

**MA
CC**

**Mexican American
Cultural Center**

EL PASO





Some Things to Remember:

Approved by 72% of voters in 2012 as one of three Signature Projects of 2012 Quality of Life Bond

Mexican American Cultural Center (MACC) will provide residents and visitors with a dynamic space for the creation, exhibition and celebration of Mexican American art and culture

Project will be a powerful economic driver, amplifying a current annual \$103 million economic impact of existing museums and non-profit cultural sector on our economy



Our Process to Determine Alternate Sites and MACC Utilization

- 8 public meetings with onsite translation
- 7 presentations to Council and Bond Oversight Advisory Committee
- 19 streamed, open meetings of MACC Subcommittee **with public comment**
- 2 Open House events to solicit feedback
- Local Artist Survey
- Focus groups and conversations with 200+ stakeholders including representatives from:
 - City of El Paso Bond Oversight Advisory Committee
 - El Paso Museum of Art Foundation
 - Community En Accion
 - Lincoln Park Conservation Committee
 - El Paso Chamber of Commerce
 - MACI
 - El Paso Community College
 - Paso del Norte Health Foundation
 - El Paso Community Foundation
 - Stanlee and Gerald Rubin Center for the Arts
 - El Paso Exploreum
 - UTEP
 - El Paso Hispanic Chamber of Commerce
 - Ysleta ISD
 - El Paso ISD
 - Local artists, historians, and staff of various cultural organizations



The New MACC

Can be located in the state-designated Downtown Arts District, adjacent to other downtown cultural and entertainment amenities

The Library site has approximately 40,000 square feet of *programmable* space – **nearly 2x more than the space available at proposed Abraham Chavez Theatre Annex**

Was identified as an option by HKS study; was discussed by MACC Subcommittee in public sessions

Main Library will maintain approximately 60,000 square feet of programmable space

- existing services and amenities to be updated and improved
- MACC will repurpose and reactivate underutilized space of Main Library
- plans call for adding square footage to the Cleveland Square facing façade of the Library
- plans call for adding square footage on top of the roof as usable space

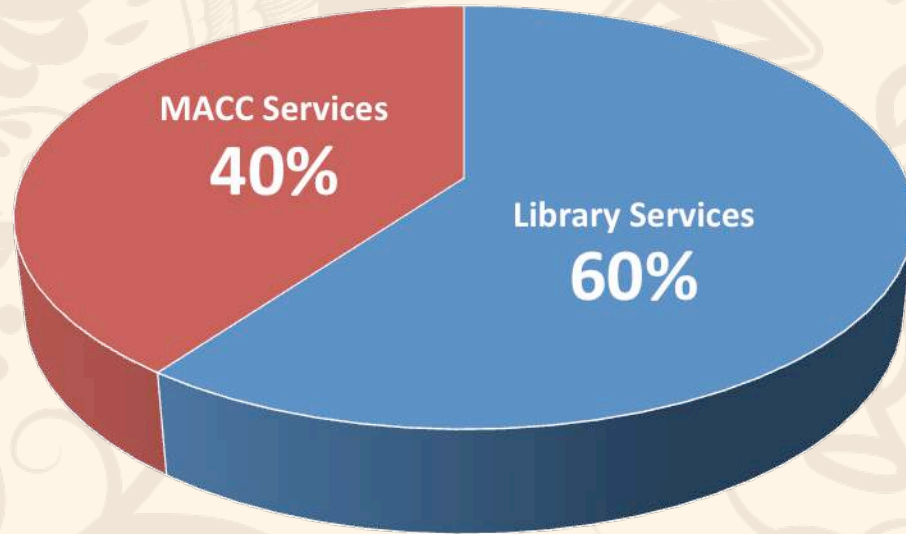
The New MACC

Total Building Outlay



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The New MACC Library Amenities Preserved

- Stacks (books, periodicals & media) and reference
- Specialized Children's Section
- Teen Town
- Adult Education Space - Computer Lab/Classroom
- Border Heritage Center/Archives
- Friends of the Library Store
- Tom Lea Mural
- Potential Public Co-Working Space
- Library Administration



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ABOUT 45% OF SPACE IN THE ORIGINAL LIBRARY IS CURRENTLY BEING UTILIZED FOR PUBLIC SERVICES.

THE NEW LIBRARY

Department	Existing	Existing Floor	Proposed	Proposed Floor
Existing Border Heritage *	7,775 S.F.	First	7,775 S.F.	Will not be relocated
Maud Sullivan Auditorium*	2,444 S.F.	First	2,444 S.F.	Will not be relocated
Circulation Area - First Floor*	1,296 S.F.	First	1,296 S.F.	Will not be relocated
Existing Collection*	6,960S.F.	First	9,450 S.F.	First Sub-Basement
Existing Collection*	2,170 S.F.	First Sub-Basement		
Bookstore	640 S.F.	First – 2006	705 S.F.	First
Work Place	1,925 S.F.	First – 2006	1,010 S.F.	First
Literacy Center	5,310 S.F.	First – 2006	6,950 S.F.	First
Children's Area	8,510 S.F.	Second -2006	7,295 S.F.	Second
Teen Town	2,760 S.F.	Second -2006	3,980 S.F.	First Sub-Basement
Director's Administration	6,225 S.F.	Second	Move out of library space	
Support Administration	5,000 S.F.	Second Sub-Basement	5,000 S.F.	Second Sub-Basement
Available for Existing Collection- NOT USED			7,536 S.F.	

