

2023 Hispanic Heritage and Dia de los Muertos Exhibit and Celebration Sugar Land Heritage Foundation Report

SUMMARY - In 2023 the Sugar Land Heritage Foundation in conjunction with the City of Sugar Land and Sugar Land Town Square celebrated the 124th anniversary of Hispanic Heritage in Sugar Land, Texas. To honor this landmark in Sugar Land history, the Sugar Land Heritage Foundation and the City of Sugar Land sponsored a Hispanic Heritage and Dia de los Muertos exhibit from October 17 to November 4 at the Sugar Land Heritage Museum and Visitor Center. The three-week exhibit included a display of thirty ofrendas (altars) created by local families and students from Fort Bend Independent School District (FBISD) schools to commemorate their beloved ancestors who lived in Sugar Land and contributed to its development. The exhibit also included Hispanic Heritage artwork created by students from St. Laurence Catholic School, Sugar Land Middle School, James Reese Career & Technical Center, and Kempner High School as well as an altar honoring the Uvalde school shooting victims created by Quail Valley Middle School. Displays providing the significance of the “Little School of 400” and the history of San Isidro Cemetery were also available. To celebrate, share and honor Hispanic Heritage and Dia de los Muertos with an even wider audience a celebration was held on Saturday, October 21 at “Sugar Land Town Square” which included Mariachi music, folklorico and Aztec dancers, Hispanic cuisine, a costume contest, children’s activities, and historical-cultural presentations. There were **7,500+ attendees** at the Sugar Land Town Square celebration on October 21. The three-week exhibit at the Sugar Land Heritage Museum and the October 21 celebration at Sugar Land Town Square were extremely successful in celebrating Hispanic Heritage and Dia de los Muertos and promoting cultural awareness and diversity.

ACHIEVEMENTS - The 2023 Dia de los Muertos exhibit at the Heritage Museum and the Sugar Land Town Square celebration in were successful in reaching program objectives as follows,

<i>2023 Hispanic Heritage and Dia de los Muertos Achievements</i>		
1	Preservation of Hispanic customs and traditions with 30 ofrendas, history of San Isidro cemetery and Little School of 400, artwork by local area FBISD students and cultural displays.	✓
2	FBISD and St. Laurence Catholic School students learn more about history, culture, and diversity by providing artwork for the 3-week exhibit and participating in the Oct. 21 celebration.	✓
3	Sugar Land shared its proud development history and cultural diversity with a wide audience and over 7,500+ attendees on Oct 21 at the Town Square celebration.	✓
4	The free Hispanic Heritage exhibit and celebration shows families, visitors, and businesses that Sugar Land is a friendly, diverse, and inclusive destination to live, work and play.	✓
5	Exhibit and celebration brought visitors and families from all over Texas and out of state attendees from Arkansas, California, Florida, Louisiana, Massachusetts, New Jersey, Oklahoma, Tennessee, and Washington.	✓
6	Positive feedback by attendees requesting that the event return in 2024 and become an annual Sugar Land celebration.	✓

Celebrating Hispanic Heritage and Dia de los Muertos Exhibit

Dates: Tuesday, October 17th to Saturday, November 4th
Times: Tuesday thru Sunday - 10 am to 5 pm (closed Mondays)
Location: Sugar Land Heritage Museum & Visitors Center
198 Kempner Street, Bldg. B - 2nd Floor, Sugar Land, Texas 77498
Admission: **FREE**

Hispanic Heritage and Dia de los Muertos Celebration Event

Date: **Saturday, October 21st**
Time: 12:00 noon to 5:00 pm
Location: Sugar Land Town Square
2700 Town Center Blvd. N., Sugar Land, Texas 77479
Admission: **FREE**

Master of Ceremony – Mario Diaz

11:55 Welcome 434th District Court Judge J. Christian Becerra;
Introduce Mayor Joe Zimmerman

12:05 Mariachi Imperial de America

1:00 Sponsors and Donors Recognition

1:05 Las Americas Ballet Folklorico

2:00 Lamar Consolidated High School and Willowridge High
School combined Mariachi Ensemble

2:30 Houston Aztec Dance & Drum

3:15 Costume Contest

3:35 Grupo Folklorico Mi Barrio

4:05 Costume Contest Awards

4:10 CTS Band: Queen of Tejano & Latin Tribute

Agenda for 2023 Hispanic Heritage and Dia de los Muertos

ATTENDANCE – From October 17 – November 4, over 600 visitors went by the Sugar Land Heritage Museum and Visitor Center to view ofrendas prepared by local families, St. Laurence Catholic and FBISD schools, historical displays of San Isidro Cemetery and “Little School of 400”, and artwork prepared by students from Sugar Land Middle School, Kempner High, Willowridge High, and James Reese Career & Technical Center. The Heritage Museum was manned by volunteers from the organizing committee.

