Participants shared the importance of connecting the art and cultural complex to nature through gardens, plazas, and other outdoor spaces, while also honoring indigenous practices and traditions.

What we heard:

- The landscape is welcoming.
- It has outdoor spaces, such as gardens and plazas, for gathering and celebrating.
- There is connection between the indoor and outdoor spaces.
- Indigenous agricultural practices and traditions are part of the landscape.

A place to learn, celebrate, and connect

Participants shared visions of a place that is more than a museum, that robustly incorporates places to learn, celebrate, eat, shop, relax, and places to make. What we heard:

- It is a place to learn—with workshops and classes focused on the full spectrum of arts.
- It is a place to celebrate and come together.
- It is a place to eat, drink, and shop.
- It is a place with diverse performances and events, from music to dance, and beyond.
- It is a place to make and collaborate.

Dynamic and expansive

Participants shared their visions of a dynamic and expansive space that sets a new standard for art and cultural spaces, while celebrating all of the arts in frequently changing exhibits and events. What we heard:

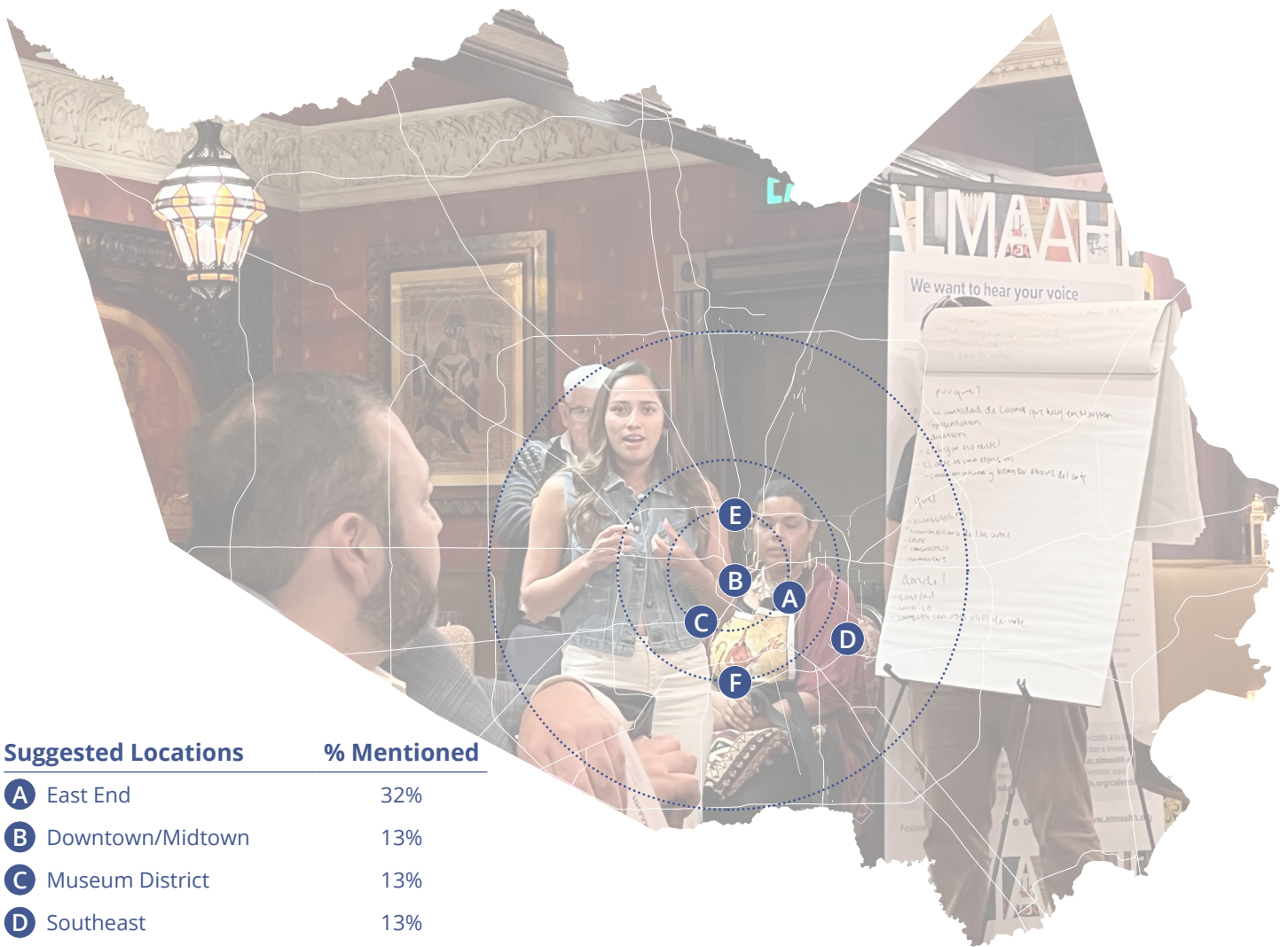
- It has frequently changing exhibits and events.

- It showcases a wide range of artistic disciplines, including visual, performing, literary, and culinary arts.
- It has dynamic and interactive exhibits that engage visitors on a sensory level and provide immersive experiences.
- It challenges traditional museum and cultural space norms by focusing on creating an environment that is forward-thinking, breaking away from conventional exhibition models.

Engaged and accountable leadership

Participants also shared that the complex needed engaged and accountable leadership to ensure sustainability, community support, and ongoing success. What we heard:

- It has transparent and collaborative leadership.
- The Latino community is engaged in the process, from beginning to end.
- Artists are involved in decision-making.
- It is well-funded and well-managed.
- There is accountability to the community across changes in leadership.



Suggested Locations	% Mentioned
A East End	32%
B Downtown/Midtown	13%
C Museum District	13%
D Southeast	13%
E Northside/Near Northside	13%
F South (Astrodome area)	10%
G Cultural Arts District	6%

Suggested Locations
Compiled from Visioning Sessions + Surveys

WHERE

The final question at the visioning sessions focused on the “WHERE” of the proposed Latino art and cultural complex. Participants were asked, “If you were selecting a site for this new complex, what would be your criteria? Or what characteristics of the future location would be important to you?” Participants shared diverse and varied input. Based on what we heard, three primary goals emerged.

A central location with the potential to transform into a vibrant cultural destination and create a thriving and interconnected community

Place Characteristics

The qualities and characteristics of the area, or location, for the future complex, generated both concrete ideas, such as being located in proximity to transit and ease of parking, to more conceptual ideas, such as creating a cultural destination. Numerous participants also shared specific locations or neighborhoods to consider. (Specific locations were combined with survey data and illustrated on the map and table on the previous page.) In summary, what we heard from participants in regards to the characteristics of the place were:

- A central location or upcoming area.
- A place with proximity and synergy to existing spaces and activities.
- A place located to become a cultural destination, including potentially anchoring a cultural arts district.
- A place that is easily accessible by transit and by car.
- Potentially exploring the adaptive re-use of existing buildings.

A campus site, spacious enough to accommodate future growth, nature, public spaces, and gardens

Site Characteristics

Participants also thought the site should be large enough to accommodate future growth as well as encompass public spaces that welcome visitors and shape the overall experience. In regards to the site characteristics, participants shared the following:

- A site that is large enough to accommodate nature, public spaces, plazas (non-colonial), and gardens.
- A site that feels like a campus and includes room for growth.

