

A compelling reality of our time is the diversity of our overall society and that all people of this nation constitute the “American” identity. By extension, related cultural resources are one of our greatest national assets. The historic and contemporary contributions of Latin@/Latinx cultures are central to this overall story, especially to California.

For a half a century, San Francisco’s Galería de la Raza has provided a local, state, national, and international forum exploring identity, community memory, family and social activism through *first voice* expression of highly diverse Latinx artistic production, curation, preservation, education, scholarship, and connection to public life. In 2015, Galería de la Raza was recognized as a San Francisco City and County Legacy organization, an official registry protecting local historical assets in order to ensure their future.

Acquiring a permanent home for Galería de la Raza is pivotal to ensuring this premiere institution remains in the historic San Francisco Mission District with room to expand its program offerings for generations to come.

In 2018, Galería initiated its **Capital Campaign** and moved from its 47-year site to its current temporary location on 1470 Valencia Street. In May 2019, the groundbreaking occurred for Galería’s **permanent home located at 1990 Folsom Street in the San Francisco Mission District**. This location is one of the largest remaining Mission District sites with PDR use designation and provides 7,585 square feet of much needed cultural programming space. In Spring 2021, Galería de la Raza’s permanent home is scheduled for completion.

The timing for the **Galería de la Raza Capital Campaign** is pivotal given the dwindling permanent home options and continued onslaught of San Francisco commercial developments in the S.F. Mission District. We must seize this permanent home opportunity and current local civic fiscal commitments (\$3.5 million committed with additional \$750,000 pending), because this window of opportunity may not be available again.

2019/20 California State Budget: \$27.5 million (one-time allocation for capital related expenditures) was allocated and dispersed between 7 Southern California cultural orgs.

2020/21 California State Budget: Applauding this important precedent, and given the level of support allocated to southern California organizations of similar significance, Galería de la Raza seeks a one-time allocation of **\$6 million** from the 2020/21 state budget allowing California to now support one of its historic institutions in the North.

The exploration of Latino/Latinx cultural production, values, and experiences offered by Galería de la Raza, provide points of intersection to other cultures of California and our nation as a whole. This is of particular significance and consequence given the challenging times we are all currently navigating and

why a permanent home for Galería de la Raza is both timely and important to our statewide context. The ***Galería de la Raza Capital Campaign*** provides a sustaining home while also articulating unique identity, vision and cultural leadership in California.

***First Voice:*** is an important concept meaning to “speak for oneself.” When “speaking for oneself,” in *first voice*, the nuance, tenor, scope, and direct experience of that person, culture, or constituency provide a more accurate aperture and representation. For 50 years, Galería de la Raza has offered a broad public the exploration, interpretation, presentation, and preservation of Chicano/Latino/Latinx art and cultural production through its deliberate *first voice* lens.

—Lorraine García-Nakata, 1991, RCAF

**Background:** The San Francisco Mission District gave birth to many pivotal social justice efforts including the Latino social, cultural and political movements that informed, inspired, and formed the vibrant cultural life in San Francisco to this day. Initiated during this time frame were organizations as the Center of the Chicano Movement in Northern California, Center for the Latino Labor Movement, Latino Mural Movement, Latino Political and Economic Empowerment, and several pivotal Chicano/Latin@ art and cultural organizations including the Galeria de la Raza/Studio 24.

Founded in 1970, **Galería de la Raza/Studio 24** became a voice for local, national and international Chicano/Latino artists and creative production grounded in social activism, issues relevant to working families, significance of ceremony, and the complexity and ongoing evolution of contemporary Latin@ cultures of the Americas. From its inception, Galería de la Raza also recognized the shared challenges and creative expressions witnessed across generations as well as intersections between our Indigenous, Black, and Asian cultures—quickly forming creative alliances and mounting important community endeavors. The Latinx LGBTQ movement, driven by GenerationX, and Millennials, has further expanded the cultural and creative narrative of Galería de la Raza. As a result, increases in next generation youth involvement is significant in the organizational leadership and in overall local, regional, state and national community participation.

### Key Communication Points

- For 50 years, San Francisco Galería de la Raza has provided *voice* for local, state, national, and international Chicano/Lation@/Latinx communities. To understand the necessity and role of arts and culture, is to understand how consequential it to have a voice, dignity, and a home.
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- A permanent home for Galería de la Raza is pivotal to ensuring this premiere institution remains in the historic San Francisco Mission District with room to expand its program offerings for generations to come.
- Timing for the ***Galería de la Raza Capital Campaign*** is pivotal given the dwindling permanent home options and continued onslaught of San Francisco commercial developments in San Francisco and its historic Mission District.
- 2020/21 California State Budget: Applaud state allocation of \$27.5 million to 7 southern California building efforts to similar organizations and seek a one-time allocation of **\$6 million** for Galería de la Raza's building project as part of the 2020/21 State Budget allowing California to now support one of its historic institutions in the North.
- The exploration of Latin@/Latinx cultural production, values, and experiences offered by Galería de la Raza, provide points of intersection to other cultures of California and our nation as a whole.