

THE ART OF MOVING FORWARD



Your point of encounter

Tu punto de encuentro

Seu ponto de encontro





INTRODUCTION

The International Latino Cultural Center of Chicago is a Pan-Latino, nonprofit multidisciplinary arts and cultural organization dedicated to developing, promoting and increasing awareness of Latino cultures among Latinos and other communities.

The Center prides itself for its outstanding multidisciplinary and international cultural programming that includes a wide variety of art forms such as film, music, dance, visual arts, literature, comedy, poetry and theater that span Latin America, Spain, Portugal and the United States. In 1999, in order to more accurately depict the multinational and multi-arts programming of the organization, Chicago Latino Cinema, changed its name to the International Latino Cultural Center of Chicago.

While we are working to build our own facility -the nation's first state-of-the-art Pan-Latino cultural complex, year-round events are presented in mainstream venues including museums, movie theaters and galleries. Events are also held at community centers, schools, colleges, city parks and universities. It is imperative to the Center's mission that programs take place in venues that are easily accessible to a majority of the population. The absence of a central facility makes it increasingly difficult to maintain programs and meet the needs of a rapidly growing audience - both Latino and non-Latino.

The Center has been at the forefront of the movement to increase cultural opportunities for the entire Latino community.

It brings Latinos and non-Latinos together to share common cross-cultural experiences. Currently, more than 70,000 people attend the events presented by the Center each year. For three consecutive decades, the Center has promoted the richness and great diversity found in more than 20 Latino nations.

This year, for the 30th Chicago Latino Film Festival more than 35,000 film enthusiasts, 100 international filmmakers, actors and journalists were in attendance. Over the years, more than 3,000 films have been featured at the Festival and more than 2,000 international filmmakers have attended -all of them, without exception have become Ambassadors of Chicago to their respective countries. Undoubtedly, the Chicago Latino Film Festival is the largest, most comprehensive and better organized Latino Film Festival in the U. S.

The Film Festival is only one of the major cultural events the Center presents. In the last ten years, it has presented more than 100 other cultural events and established relationships with many other organizations. Those relationships have allowed us to present and develop a great number of programs, including the Latino Music Festival, the Reel Film Club and Film in the Park.

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CENTER'S OVERVIEW

The Chicago Latino Film Festival has accomplished what few people imagined possible 30 years ago - its audience has grown from 500 to more than 35,000 people.

The increased demand for the organization's services is also a tangible demonstration of the need for quality Latino arts and cultural events. Perhaps more significant is the diversity of the Center's audience, which is about 60% Latino, representing every one of our countries, and 40% non-Latino. Few other institutions have achieved the important goal of bringing Latinos and non-Latinos together to share common cross-cultural experiences.

While we are focusing on increased innovation, flexibility and adaptability to keep up with the high level of demand for quality Latino cultural offerings, we know that future success will depend upon the active support and advocacy of individuals, corporations and other organizations that want the Latino community and the City of Chicago to flourish.

We invite everyone to get to know the economic potential of the Latino market in Chicago. Become a household name with the Center by endorsing the contributions and presence of the Latino population in the United States. Film is a powerful medium with which we can share our life experiences. The creativity, ingenuity, struggles and successes of our filmmakers have in-



Film in the Park

spired us to think of a brighter future for Latinos. The opportunity is here and now for us to go beyond sharing our culture only through film. Film has empowered us to use every other cultural expression (music, theater, dance, comedy, poetry, literature, visual arts and much more) to simply say, "This is who we are."

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THE NEED & OPPORTUNITY

The Latino population is growing at an unprecedented rate; Latinos are now the largest minority (50 plus million of the total USA population) and by 2020 the U.S. Census Bureau predicts that one in every six people in the United States will be Latino.

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Chicago metropolitan area is the third largest Latino populated area in the country with 1.8 million Latinos and is the fastest growing population segment. Unfortunately, a rapid increase in the Latino population disproportionate to that of quality cultural programming can lead to a lack of awareness and negative relations amongst Latinos themselves, and others.

As part of the Center's mission, the Chicago Latino Film Festival and every cultural event presented by our organization serve as tools to break the barriers created and perpetuated by stereotypes, and provoke the audience to challenge mainstream misperceptions of the Latino identity by showing, through our cultural expressions, that Latinos are defined by more than 20 different nationalities and come from all social and racial backgrounds.