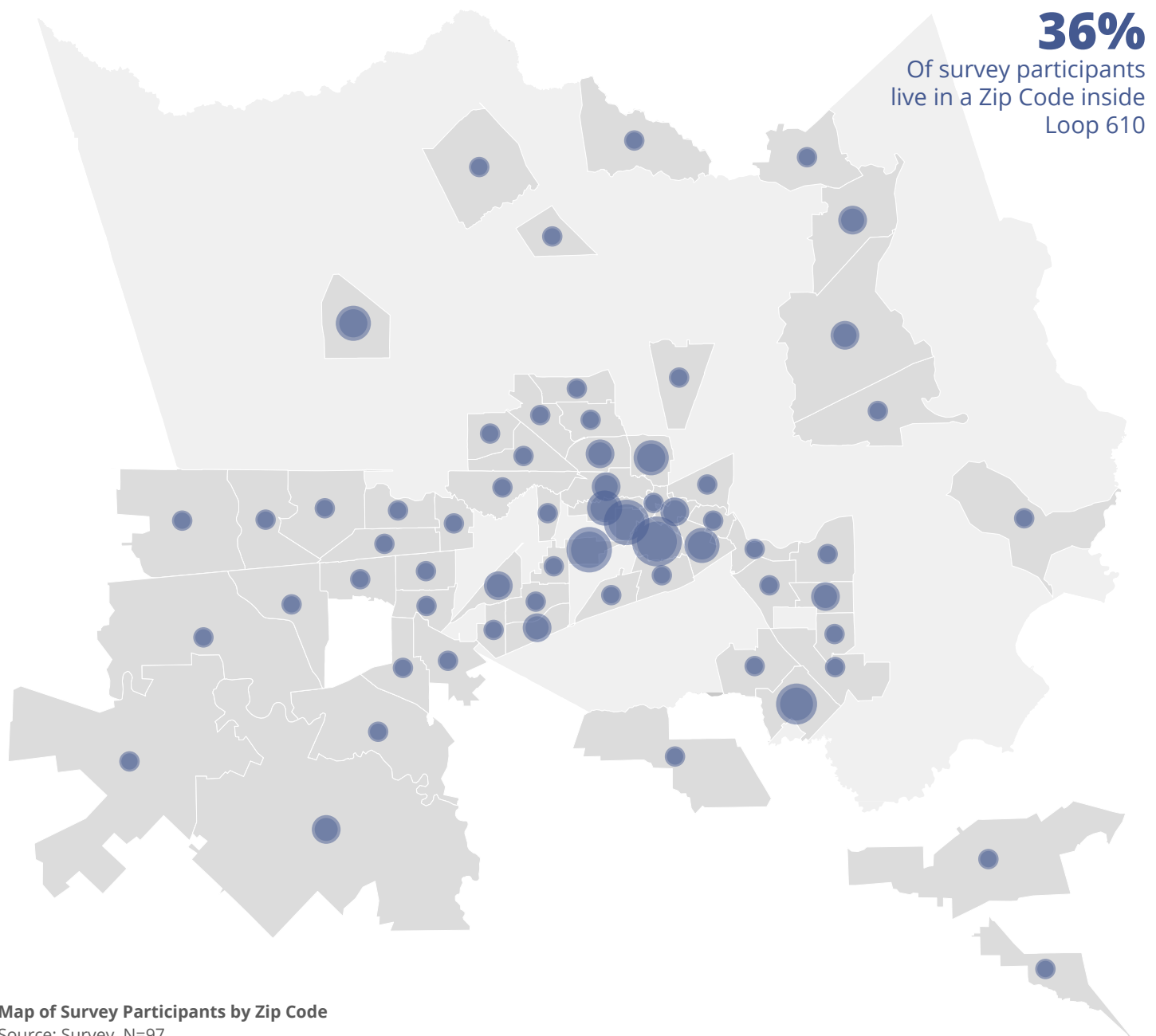
A complex that contributes to the cultural and economic development of the Latino community

Community Benefits

Participants also identified the need for the future complex to contribute to Latino communities in Houston and Harris County. Specifically participants shared the following ideas:

- The complex should spark growth in the surrounding area.
- The complex should contribute to the cultural and economic development of the Latino community.
- The complex should be easily accessible to the Latino community.

Based on what we heard, a location that is, or has the potential to become, a vibrant cultural destination while also building on the richness of diverse Latino communities is crucial. Further, identifying a site large enough to create a “campus” and accommodate future growth is also essential.



SURVEY

Voz de ALMAAHH

INTRODUCTION

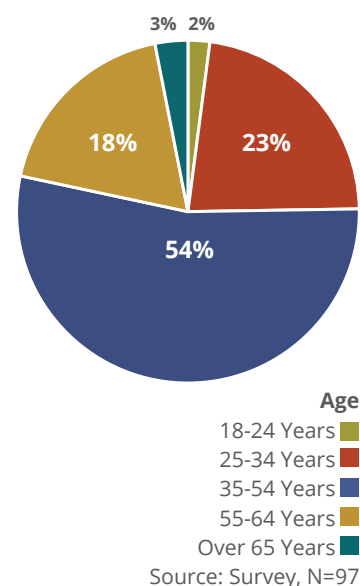
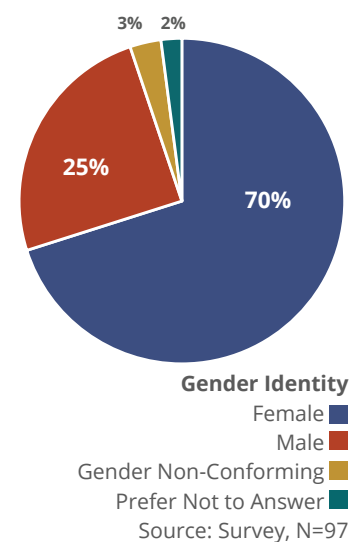
The “Voz de ALMAAHH” survey, administered in English and Spanish, asked participants to share their current relationship to the arts and their thoughts on the future art and cultural complex for Houston and Harris County. In sum, the survey was a means to understand how participants think about Latino arts and culture and what it means to them.

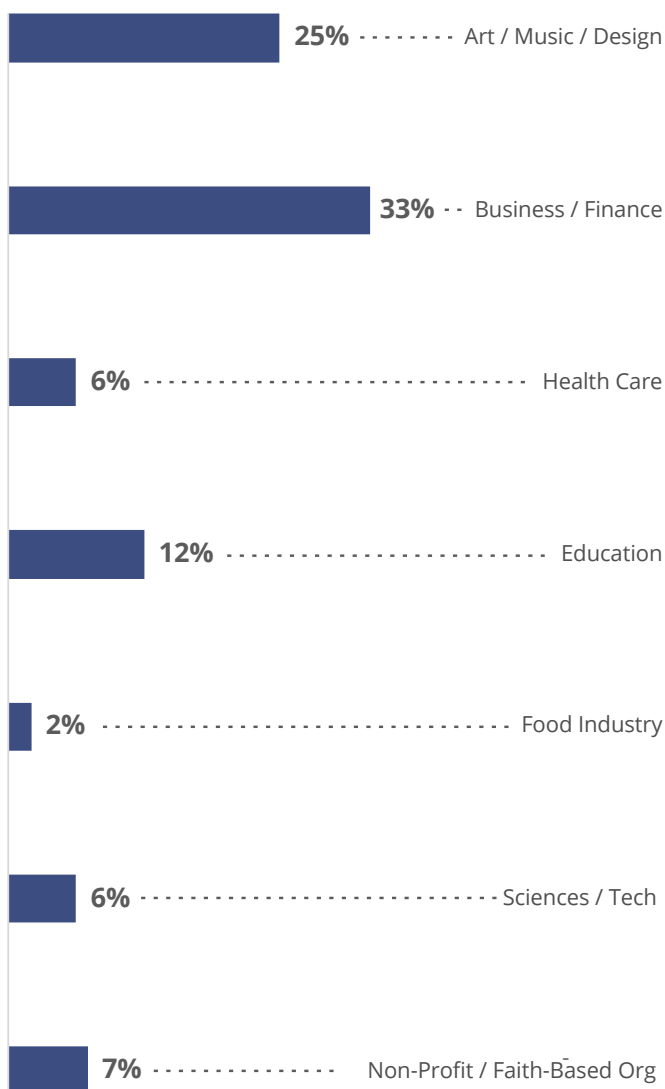
As of November 15, 2023 ALMAAHH received 97 completed surveys. While the survey was in English and Spanish, 100% of participants shared that they speak English and 92% Spanish. In total, 72 people took the survey in English and 25 took the survey in Spanish.

WHO PARTICIPATED

Basic information on survey participants includes, but is not limited to, their age, gender, ethnic and racial identity, zip code, profession, and origins. Of the 97 people who completed the survey thus far, the majority, or 70%, identify as female. And while participants represented all age groups, the majority, or 54%, are 35-54 years of age.

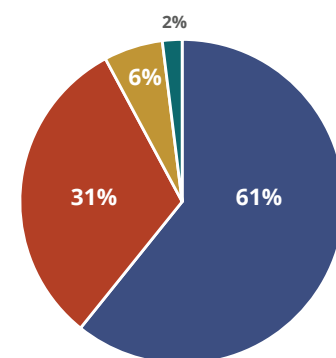
Survey participants reside in more than 64 zip codes across the region. The highest number of participants (6, 5, 5 respectively) live in zip codes 77004, 77005, and 77006. The 61 other zip codes had fewer than four participants each, and the majority, or 72%, had only one participant. More than one-third of participants live inside Loop 610 and 13% live outside of Harris County. (See the map on the previous page).





77%
Of survey participants
identified as Hispanic or
Latino/a/e/x

53%
Of survey participants are
care givers



If you are a care giver, to whom?
 For Children ■
 For Parents ■
 For Grandchildren ■
 For Grandparents ■
 Source: Survey, N=97

What is your job, occupation, or profession?

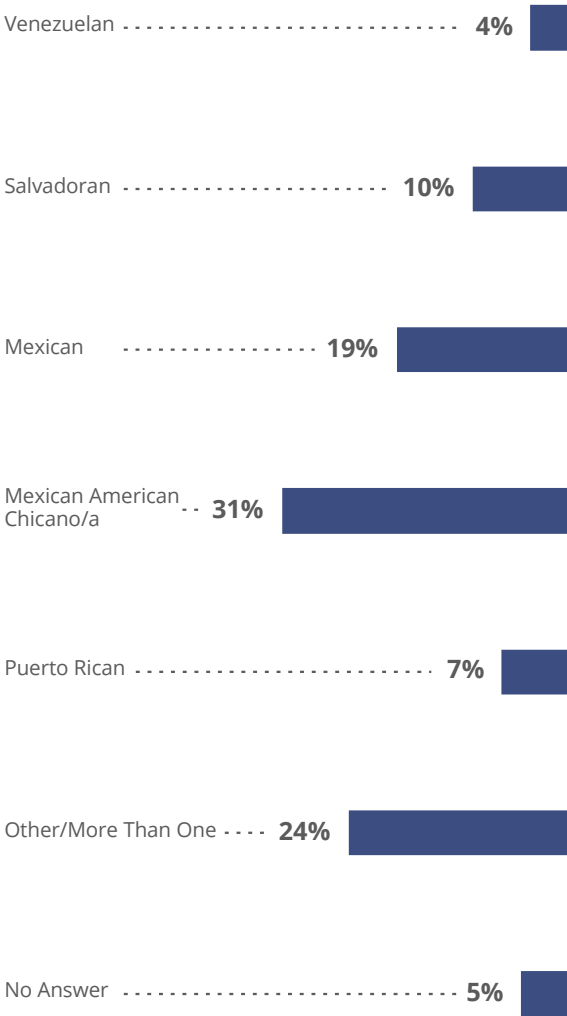
Source: Survey, N=97

Participants were asked to share their job, occupation, or profession. Approximately one-third work in business or finance, while one-quarter work in art, music, or broader design fields.

