

# IMPACT REPORT 2024

## CARA MÍA THEATRE

STRATEGIC PLAN  
& CAPACITY CAMPAIGN  
2021 TO 2024



# STRATEGIC PLAN TO SUPPORT INCREASED GROWTH & IMPACT

In 2021, Cara Mía Theatre (CMT) embarked on a three-year plan and a parallel capital capacity campaign to expand programming and impact.



# KEY STRATEGIC GOALS

- Establish CMT & Latino Cultural Center (LCC) as national destinations for Latinx theatre
- Expand organizational capacity & programming
- Implement staff development plan
- Raise \$175K for LCC's new black box theatre



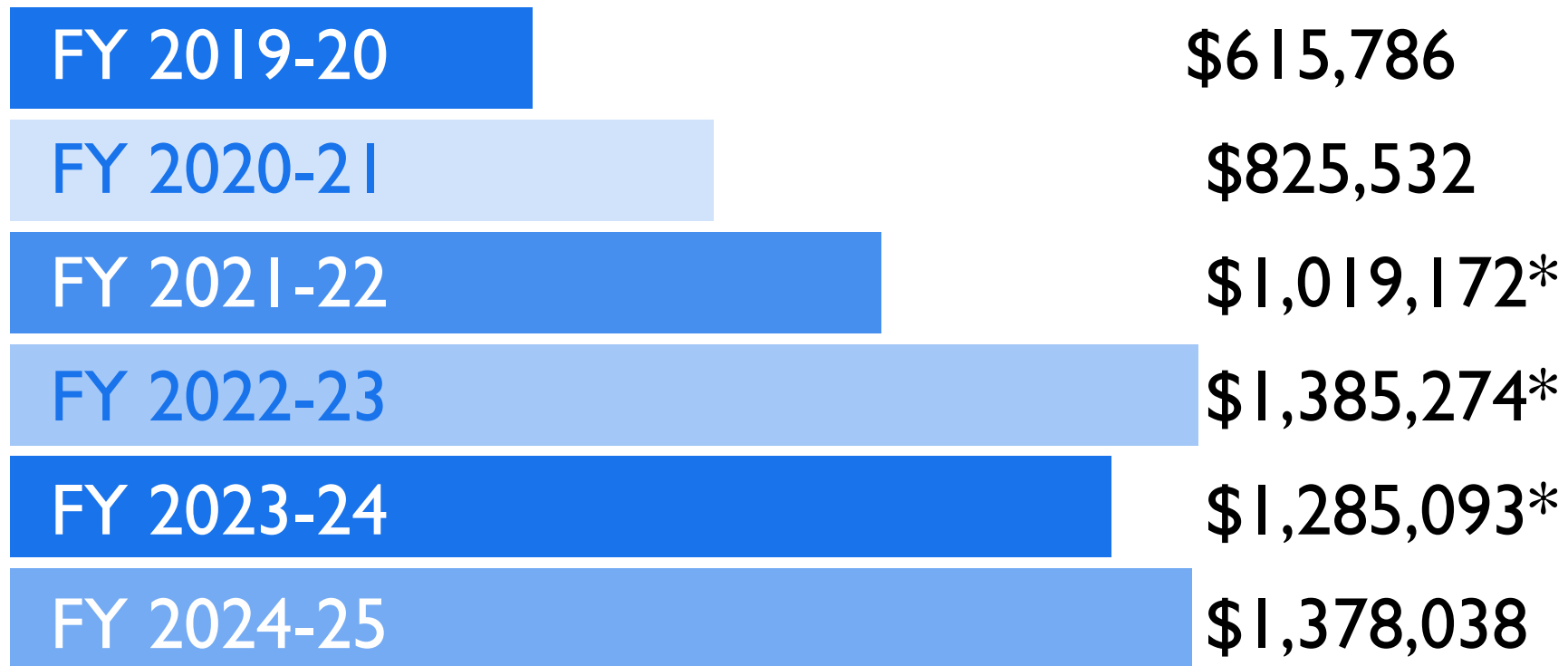
# ORGANIZATIONAL GROWTH

CMT raised over \$1,000,000 to meet its strategic goals from 2021 until 2024.