TOTAL

51,015 SF

53,441 SF

TOTAL SQUARE FOOTAGE AVAILABLE FOR LIBRARY (ORIGINAL BUILDING) 60,000 SF

***ONLY 15,465 SF OF PUBLIC SPACE OUT OF 60,000 SF IS CURRENTLY BEING UTILIZED – 1ST SUBBASEMENT HAS MINIMAL USE (LESS THAN 5,000 SF)**



Concepts and ideas for the MACC - Library Site -

From public input and MACC Subcommittee, the new MACC will feature what will be unique to *our* cultural center and *our* heritage:



Exhibition & Galleries Spaces

Space for traveling exhibitions, local artists' exhibitions and community curated spaces



Dance Studio

Professional space for dance classes, workshops, master classes and rehearsals



Recording & Broadcasting Studio

Space to record music, podcasts, gather oral histories and also do television and internet broadcasting



Teaching Kitchen

Professional space for cooking demonstrations, lessons and more



Multiple Classroom Spaces

Space for kids and adult classes and workshops focused on Mexican American arts and cultural production



Blackbox Theatre

Professional, accessible space for intimate theatre productions and all types of performance



Artist-In-Residency Space

Studio space for a resident artist to create new work while engaging with MACC visitors



Auditorium/Theatre Space

Space for plays, dance performances, concerts and lectures with green room and dressing rooms

What can the MACC look like?

Exterior Concept, west face, with rooftop meeting area



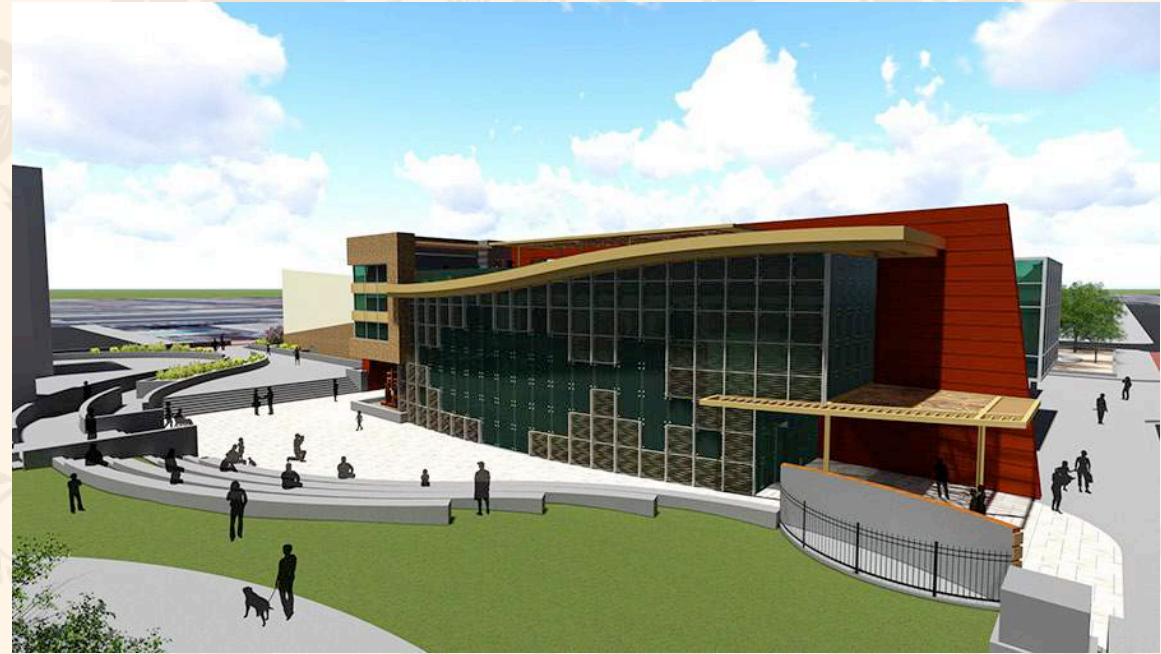
THE CITY OF EL PASO
MEXICAN AMERICAN CULTURAL CENTER
EL PASO DOWNTOWN LIBRARY
501 N Oregon St., El Paso, TX, 79901





What can the MACC look like?

Exterior Concept, west face façade





An investment in our history, and our future.

Total cost for design, construction and exhibits is approximately \$15.75 million. Original budget was \$5.7 million and was extremely underfunded.

To ensure the community gets the state-of-the-art project that it expects, the City will commit additional funding support and is developing support opportunities with community partners



Summer 2019

- Design phase, charrettes, public meetings
- Executive Director national search

Fall 2019

- Executive Director hired
- Master strategic planning process begins

Spring 2020

- Construction procurement and award
- Master exhibition/programming process finalized

Fall 2020

- Construction

Spring 2022

- Center opens

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