The survey also asked participants whether they were care givers. More than half of survey participants answered in the affirmative, most commonly to children (61%), but also for parents, grandchildren, or grandparents.

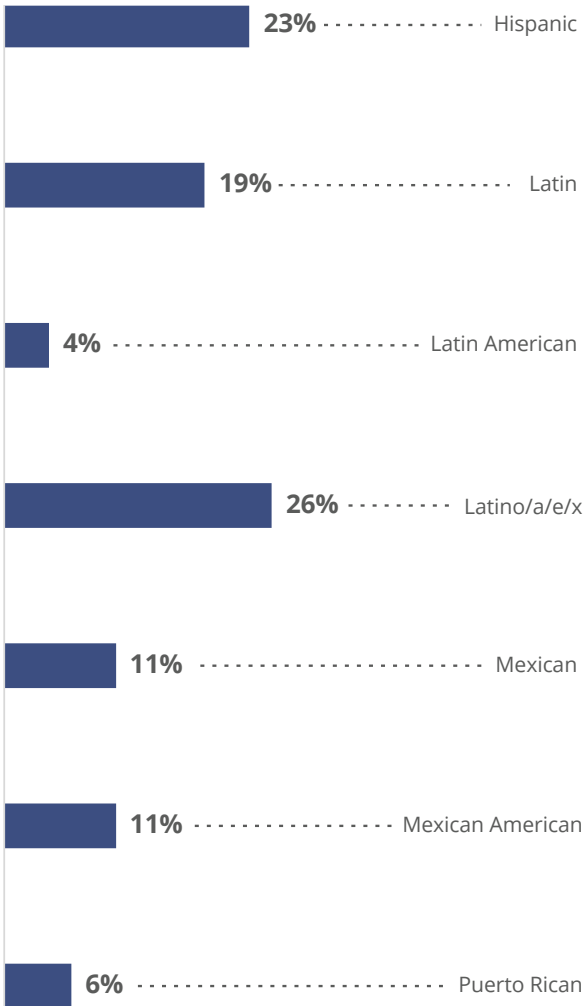
The survey included numerous questions regarding the ethnic, cultural, and racial identity of participants. The first question focused on whether participants identified as Hispanic or Latino. In total, 77% of those who took the survey identify as Hispanic or Latino/a/e/x, while 23% identify as either White, Asian, American Indian, or Alaska Native.

The survey also asked participants who identify as Hispanic or Latino to share additional information regarding their identity, specifically if they identified as Mexican American, Chicano/a/x, Mexican, Puerto Rican, Salvadoran, or other, which included an option to write in the response. The responses are provided in the chart to the right. The “Other/ More Than One,” includes those who identify with multiple ethnicities (9), or as Uruguayan (1), Argentinian (1), Chilean (1), Colombian (3), Cuban (1), Ecuadorian (1), Guatemalan (1), Latin American (1), Nicaraguan (1), and Peruvian (1).



If you identify as Hispanic, Latino/a/x, please select from the list. If other please write in, for example Dominican, Honduran, Guatemalan, Colombian, etc.

Source: Survey, N=97



98%
Of survey participants
identified the United
States as home

We asked about your race and ethnicity with choices from the US Census. Please share how you identify yourself using your own terms or words?
Source: Survey, N=97

TOP: Where have you made your home? (Country)
Source: Survey, N=97

The survey sought to understand the complex identities of those who identify as a person with roots in or who are from a Latin American country or culture, or more broadly the Latino diaspora. To this end, participants were asked to share how they identify themselves in their own terms or words. The terms people shared are different than the those used in the U.S. Census, or even in popular media. The survey illustrates that there is not general agreement on the words to describe the broad identities of people from the Latino diaspora. Still, over one-quarter used a form of Latino/a/e/x, while just under one-quarter used Hispanic. Other frequently shared terms were Latin, Mexican, and Mexican American.

Looking closer at how survey participants used the terms Latino, Latina, Latine, and Latinx to identify themselves, Latino and Latina were the most commonly used terms (92%). The terms Latine and Latinx were used by only 8% of survey respondents.

The survey also asked participants to share the place they considered “home” and the place of their “roots.” In total, 98% of participants named the United States as the place they call “home.” Survey respondents shared that their “roots” were in a total of twenty countries, including Argentina, the Caribbean, Chile, Colombia, Costa Rica, Cuba, Ecuador, El Salvador, England, Italy, Guatemala, Mexico, Nicaragua, Peru, Puerto Rico, Spain, Uruguay, United States, Vietnam, and Venezuela.



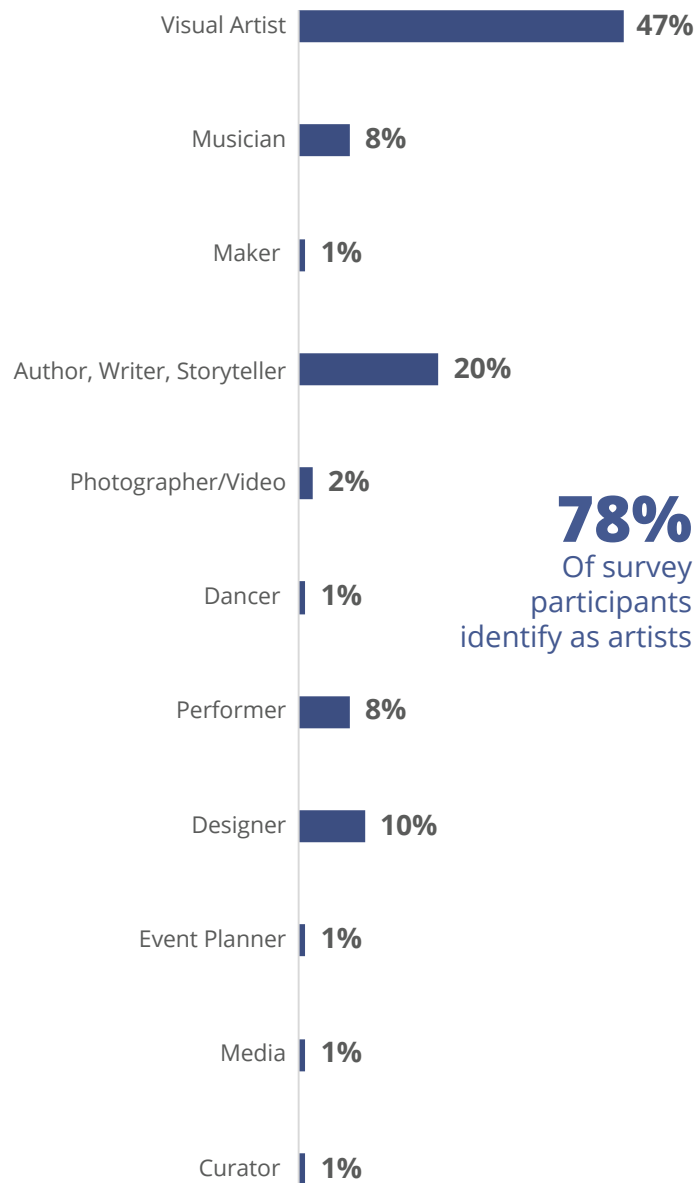
Where are your roots? (Country)

Source: Survey, N=97, Map From
Free Vector Maps.com

ENGAGEMENT WITH THE ARTS

Survey participants were asked a series of questions to better understand their relationship and engagement with the arts. The first question, asked “Do you identify as an artist or maker (professionally or as a pastime). If so, identify the discipline(s) you work in.” In total, 78% of respondents answered that they identify as an artist. Of those, nearly half were visual artists. A chart representing the art disciplines respondents work in is provided to the right.

The survey also asked participants to share the things that they do in their free time, specifically things they do more than three times a year. Arts related activities, such as attending an art exhibit and visiting a museum ranked second and third, right below visiting a park, garden, or zoo. In total, arts related activities represented more than 50% of how survey participants spent their free time.