We recognize these issues as severe societal problems stemming from a lack of opportunities of self-exploration within the Latino community, and misconceptions about the Latino cultures by non-Latinos. To address these problems, the Cen-

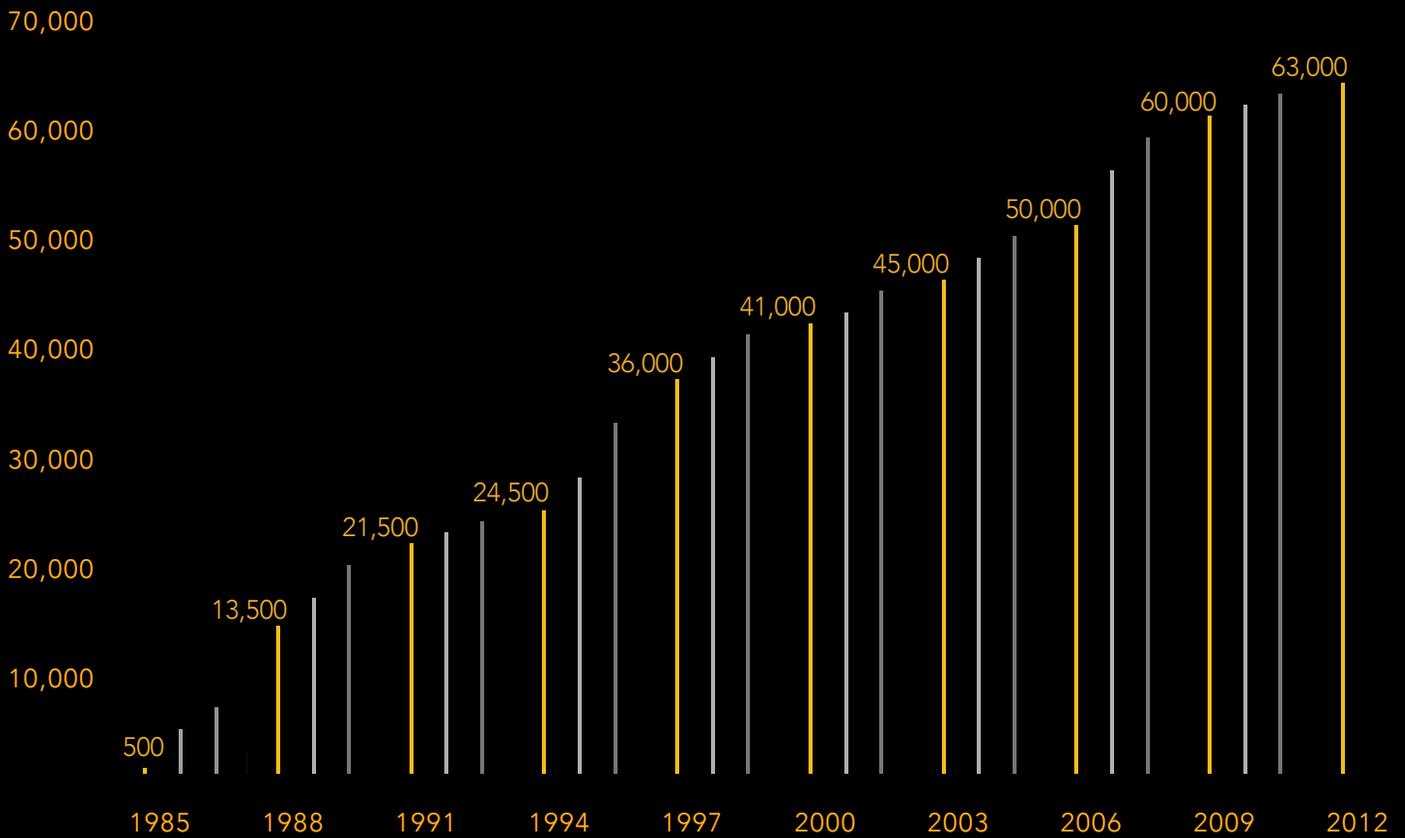
ter provides a more realistic portrayal of Latino communities in order to develop, promote and increase awareness of the multinational Latino cultures among Latinos and other communities through art and cultural education. The need for diverse Latino programming reaches beyond cultural education and understanding.

Latinos represent a significant percentage of Chicago's metro area population (more than 25%); therefore, it is imperative to support, create, and continue programming quality cultural events that address the needs of these groups and promote positive images of Latinos.