2023 Sugar Land Heritage Museum visitors came from cities, states and countries as follows,

Alvin	London, UNITED KINGDOM
Austin	Memphis, TENNESSE
Bacliff	Missouri City
Brownsville	Needville
Burbank, CALIFORNIA	Pearland
Coldspring	Plano
Cypress	Puyallup, WASHINGTON
Dallas	Raymondville
Denison	Richmond
El Campo	Rosenberg
EL SALVADOR	Rosharon
Fort Worth	San Antonio
Fresno	Schertz
Fulshear	Seguin
Guanajuato, MEXICO	Seattle, WASHINGTON
Guy	Stafford
Haskell, ARKANSAS	Sugar Land
Houston	Tulsa, OKLAHOMA
Hockley	Van Alstyne
Jacksonville, FLORIDA	Weymouth, MASSACHUSETTS
Katy	Willingboro, NEW JERSEY
	Zachary, LOUISIANA

RECORD SETTING 7,500 attendees at Dia de los Muertos, Oct. 21 in Sugar Land Town Square



WE HONOR AND REMEMBER OUR DEPARTED LOVED ONES

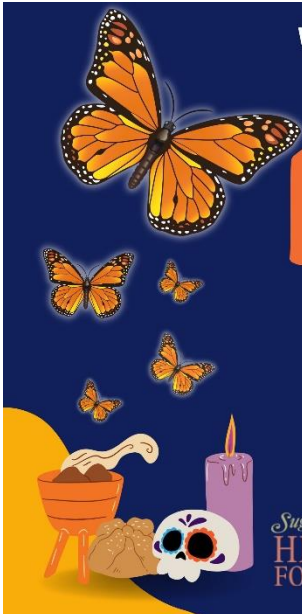
DIA DE LOS MUERTOS

MUSEUM EXHIBIT

OCTOBER 17TH - NOVEMBER 4TH 2023
TUESDAY - SATURDAY 10 AM - 5 PM

SUGAR LAND HERITAGE MUSEUM
198 KEMPNER STREET
SUGAR LAND, TEXAS 77498

ADMISSION FREE



DIA DE LOS MUERTOS

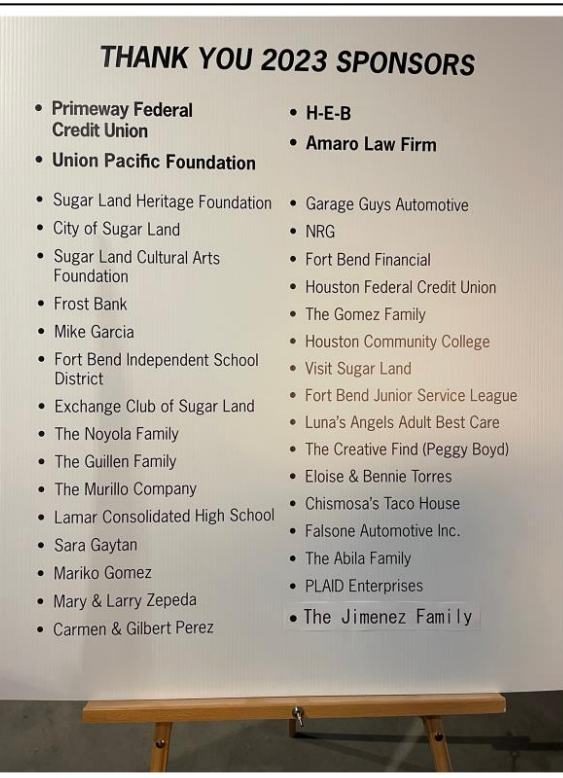
CELEBRATION

SUGAR LAND TOWN SQUARE
SATURDAY, OCTOBER 21 • 12-5PM

SUGAR
LAND
town
SQUARE



Sugar Land Heritage Museum 2023 Pictures





Above calavera quilt by Gloria Noyola Gandy. Below Little School of 400 and San Isidro Cemetery displays.