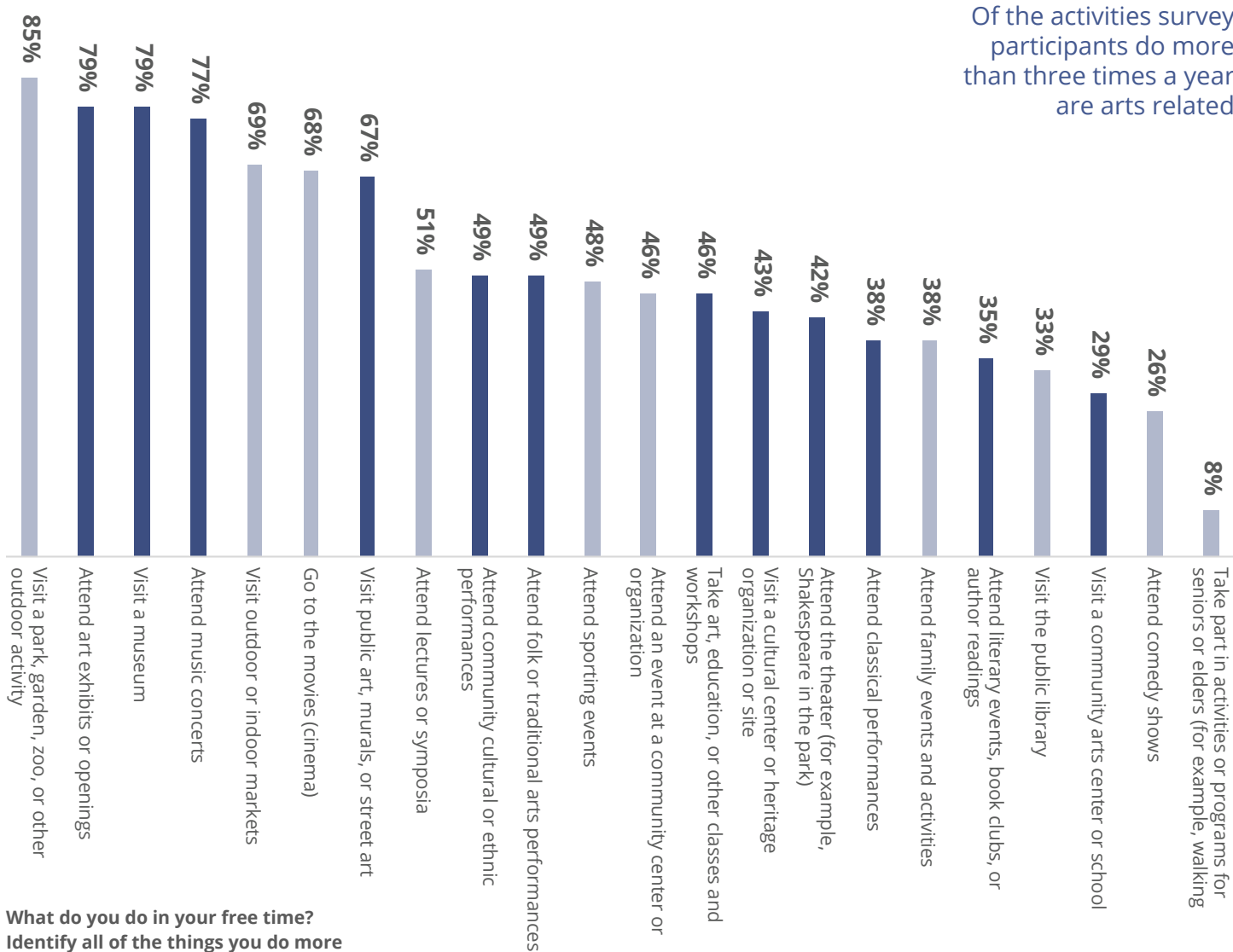


78%
Of survey participants identify as artists

Do you identify as an artist or maker (professionally or as a pastime)? If so, identify the discipline(s) you work in.
Source: Survey, N=97

50%

Of the activities survey participants do more than three times a year are arts related

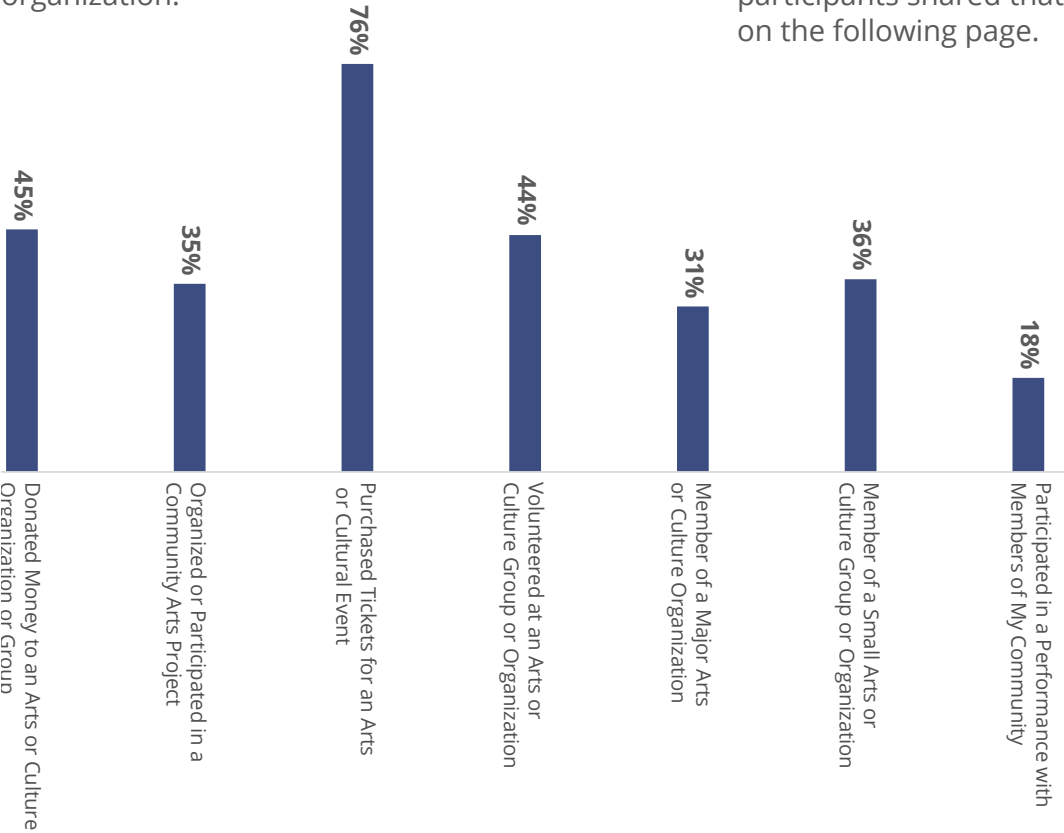


What do you do in your free time?
Identify all of the things you do more than three times a year.

■ Arts Related
 ■ Non-Arts Related

Source: Survey, N=97

Survey participants were also asked how important arts and cultural organizations were to them by sharing whether they had donated money to an arts or culture group or organization, organized or participated in a community art project, participated in a performance with members of their community, purchased tickets for an arts or culture event, volunteered their time at an arts or culture group or organization, were a member of a small or local arts or culture group or organization, or were a member of a major arts or culture organization.



In the last year have you . . . ?
Source: Survey, N=97

More than three-quarters of participants had purchased tickets for an arts or cultural event, and nearly half had either donated to or volunteered with an arts or cultural group.

The “Voz de ALMAAHH” survey asked participants to share whether they had been to a Latino museum or cultural center in the United States or in another country. In total, 49% had been to a Latino museum or cultural center in the U.S. and 60% in another country. The museums that survey participants shared that they have visited are listed on the following page.

49%
Of survey participants have visited a Latino museum or cultural center in the United States

60%
Of survey participants have visited a Latino museum or cultural center in another country

Have you been to a Latino museum or cultural center in the United States? Or in another country?