# GROWTH OF ANNUAL OPERATING BUDGETS



*\* Denotes Fiscal Year impacted by Cara Mía Theatre's Capital Capacity Campaign*

# GOAL #1: PROGRAMMATIC & ORGANIZATIONAL EXPANSION

- Tripled size of annual theatre festival
- Added symposium to festival lineup
- Increased impact on youth and schools
- Increased local, national, international touring
- Training for local artists in global theatre



# ATTENDANCE

	Adults	Youth	Total
FY *2021-22	20,825	18,139	38,964
FY *2022-23	15,690	16,423	32,113
FY **2023-24	12,517	10,350	22,867
<u>FY ***2024-2025</u>	<u>13,700</u>	<u>27,301</u>	<u>41,001</u>
TOTALS	62,732	72,213	134,945

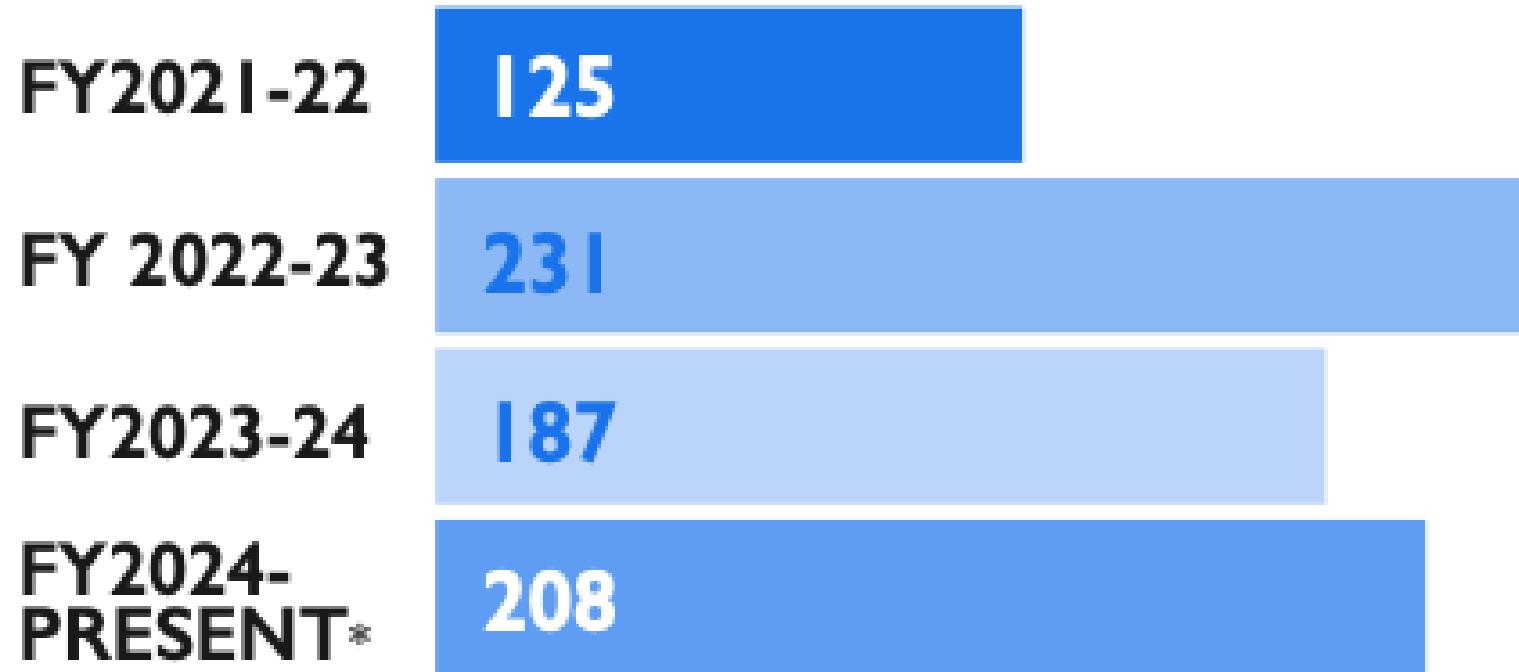
\* Primarily virtual programming during the pandemic