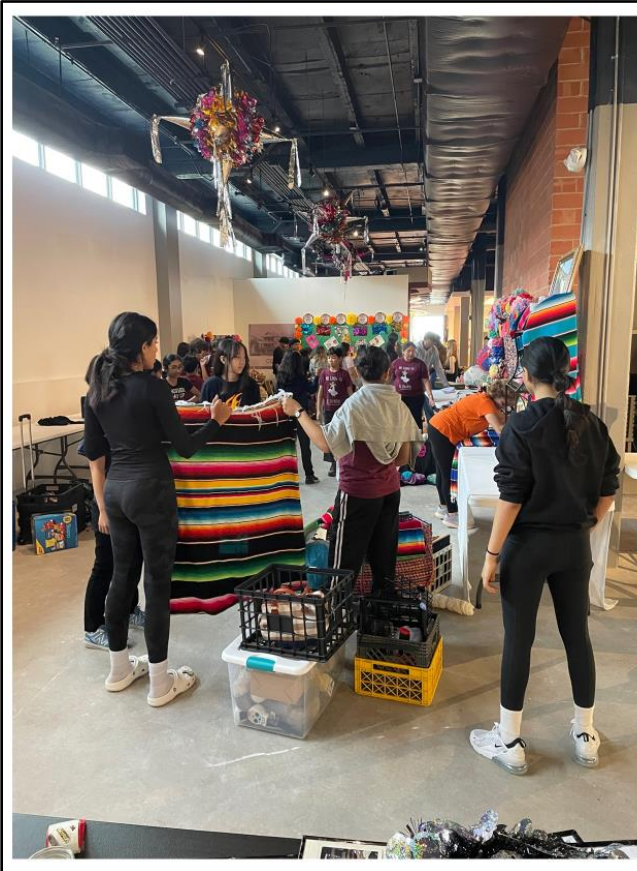
Above ofrendas by Hightower High, Travis High and Quail Valley Middle School. Artwork by Willowridge High students.

Below are some of the 2023 family altars (ofrendas).





Above, Zacatecas family altar. Below FBISD students setting up an ofrenda and one Rodriguez family altar.



FINANCIALS – The 2023 budget for Hispanic Heritage and Dia de los Muertos exhibit, and celebration was prepared in February and set at \$20,000. The categories for the 2023 budget were as follows,

Hispanic Heritage Exhibit

Categories	Amount
Music and Entertainment: Mariachi groups, Dancers, Catrinas, Band	\$6,800
Children’s Activities: Activities, Games, Face Painting, Gift Bags	\$5,000
Decorations and Signage: Decorations & Signage in Museum	\$2,500
Logistics & Transportation: Master Ceremony, Photography, Storage	\$2,000
Costume Contest and Awards	\$1,000
Prepare and Print Images and Posters	\$1,000
Marketing: Promoting the 3-week Exhibit & Saturday Event	\$1,000
Catering: Food & Drinks for volunteers	\$700
TOTAL	\$20,000

Support from local businesses, companies, foundations, organizations, and individuals was very positive with donations totaling \$25,650. Several area artists, professionals and volunteers also made significant contributions by donating “in-kind” work and/or services such as transportation, face painting, graphic design service, Catrina decor and printing.

Direct expenses for the 2023 Hispanic Heritage and Dia de los Muertos exhibit, and celebration totaled approximately \$21,660 as summarized in the following table. The original 2023 program budget did not include funds for “free children’s painting classes” that were held on October 28 at the Heritage Museum. These “free children’s painting classes” which were added to the 3-week museum exhibit activities were a tremendous success.

2022 Hispanic Heritage and Dia de los Muertos Expense Ledger		
Expense Category	Expenses	Original Budget
Music and entertainment	\$7,700	\$6,800
Children’s Activities	\$7,276	\$5,000
Decorations & Signage	\$1,656	\$2,500
Logistics & Transportation	\$368	\$2,000
Costume Contest	\$1,269	\$1,000
Prepare & Print Images	\$802	\$1,000
Marketing	\$1,120	\$1,000
Catering	\$1,469	\$700
Total 2023 expenses	\$21,660	\$20,000