Source: Survey, N=97

Houston, TX

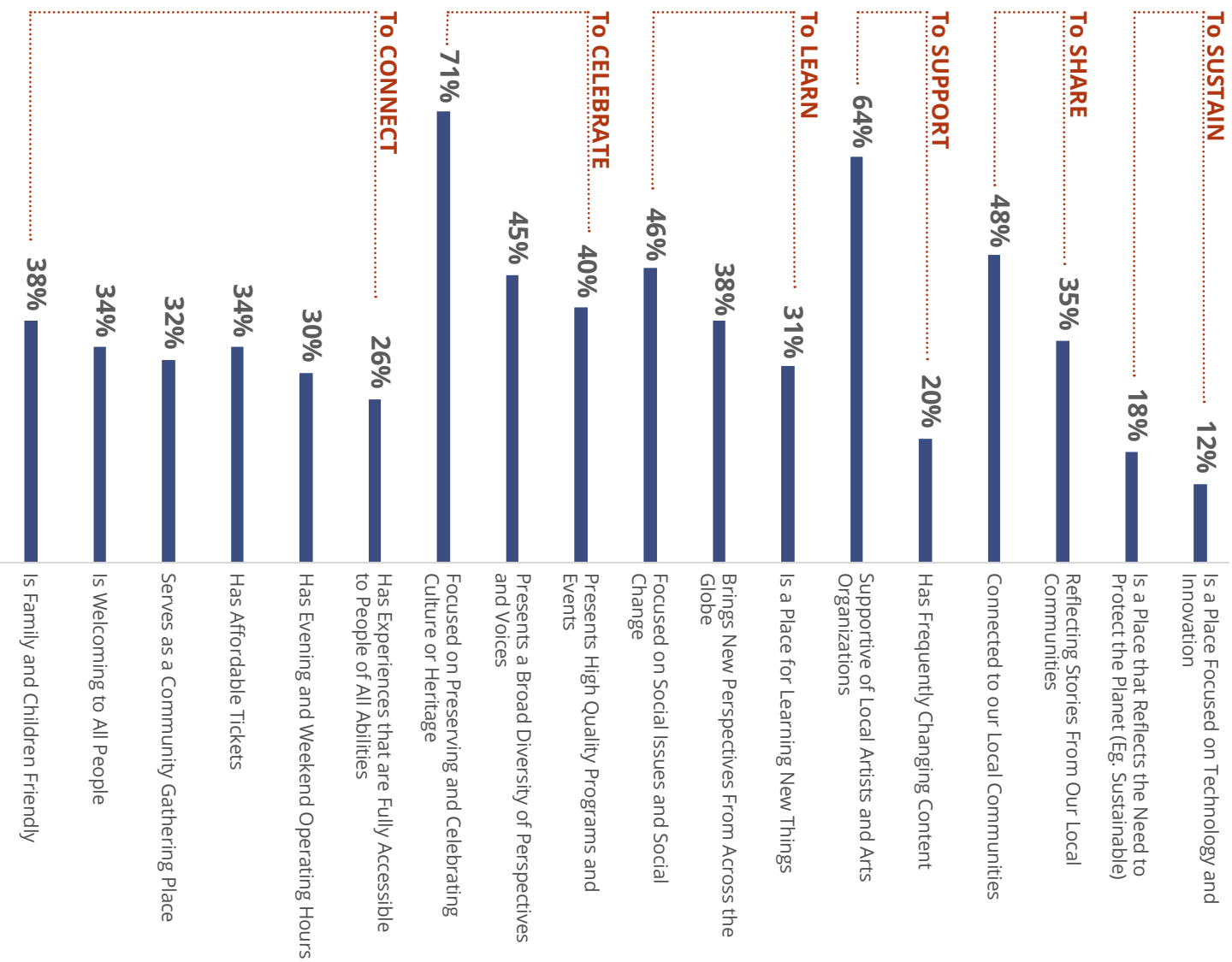
- Multi-Cultural Education and Counseling Through the Arts, MECA
- Talento Bilingüe de Houston
- Arte Público Press
- Museum of Fine Arts Houston
- POST HTX
- Institute of Hispanic Culture
- Museo Guadalupe Aztlan

United States

- Guadalupe Cultural Arts Center, San Antonio TX
- Centro de Artes, San Antonio TX
- Chicano Park and Museum, San Diego CA
- Museo del Barrio, New York City, NY
- The Cheech Marin Center for Chicano Art and Culture in the Riverside Museum
- National Museum of Mexican Art (Pilsen) Chicago IL
- Smithsonian Latino Virtual Museum
- Emma S. Barrientos Mexican American Cultural Center, Austin TX (Closed)
- El Museo Latino, Omaha NB
- Latino Cultural Center, Dallas TX
- National Museum of the American Latino, Molina Family Latino Gallery at the National Museum of American History, Washington DC
- Mexican Cultural Institute, San Antonio TX
- Museum of International Folk Art
- Clemente Soto Vélez Cultural and Educational Center, New York City, NY
- The Indian Museum of North America, Crazy Horse Memorial, SD
- Folk Art Museum, Santa Fe, NM

Outside the U.S.

- Museo Palacio de Bellas Artes, Mexico
- Frida Kahlo Museum, Mexico
- Museo de Arte Contemporáneo de Caracas Sofía Imber (MACCSI), Venezuela
- Museo de Antropología, Mexico
- Museo de Arte Moderno, Mexico
- MARCO, Monterey Mexico
- Templo Mayor
- Museo Tamayo
- Soumaya
- Puerto Rico Museum of Contemporary Art
- Chopo Museum at UNAM, Mexico
- Museo de las Culturas de Oaxaca
- Museo Textil de Oaxaca
- Centro Cultural Comunitario Teotitlan Del Valle Mexico
- Árbol De Dios, El Salvador
- Museo de Picasso
- Museo Nacional de Arte
- Prado Museum
- Costa Rican Art Museum, Costa Rica
- Central Bank Museum, Costa Rica
- Museo de Arte de Ponce, Puerto Rico
- Museo de Arte Popular
- Casa Azul, Mexico
- David J. Guzman Museum, Gakerua El Salvador
- MALBA, Buenos Aires Argentina
- Botero Museum, Bogota Colombia



Please select the top five qualities or values that would be the most important to you in a future complex focused on the art and culture of Latinidad.

Source: Survey, N=97

VISIONS FOR THE FUTURE

The next section of the survey focused on learning about participants vision for presenting and preserving Latino art and culture. The first question asked “Please select the top five qualities or values that would be the most important to you in a future complex focused on the art and culture of Latinidad?”

Two qualities for the future complex were selected most frequently by survey respondents:

- Focused on Preserving and Celebrating Culture or Heritage (71% selected)
- Supportive of Local Artists and Arts Organizations (64% selected)

The other high ranking qualities or values were:

- Connected to our Local Communities (48%)
- Focused on Social Issues and Social Change (46%)
- Presents a Broad Diversity of Perspectives and Voices (45%)
- Presents High Quality Programs and Events (40%)

The lowest ranking qualities (less than 20%) for survey respondents were:

- Is a Place Focused on Technology and Innovation (12%)
- Is a Place that Reflects the Need to Protect the Planet (18%)

The survey aligns with the values that were shared at visioning sessions. Visioning session participants articulated visions for an arts and cultural complex that celebrated the rich diversity and vibrancy of the Latino community in Houston, while also being connected to local communities and artists.

A deeper analysis of the relationship between the survey responses and the visioning session feedback was used to organize the chart on the previous page. Survey respondents prioritized similar values and goals as was heard during the visioning sessions. Specifically, survey respondents’ priorities were organized by the values identified by visioning session participants and categorized below.

TO CONNECT

- Is family and children friendly
- Is welcoming to all people
- Serves as a community gathering place
- Has affordable tickets
- Has evening and weekend operating hours
- Has experiences that are fully accessible to people of all abilities

TO CELEBRATE

- Presents a broad diversity of perspectives and voices
- Presents high quality programs and events
- Focused on preserving and celebrating culture or heritage

TO LEARN

- Is a place for learning new things
- Brings new perspectives from across the globe
- Focused on social issues and social change

TO SUPPORT

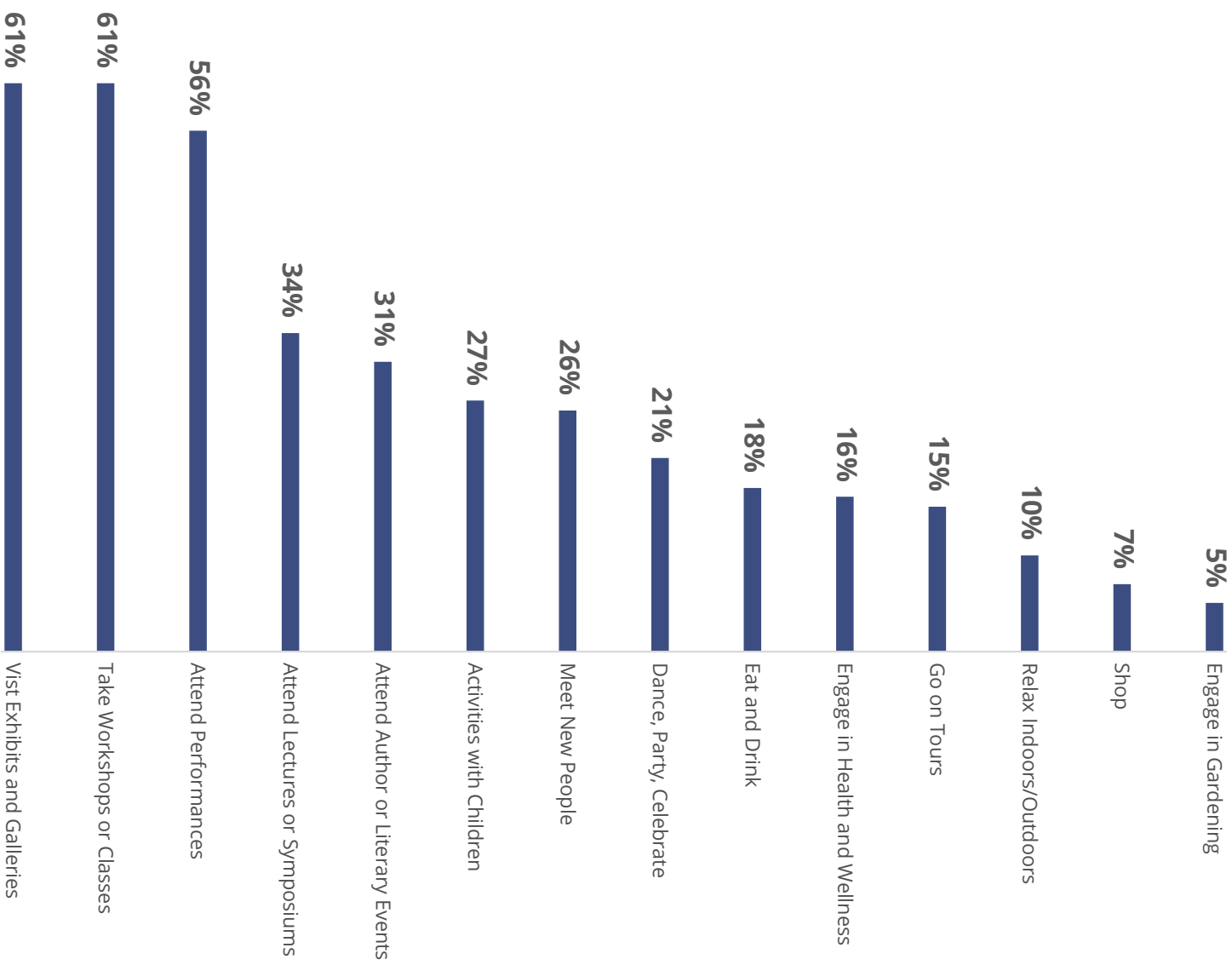
- Supportive of local artists and arts organizations
- Has frequently changing content

