

Showcasing the vibrant cultures that have contributed to the past, present, and future of our state's social fabric

**FUNDING REQUEST** | \$2,003,224 per year; \$4,006,448 per biennium

## OVERVIEW

Located in Hemisfair Park in the heart of downtown San Antonio, the Institute of Texan Cultures (ITC) serves as an important contributor to K-20 education and the city's tourism market while living out its mission to give a voice to the many cultures that make up the social fabric of our state.

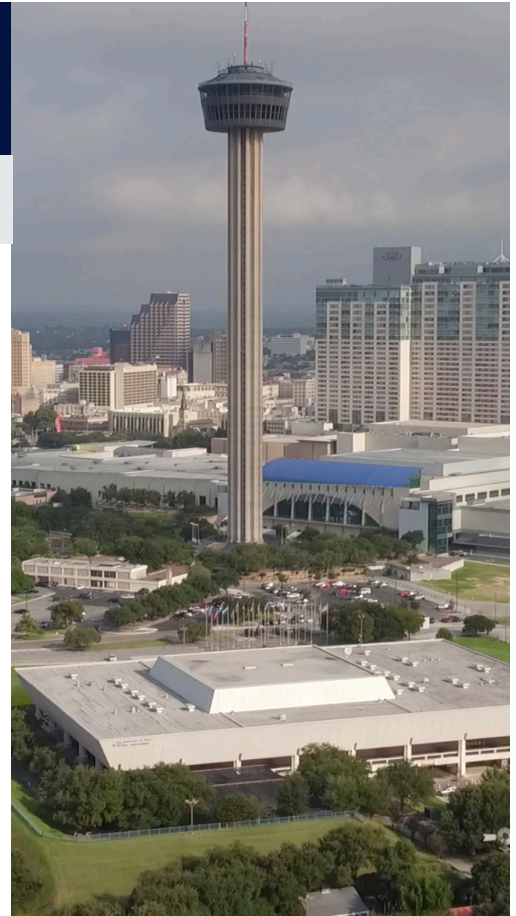
Originally opened in 1968 as part of the World Fair, UTSA has overseen operations of the ITC since 1973. Since that time the ITC has showcased the contributions of the cultures that shaped the state's character through music, dance, food, stories, traditions, religion, artisan skills and ways of life. As the state's center for multicultural education, the museum investigates Texas's ethnic and cultural histories, bringing them to life in the form of exhibits, programs and special events designed to entertain, inspire and educate.

## THE CHALLENGE

As the only resource in Texas devoted entirely to the state's rich, diverse history of cultures, it is important that the Institute of Texan Cultures continue to provide current and future generations with a greater awareness of and appreciation for Texas' unique cultural heritage. State financial support has steadily declined and reliance on attendance revenue was impacted by the COVID-19 pandemic limiting the ability to expand the institute's research and storytelling, implementation of technology, and the exploration of topics at the intersection of culture and current events. Further reduction of state funding will have a significant impact on ITC's ability to:

- Develop new exhibits and update and maintain existing ones
- Maintain current operating hours
- Coordinate with school districts and serve K-12 students and teachers who rely on the ITC to augment Texas history and social studies curricula
- Offer experiential learning opportunities for UTSA students in research, project management and digital content creation
- Host popular cultural festivals: Asian Festival and Texas Folklife Festival
- Provide space for cultural exchange, dialogue and inspiration for Texans

The ITC's facility, the Texas Pavilion, in its current state does not meet recognized standards for accreditation. With accreditation being a future goal, it is vital to address the unfilled needs necessary to meet these standards.



## FOR MORE INFORMATION

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# INSTITUTE OF TEXAN CULTURES



## THE IMPACT

The ITC has broad impacts which include:

- Recording more than 200,000 visitors in the year prior to the pandemic
- Hosting 60 exhibits and programs, bringing a Texas-specific lens to a variety of topics ranging from immigration to music to baseball. Other featured exhibits examine the culture and history of Texan women as well as Texas' Black, Czech, Filipino, Indigenous and Mexican American communities.
- Serving over 53,000 students and teachers through presentations and educator workshops
- Partnering with multiple faculty to conduct research and offer UTSA students the opportunity to apply their classroom learning to real-world research projects
- Garnering over 347,000 pageviews from 72,000 users in 2022, representing an 22% annual increase – a promising signal that the ITC's investment in digital infrastructure is working
- Completing a comprehensive community visioning process, ITC Centennial 2068, to chart direction for next 50 years
- Offering free admission to underserved audiences since the pandemic



## TAKEAWAY

At a time when issues of cultural identity, diversity and inclusion are at the forefront of state and national dialogues, the ITC is needed now more than ever. Reductions in state support have made it challenging for ITC to ensure that exhibits, curation of materials, programs and teacher training opportunities are at a level of excellence befitting of the state's center for cultural education.