\*\* 3rd party booking organization (Big Thought) discontinued services

\*\*\* Comprised of attendance from August 2024 to March 2025

# DRAWING DIVERSE AUDIENCES

Number of Patron Zip Codes who visit the LCC

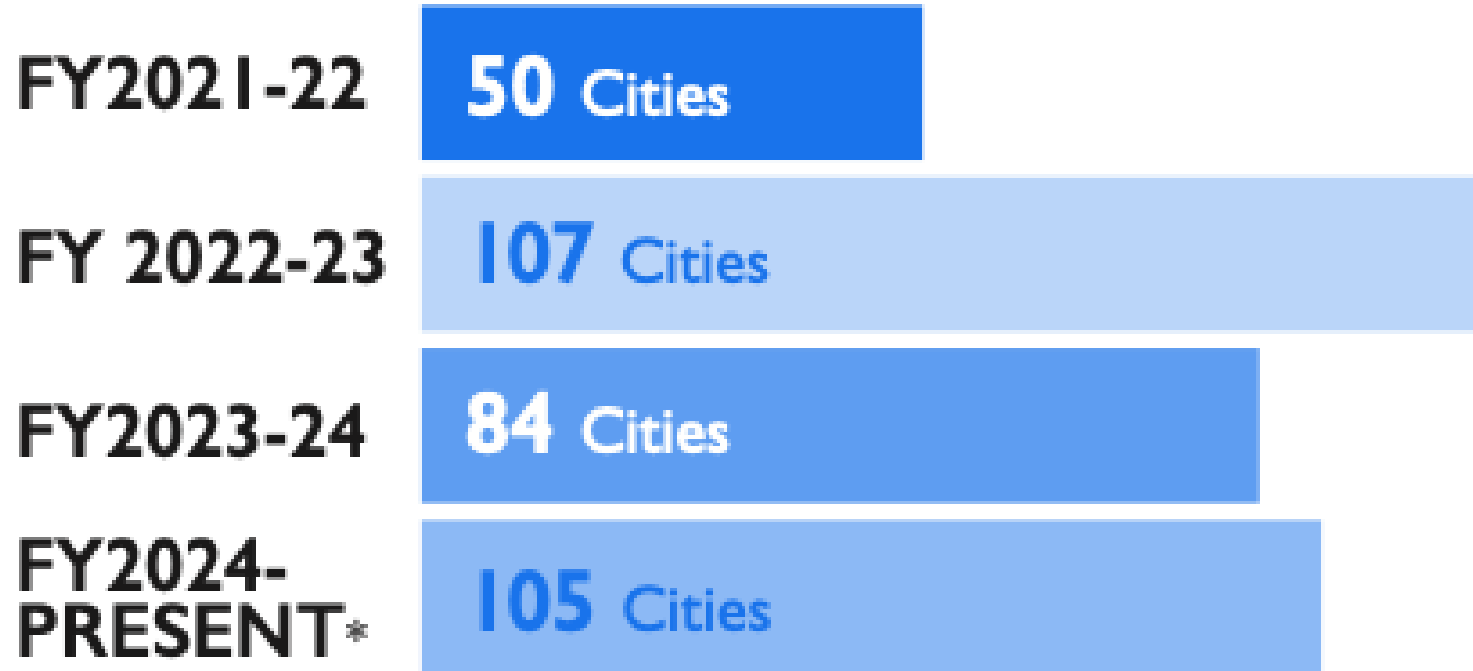


Total Unique Zip Codes: 2021-Present 266

*\* From August 2024 to March 2025*



# BRINGING CULTURAL TOURISM TO DALLAS & THE LCC



Total Unique Cities: 2021-Present 130

*\* From August 2024 to March 2025*

# COMMUNITY & EDUCATION 2021-PRESENT

**PROGRAMS  
IN SCHOOLS**  
(PERFORMANCES &  
CLASSES)

**454**



**COMMUNITY  
EVENTS**  
IN DALLAS  
NEIGHBORHOODS

**235**



**STUDENT  
MATINEE**  
PERFORMANCES  
AT THE LCC

**39**



# GOAL #2: IMPLEMENT A STAFF DEVELOPMENT PLAN

- Originally aiming for an 8-person staff, CMT shifted direction toward a 4-person staff of experienced mid-career professionals
- Supported by dynamic seasonal teams of contracted labor & consultants



# STAFF STRUCTURE

Executive Artistic Director

Education Manager

Operations Manager

Playwright in Residence



# SEASONAL CONTRACTORS

## Marketing Team

- Marketing Coordinator
- Marketing Strategist / Publicist
- Social Media Manager
- Video Storyteller

## Development & Fundraising

- Multiple grant writers
- Marketing Coordinator
- 3<sup>rd</sup> Party Evaluator



# HIRING SINCE 2020

	Contractors	Staff
2020-21	42	4
2021-22	186	5
2022-23	156	6
2023-24	147	4



# **GOAL #3: RAISE \$175K FOR NEW LCC BLACK BOX THEATRE**

As part of the 3-year capacity campaign from 2021-2024, CMT raised \$175K to support the new City of Dallas LCC black box theatre



# CMT'S TRANSFORMATION FUND DONORS TO THE LCC BLACK BOX

\$100,000	Cara Mía Theatre's Board of Directors + Anonymous Donor
\$25,000	Dr. Catalina Garcia
\$25,000	Jim & Melinda Johnson
\$5,000	Levin's Department Stores
\$5,000	David & Diana Aguilera
\$5,000	Deborah & Craig Sutton
\$2,500	Hector & Linda Cantu
\$2,500	David Lozano & Frida Espinosa Müller
\$2,500	Dr. Gina Weber
\$1,500	Don Campbell & Robin Lederer



# GOAL #4: CMT & LCC BECOME NATIONAL DESTINATIONS FOR LATINX THEATRE





- CMT became one of the top 5 largest Latinx theatres in the United and largest in Texas
- Tripled the size of annual theatre festival to include international productions and symposium
- Collaborations with regional, national, and international artists and organizations
- Continues to tour regionally, nationally, and internationally