TO SHARE

- Reflecting stories from our local communities
- Connected to our local communities

TO SUSTAIN

- Is a place that reflects the need to protect the planet
- Is a place focused on technology and innovation



Three most important experiences
you hope to have?

Source: Survey, N=97

The second question asked participants to “Select the three most important experiences you hope to have when you visit the future art and cultural complex—celebrating Latino art, culture, food, performance, language, and heritage.”

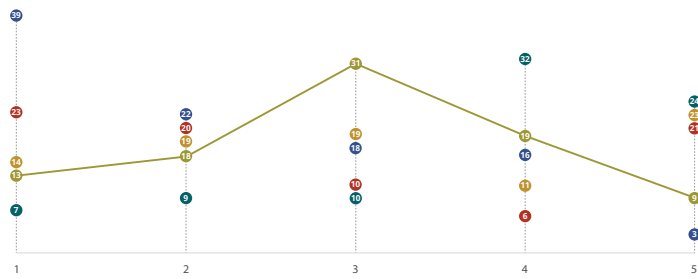
The top three experiences survey participants selected focused on experiencing art and cultural performances and learning. Specifically, respondents selected the following:

- Visit Exhibits and Galleries (61% Selected)
- Take Workshops or Classes (61% Selected)
- Attend Performances (56% Selected)

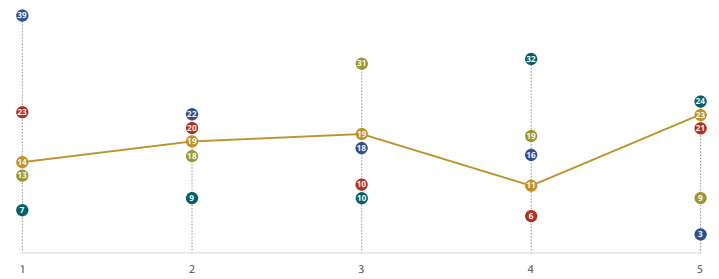
The lowest ranking activities were to:

- Relax Indoors or Outdoors (10% Selected)
- Shop (7% Selected)
- Engage in Gardening (5% Selected)

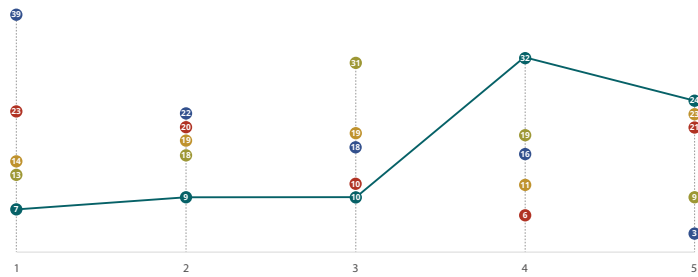




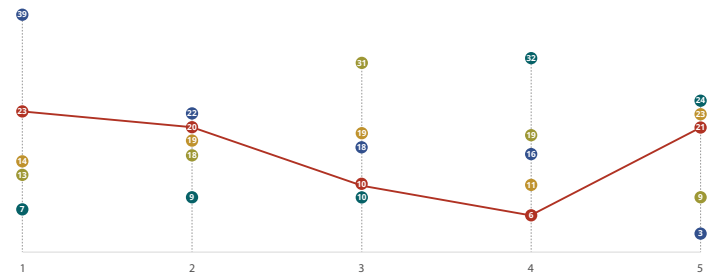
#2 Choice: In a central location



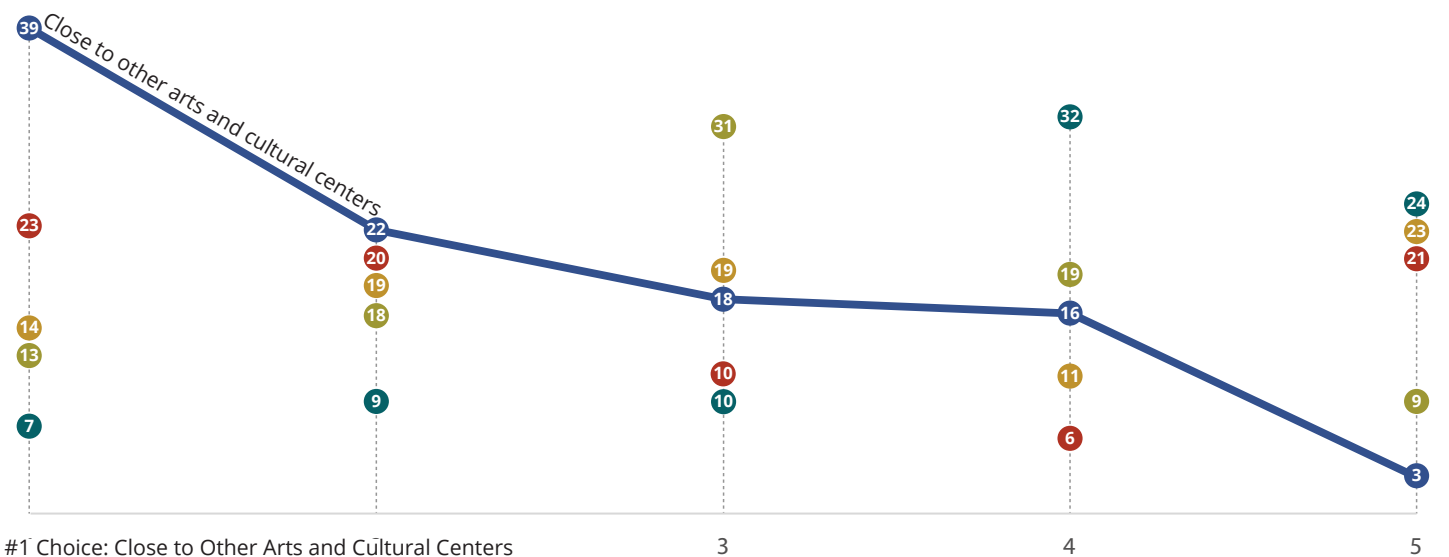
#3 Choice: Close to Downtown



#4 Choice: On a Major Transit Route



#5 Choice: In a Place Where There is Space



#1 Choice: Close to Other Arts and Cultural Centers

*In a cultural arts district!
Centrally located that is easy to get to by METRORail
—Survey Respondent*

LOCATION

Survey respondents were asked to rank their priorities for the location of a new Latino art and cultural complex in Houston. Five specific choices were provided. The five choices were: close to downtown, like the Theater District; close to other arts and cultural centers, like in the Museum District; in a central location (within the 610 Loop); In a place where there is space for outdoor exhibitions, gardens, events, etc.; on a major transit route, whether bus or light rail.

