



20
25

Impact Report

Building a Home for Latino Arts & Culture

**A movement
becoming reality.**

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

Carlos Duarte — President
president@almaahh.org



Dear Friends and Supporters,

Board of Directors

Geraldina Interiano Wise
Board Chair
Artist

Juan Padilla
Principal/Shareholder, Doeren Mayhew
Treasurer

Wendy Montoya Cloonan
Secretary
Partner, Cantú Harden Montoya LLP

Tony Castilleja
Senior Manager of Boeing Defense,
Space, and Security

Mario K. Castillo
Chancellor, Lone Star College System

Tony Diaz
Writer, Founder & Director of *Nuestra Palabra*

Gabriel Esparza
Publisher, *Que Onda!* Magazine

Mario Enrique Figueroa Jr.
GONZO247
Artist

Art Chavez
Principal Page Architect

Deborah Lugo
VP Programming and Education, The Hobby Center for the Performing Arts

Ana Maria Martinez
Professional Opera Singer Artistic Consultant HGO

Teresa Morales
Executive Vice President, Amegy Bank

Alexander Obregon
CFO Comcast

Hugo Ortega
Executive Chef/Owner of H Town Restaurant Group, 2017 James Beard Foundation Award

Annise Parker
Former Houston Mayor

Fernanda Razo
High School Educator

Rebecca Reyes
CEO, BecTec Construction Resources, LLC

Peter Rodriguez
Dean Jesse H. Jones Graduate School of Business at Rice University

Graciela Saenz
Lawyer, Activist

Massey Villarreal
CEO, Precision Task Group

As we look ahead to 2026, I am proud to share that ALMAAHH has entered a new stage of strength and vibrancy. This past year marked a turning point—when our vision began to take tangible shape and ALMAAHH matured into a fully viable, independent, and strategically positioned cultural institution.

Facilities & Site Development

In 2025, ALMAAHH made decisive progress toward establishing its future arts and culture landmark destination. With support from Harris County, the City of Houston, Buffalo Bayou Partnership, and multiple consultants, we focused on land strategy, and early design visioning with Page Architects and SWA. Through coordinated negotiations with key stakeholders and supporters, a clear path toward site control emerged. The Facilities and Planning Committee played a central role in shaping the technical analyses and guiding strategic recommendations.

Community-Rooted Work

Our work remained firmly grounded in community engagement. ALMAAHH held a public update and listening session, supported by surveys and work groups involving Latino creators and community leaders. Their insights directly shaped our programming and informed early thinking about the district's design. Strengthened alliances—across major cultural institutions, grassroots organizations, non-Latino cultural entities, and private-sector partners—expanded our reach and reinforced trust throughout the community.

Program Expansion

Our 2025 programming was multidisciplinary, citywide, and increasingly collaborative. ALMAAHH engaged over 200 artists, activated multiple neighborhoods, and welcomed more than 7,000 participants through partnerships with 19 institutions. This year's program not only elevated Latino creativity, but also served as a platform to prepare communities for the next phases of the project.

Organizational Strengthening

ALMAAHH completed its transition to a fully independent 501(c)(3), built robust operational systems, and established a strong committee structure. A Chief Development Officer will join us in early 2026, strengthening our institutional capacity for the years ahead. Benchmarking trips to New Orleans, Los Angeles, and El Paso provided valuable lessons that inform our institutional design and community-engagement approach.

Looking Ahead to 2026

The coming year will focus on land consolidation, financial feasibility, and organizational deepening. ALMAAHH will complete land negotiations, launch the economic impact and feasibility study, form a Site Development Steering Committee, select a developer, and advance the master plan and financial proforma. We will also begin designing the capital campaign and updating our strategic plan to reflect the institution's new phase of growth. A core objective will be defining our educational component—exploring integration opportunities with legacy organizations, shaping key elements of the site's master plan, and establishing the foundations for ALMAAHH's role as an educational, artistic, and civic institution.

Thank you for your continued trust and support. Together, we are creating a place that embodies pride, excellence, and belonging—a permanent home for American Latino arts and culture.

With gratitude,

Carlos Duarte
President, ALMAAHH

Our Impact

BRIDGE

BETWEEN ARTS AND
CULTURE
INSTITUTIONS AND
LATINO ARTISTS AND
AUDIENCES



CONVENER

OF LATINO
ORGANIZATIONS AND
CREATORS



PROGRAMMING



54 COMMUNITY
PARTNERS



29 CULTURAL EVENTS
WITH 7,000+
ATTENDEES



200+ ARTISTS
ENGAGED

GROWING SUPPORT

- ✓ Harris County
- ✓ Houston City Council
- ✓ Brown Foundation
- ✓ Houston Endowment
- ✓ Madrinas & Padrinos

ALLIANCES

Continuous listening session
+ surveys + focus groups

Engagement from Latino
creatives and community
leaders

Strengthened partnerships
with MFAH, HCCC, Hobby
Center, HPL

Expanded collaborations
with Legacy, Latino-led and
grassroots organizations

FACILITIES

- ✓ Clear pathway towards a
landmark arts and cultural
destination
- ✓ Site concepts in
development





Community & Cultural Partnerships

In 2025, ALMAAHH strengthened alliances across Houston's arts ecosystem, collaborating with major institutions, grassroots organizations, and civic partners to expand visibility and access for Latino artists.

Key 2025 Partnerships Included:

- Museum of Fine Arts Houston
- Houston Center for Contemporary Craft
- Hobby Center for the Performing Arts
- Houston Public Library
- Houston Latino Film Festival
- Nuestra Palabra
- The Ponce Project
- Tagore Center Foundation
- Texas Medical Center

...and many more.

How Partner Support Makes an Impact

Your investment in ALMAAHH fuels:

- Community-centered, multidisciplinary programming
- Engagement of 200+ local artists annually
- Continued site design, planning, and development
- A permanent cultural home for Latino arts & culture

Looking Ahead to 2026

Support in 2026 will help advance:

- Land consolidation & site negotiations
- Financial feasibility & impact studies
- Master planning & design development
- Expansion of educational programming
- Growing community engagement citywide

Special Thanks



The Brown Foundation, Inc.