The public support will allow us to continue to work hard until our dream becomes a reality - to build, in Chicago, a world-class, state-of-the-art cultural complex that will house and allow us to share the multinational visual and performing arts, language, music, dance, comedy, poetry, films and many other culture expressions, including the culinary arts that reflect the lives of more than 600 million Latinos worldwide.

ATTENDANCE HISTORY

Attendance History for the Film Festival & other events:



Chicago Latino Film Festival



The Reel Film Club



Chicago Latino Music Festival



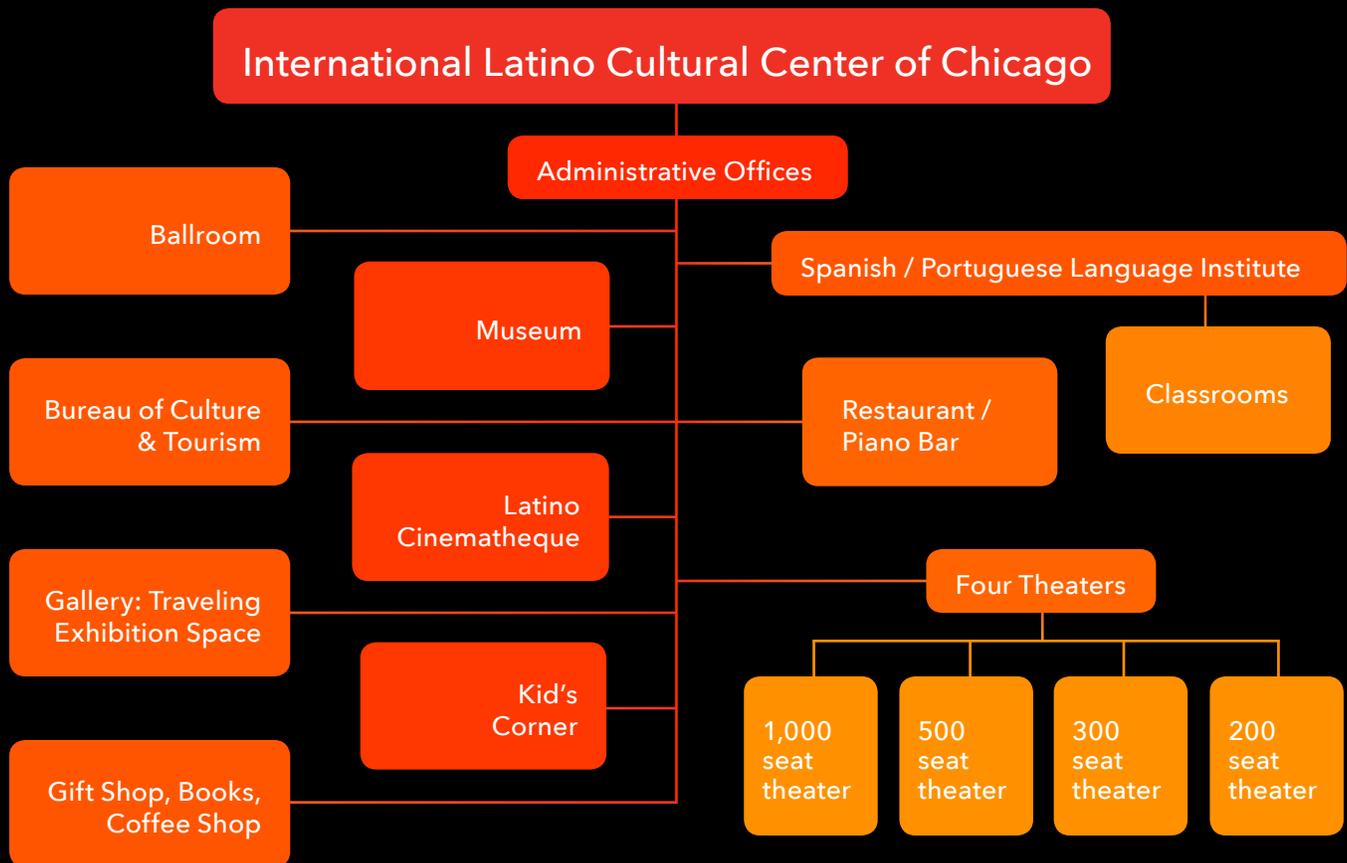
Special Gala Events



OUR VISION

To build a state-of-the-art cultural complex that will consist of the following components, which can be part of a multi-use structure:

The Ibero-American Tower



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Belize
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