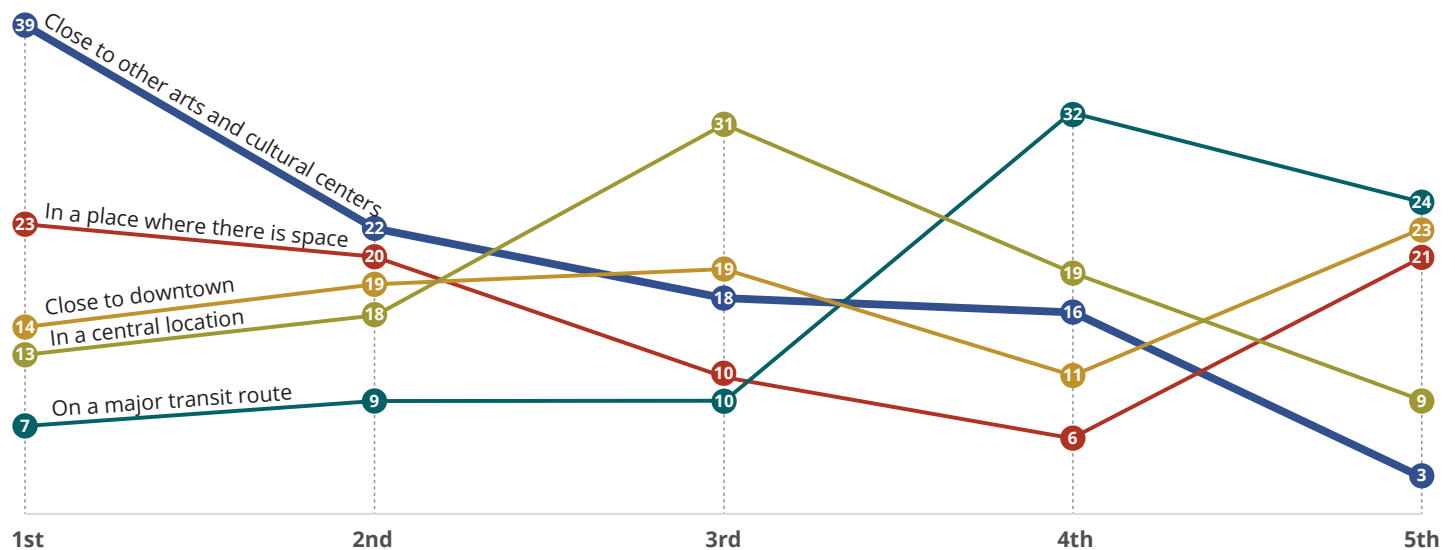
Participants selected, in ranked order: (1) close to other arts and cultural centers, like the Museum District, (2) in a central location, (3) close to downtown, (4) on a major transit route, and (5) in a place where there is space for outdoor exhibitions. The rank of the five choices are illustrated in the chart below and on the previous page.

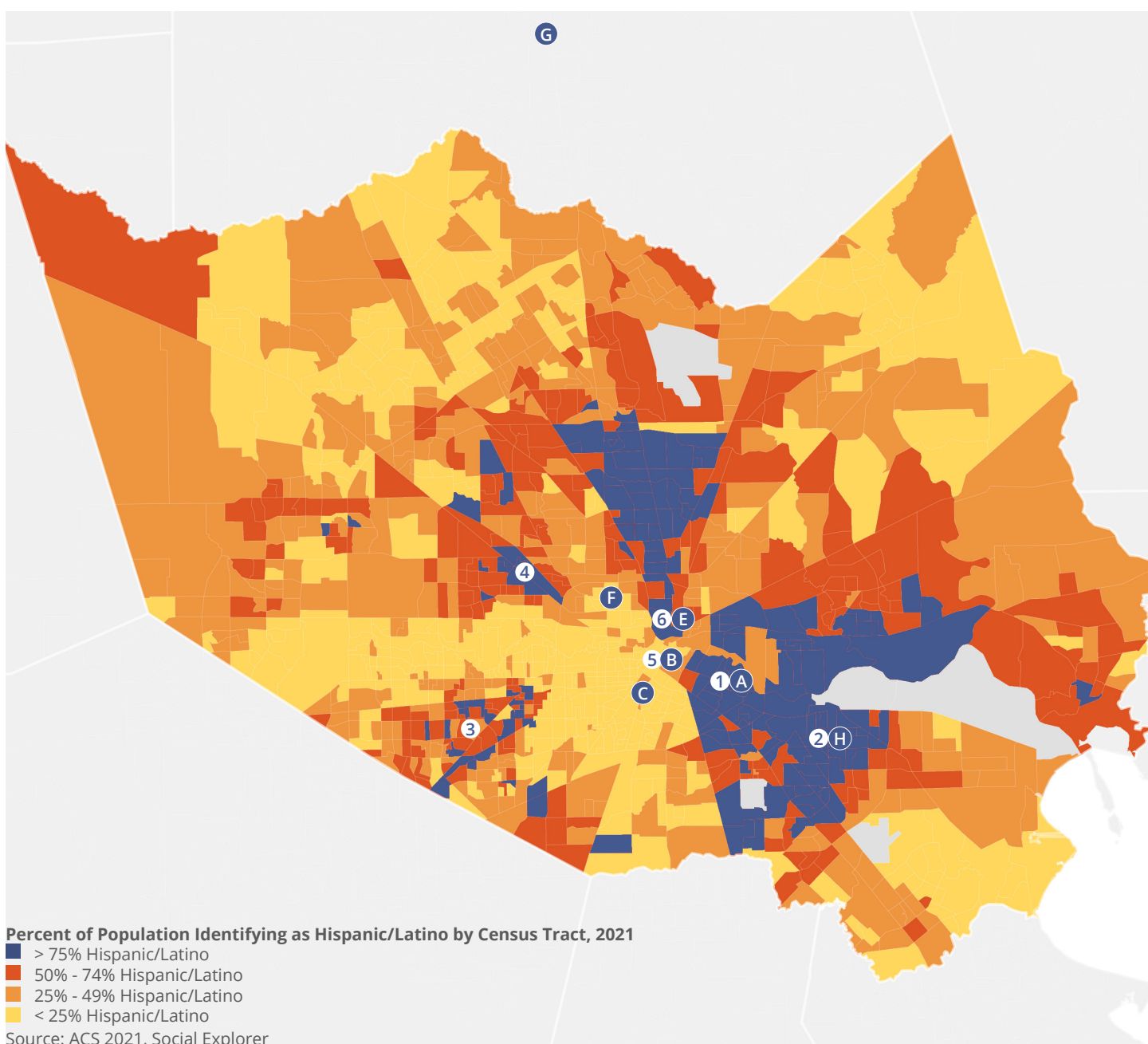
Survey participants were also asked if they had a specific location in mind for the complex, and if so to share their ideas. The table below summarizes this input.

Other Suggested Locations	% of Respondents
A East End	40%
B Midtown	15%
C Museum District	15%
D Cultural Arts District	10%
E Near Northside	5%
F Heights	5%
G The Woodlands	5%
H Southeast (Botanic Garden)	5%

If you have a specific location where it should be, please share with us.

Source: Survey, N=20





SATELLITE LOCATION

Survey respondents were also asked to share where in Houston or Harris County satellites for the Latino Art and Cultural Complex might be located. The responses were very diverse, and difficult to quantify, however a number of neighborhoods with a high percentage of residents who identify as Hispanic or Latino were suggested. This included, in order of the most responses (and with specific locations provided by survey participants) the East End, the Southeast side (near Pasadena, South Houston, and Houston Botanic Garden), the Southwest side (Alief and Gulfton), the Northwest side (near Spring Branch), and the Near Northside.

A number of respondents shared that satellites should be located where they were accessible to community members. Below are the responses that fall into this category:

- *Houston Suburbs*
- *Where 50% or more Latino households live*
- *Where more Latinos live*
- *Accessible to the community*
- *Outside of downtown*
- *Close to the University of Houston or Community Colleges*

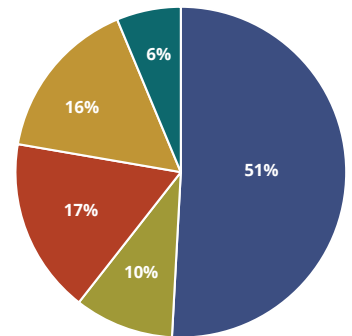
In sum, survey respondents did not provide clear direction for the location of future satellites. This is a topic that will likely need to be revisited in the coming years as progress on the Latino art and cultural complex moves forward.

Suggested Satellite Location	% of Respondents
① East End	30%
② Southeast Side Pasadena, South Houston	20%
③ Southwest Side Alief, Gulfton	20%
④ Northwest Spring Branch	15%
⑤ Downtown/Midtown	10%
⑥ Near Northside	5%

If there was a satellite campus, where would you want it to be?
Source: Survey, N=20



51%
Of survey participants
preferred arriving to the
future art complex by car



Preferred Transportation Means

- By Driving ■
 - By METRO Light Rail ■
 - By METRO Bus ■
 - By Walking or Cycling ■
 - Shuttle Service ■
- Source: Survey, N=97

VISITING

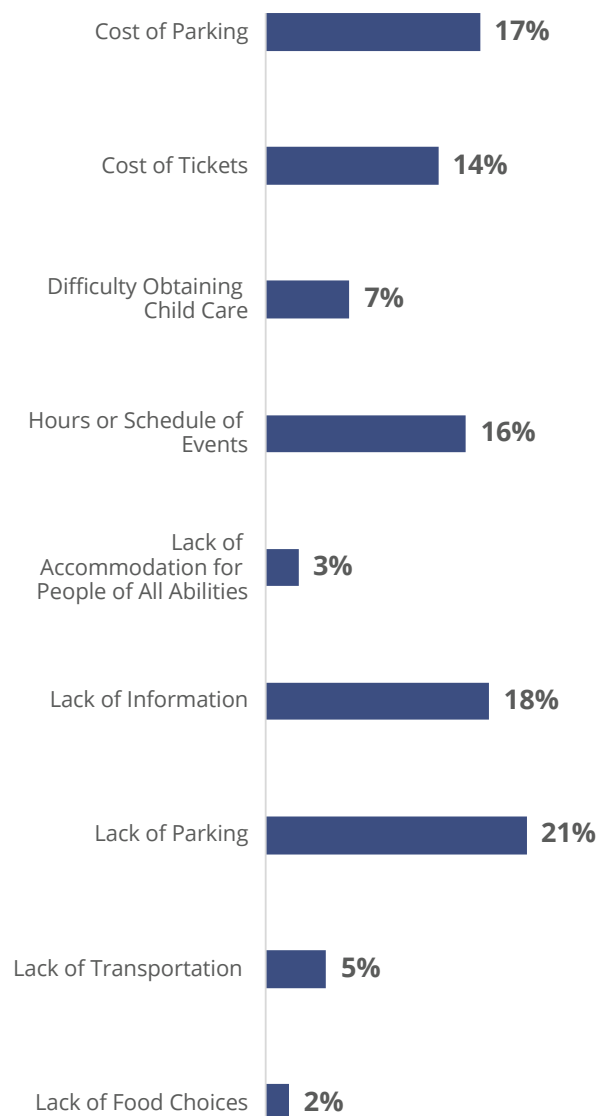
A series of survey questions were focused on how participants imagined arriving to the complex and the barriers that could potentially prevent them from visiting.