THANK YOU 2023 SPONSORS

Primeway Federal Credit Union	H-E-B
Union Pacific Foundation	Amaro Law Firm
Sugar Land Heritage Foundation	Garage Guys Automotive
City of Sugar Land	NRG
Sugar Land Cultural Arts Foundation	Fort Bend Financial
Frost Bank	Houston Federal Credit Union
Mike Garcia	The Gomez Family
Fort Bend Independent School District	Houston Community College
Exchange Club of Sugar Land	Visit Sugar Land
The Noyola Family	Fort Bend Junior Service League
The Guillen Family	Luna's Angels Adult Best Care
The Murillo Company	The Creative Find (Peggy Boyd)
Lamar Consolidated High School	Eloise & Bennie Torres
Sara Gaytan	Chismosa's Taco House
Mariko Gomez	Falsone Automotive Inc.
Mary & Larry Zepeda	The Abila Family
Carmen & Gilbert Perez	PLAID Enterprises

Members of the 2023 Hispanic Heritage and Dia de los Muertos organizing committee included – Carmen Perez, Terri Rodriguez, Rosie Vargas, Ester Jimenez, Dianne Torres, Mary Zepeda, Larry Zepeda, Hipatia Paz, Deanna Duran, Sally Noyola Iwinski, Ramon K. Gomez, Augustine Vargas, Nora Rodriguez, and Sandra Noyola Smith.

2023 THANK YOU

Organizations and Individuals Participation

- City of Sugar Land
- CTS Band – Queen of Tejano & Latin Tribute
- Dia de los Muertos Organizing Committee
- Fort Bend Independent School District
- Friends of Sugar Land Heritage Foundation
- Friends of San Isidro Cemetery
- Grupo Folklorico Mi Barrio
- Houston Aztec Dance & Drum
- James Reese Career & Technical Center – Audio Video Production, Joey Dyrud-Lange and Cosmetology
- Kempner High, Hightower High, Willowridge High, Travis High, Sugar Land Middle School, Quail Valley Junior High
- Kim Icenhower Consulting
- Lamar High School and Willowridge High Mariachi Ensembles
- Las Americas Ballet Folklorico
- Mariachi Imperial de America
- Mario Diaz - KPRC
- Needville Independent School District
- Raymond Freeman American Legion Post 942 and Unit 942 Women's Auxiliary
- St. Laurence Catholic School
- Sugar Land Heritage Foundation
- Sugar Land Town Square

All the families who created altars and made this a memorable celebration.

Additional Photos from 2023 Sugar Land Heritage Museum Exhibit

FREE
Dia de los Muertos
Children's Art Workshop
led by local artist
Peggy Boyd

Workshop will include
a special story of the
monarch butterfly and
Dia de los Muertos
Celebration

Ages 5-8 print color pages
with water based markers
10:15 am & 1:15 pm

Class is FREE
Must register in advance
Each workshop is 1 hr
seating is limited

Ages 9-12 paint wood ornaments
(aprons will be provided,
dress appropriately for painting)
11:30 am & 2:30 pm

Saturday,
October 28, 2023

Sugar Land
Heritage Museum
located at
198 Kempner St., Sugar Land

To register for
this free class
scan this QR
Code, seating is
limited

Sugar Land
HERITAGE
FOUNDATION

The top right and bottom right photographs show a group of children and adults in a room decorated for Dia de los Muertos. They are holding up their completed art projects, which include drawings of butterflies and sugar skulls. A piñata hangs from the ceiling, and a banner with the word 'DIA' is visible in the background.



A tribute to the Virgin Mary and Noyola/Rodriguez family altar (ofrenda).



Mariachi Music

Folklorico and Aztec Dancers

Costume Contest

Children's Activities

Hispanic Cultural Presentations

Food Vendors

Photos from Sugar Land Town Square Celebration on October 21, 2023



Hispanic Heritage celebrated by all ages and young folklorico dancers.



Family altar (ofrenda), Town Square visitors in festive costumes and Dia de los Muertos decorations.



Mariachi Imperials de America, folklorico dancers, Willowridge mariachi students and decorations.



Houston Aztec Dance & Drum dancers and one of the Dia de los Muertos children's activities.



Las Americas Ballet Folklorico dancers, butterfly walker, costume contest winners & memory tree.



Young Dia de los Muertos visitor and Lamar Consolidated & Willowridge High combined mariachi ensemble.



Family photo with butterfly in front of SLTX sign and young visitor dressed to celebrate Hispanic Heritage.



Dia de los Muertos costume contest winner and some of the costume contestants.



Ballet Folklorico Mi Barrio



Dia de los Muertos decorations, folkloric dancers, smiling visitor and Mexican artesanias for sale.



Visitors in colorful Dia de los Muertos costumes and Houston Aztec dancer in festive costume.