The first question asked, “How would you prefer to get to the new Latino art and cultural complex in Houston?” More than half of all survey respondents answered by driving, followed by one-third who preferred to arrive by METRO bus or rail.

Participants were also asked “What would prevent you from visiting a Latino art and cultural complex?” The most frequently cited barriers to visiting the proposed art and cultural center were operational issues. This includes the cost of tickets, availability of information, and the hours or schedules of events and programming. Combined these three issues were cited by 48% of survey takers as potential barriers.

Parking also emerged as a potential barrier. Of survey participants, 21% cited lack of parking as a potential barrier and 17% cited the cost of parking. In total, 38% thought the cost and or ease of parking was a potential barrier to visiting the future complex.

Other key barriers cited by survey participants, in order, were difficulty obtaining child care, lack of transportation, lack of accommodation for people of all abilities, and lack of food choices.



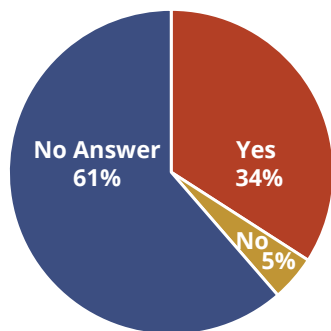
What would prevent you from visiting a Latino Art Museum in Houston?

Source: Survey, N=97

I would like to experience all types of art
—Special Session Participant

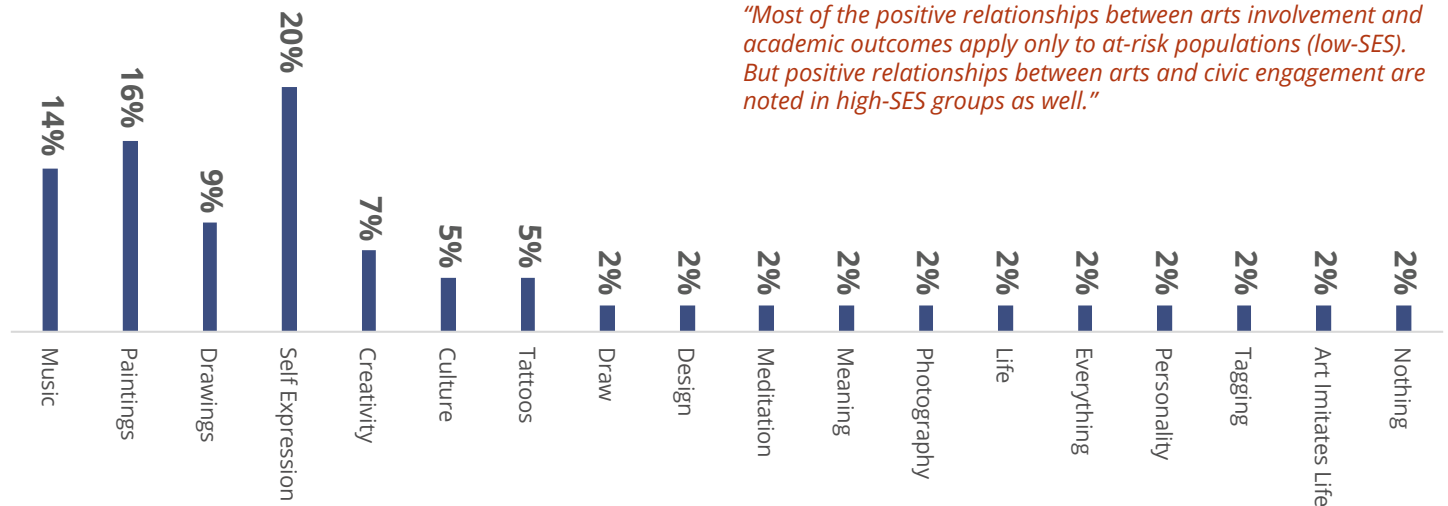
47%

Of those who responded reported that they had never attended an art event (12 respondents)



Would you like to experience more art?

Source: Youth Survey, N=44



What do you think of when you think of the word "art"?

Source: Survey, N=44

In 2022, the Harris County Juvenile Probation department received 4,796 referrals which involved 3,370 youth. In the same year, 1280 youth were admitted to the Harris County Juvenile Detention Center. Yet, art can make a difference in the lives of young people, as reported in a National Endowment for the Arts study (see below).

The Arts and Achievement in At-Risk Youth: Findings from Four Longitudinal Studies

James S. Catterall, University of California Los Angeles with Susan A. Dumais, Louisiana State University and Gillian Hampden-Thompson, University of York, U.K. National Endowment for the Arts Research Report #55, 2012

CONCLUSIONS:

"Socially and economically disadvantaged children and teenagers who have high levels of arts engagement or arts learning show more positive outcomes in a variety of areas than their low-arts-engaged peers."

"At-risk teenagers or young adults with a history of intensive arts experiences show achievement levels closer to, and in some cases exceeding, the levels shown by the general population studied."

"Most of the positive relationships between arts involvement and academic outcomes apply only to at-risk populations (low-SES). But positive relationships between arts and civic engagement are noted in high-SES groups as well."

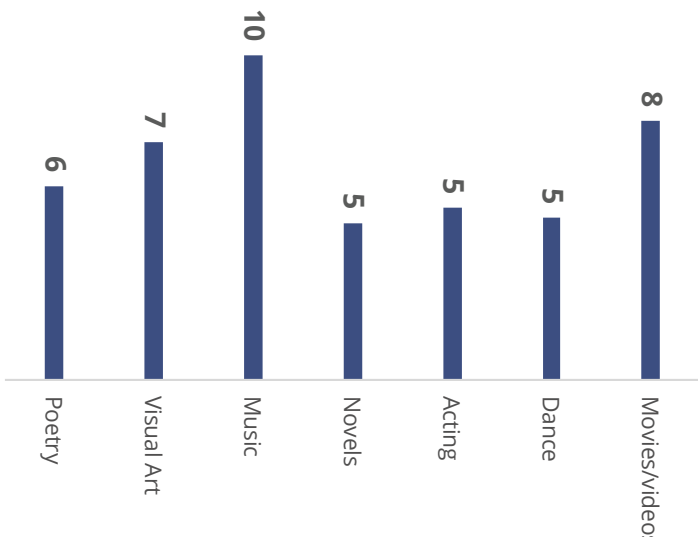
SPECIAL SESSION

I have seen graffiti on bridges
—Special Session Participant

YOUTH SESSION

ALMAAHH conducted a special listening session with youth detained at the Harris County Juvenile Detention Center in April of 2023. The session brought together 44 youth and a survey was administered to participants. The session provides valuable insight into the importance of arts access, education, and engagement.

The young people’s relationship to art is illustrated in the survey results. Overall, the responses shared by youth communicate the broad inequities in exposure to art, experience with art, and representation in art, or seeing yourself in works of art. Far too many of the young people attending this session lacked any true experience with art and this is reflected in their responses.



On a scale of 1-10 how much do you like these types of art?
Source: Survey, N=36

One of the most important questions asked youth to share information on the last art event they had attended. While less than one-quarter of the youth participating answered this question, of those who did respond nearly half had never been to an art event. It is expected that many of the youth that did not answer also have never attended an art event. Youth were also asked if they would like to experience more art. In sum, 61% did not answer this question, 34% responded yes, and 6% no.

Youth were also asked to rate how important different art disciplines were to them on a scale of one to ten, with one being the least important and ten the most important. Music was rated the highest with a ten, followed by movies and videos, with an eight.

A ranking of the importance of art overall to youth was also asked, again on a scale of one to ten. The overall response was an eight. It is important to note that only two-thirds of youth surveyed responded to this question, yet the response was quite positive and indicates that finding ways to increase experiences with art, particularly for youth, is a valuable pursuit.

Youth were also asked to share what was the most recent form of art they have touched, seen, heard, or otherwise experienced. Only one-third of youth present at the session responded, and of those, only two shared a formal museum experience. The question that received the most responses asked youth to share what the word “art” meant to them. The most frequent response was “self-expression,” and this was followed by “paintings” and “music.”



OUR THANKS

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