# INTERNATIONAL COLLABORATIONS: CO-PRODUCTIONS & TRAINING FOR LOCAL ARTISTS



- **Mask Laboratory, Mexico: 2021-2023**
  - World premiere co-production, *Orígenes*
  - Local actors trained in mask acting
- **Mulato Teatro, Mexico: 2022-2024**
  - World premiere translation of *Yanga*, about Africans in Mexico
  - Mexican playwright led two writing workshops for local artists
- **Manifesto Poetico, Spain: 2023-2024**
  - World premiere co-production, *Diosa*
  - Actors trained in techniques called "Spatial Dramaturgy"
  - Techniques will be utilized to create future new plays by Cara Mía's actors



# 4 NATIONAL & INTERNATIONAL TOURING PRODUCTIONS SINCE 2021

- ***Úrsula* by Frida Espinosa Müller**
  - Stages (Houston)
  - UNT (Denton)
  - Teatro Vivo (Austin)
  - 32nd International Festival of Women on Stage for Peace (Bogotá, Colombia)
  - Teatro Petra (Bogotá, Colombia)
  - Teatro Baca (Chía, Colombia)
  - Descolonizarte Teatro (Orlando)
- ***Crystal City 1969* by David Lozano & Raul Treviño**
  - Guadalupe Cultural Arts Center (San Antonio)
- ***Orígenes/Origins* devised by Cara Mía Theatre**
  - Teatro del Pueblo (Mexico City)
- ***Your Healing is Killing Me* by Virginia Grise**
  - El Encuentro National Latinx Theatre Festival (Los Angeles)



The poster features a woman in profile, looking upwards, against a dark background. The text is in Spanish and includes the title, dates, times, and ticket prices.

**URSULA,**  
o dejarse ir con el viento

**13 Y 14**  
AGOSTO

**Domingo: 4:30 p. m.**  
**Lunes: 7:00 p. m.**

**Boletería:**  
\$35.000 General.

**TEATRO PETRA**



**OUR NEWEST  
INITIATIVE**



## **THE EXPANDED 5<sup>th</sup> INTERNATIONAL FESTIVAL & 1<sup>st</sup> LATINIDADES ARTS SYMPOSIUM**

In 2024, Cara Mía Theatre produced a larger, more robust international theatre festival that included a symposium, further establishing Cara Mía and the LCC as national destinations.



CARA MÍA  
THEATRE

Cara Mía Theatre presents

# LATINIDADES

5th Annual International Theatre Festival

September 26-October 13, 2024 | Dallas Latino Cultural Center

**La Mezcla**  
San Francisco



DANCE

**Teatro  
Petra**  
Bogotá,  
Colombia



COMEDY

**ASYC  
El Teatro  
del  
Movimiento**  
Mexico City



DANCE

**Teatro  
Breve**  
San Juan,  
Puerto Rico



COMEDY

**Escultores  
del Aire**  
Barcelona,  
Spain



DANCE /  
THEATRE

**Combat  
Hippies**  
Miami, FL &  
San Juan,  
Puerto Rico



THEATRE /  
MUSIC

**Cara Mía  
Theatre,  
The Flame  
Foundation,  
The New  
Orleans  
Original  
BuckShop  
and  
Mulato  
Teatro**  
U.S.A, Spain  
Mexico



DANCE



# 1st Latinidades Arts Symposium

**Sustaining the Arts through Community Development**

## Our Special Guests



**Morgana Wilborn**  
Kansas City Repertory Theatre



**Martine Elyse Philippe**  
Director, Dallas Office of Arts & Culture



**Olga Garay-English**  
National Latinx Theatre Initiative



**Danny Lee**  
Filmmaker



**Jodi Voice Yellowfish**  
MMIW Texas Rematriate



**Jorge Piña**  
Guadalupe Cultural Arts Center



**Rafael Tamayo**  
Facilitator MC



**Wendy Shenefelt**  
Alternate Roots



**Miranda Gonzalez**  
Organizational Strategist

**October 3-5, 2024 • Dallas, TX**

**Registration:** [caramiatheatre.org](https://caramiatheatre.org) • 214-885-2097 • [info@caramiatheatre.org](mailto:info@caramiatheatre.org)



Principal Sponsor of Cara Mía Theatre's 2024-25 Season



Cara Mía Theatre is a resident theatre company of the City of Dallas Latino Cultural Center

# 2024 1<sup>st</sup> LATINIDADES SYMPOSIUM

Part of the festival, Cara Mía's 1<sup>st</sup> Latinidades Symposium drew arts leaders from around the country for three days, from October 3-5, 2024, to share ideas on sustaining our artists and arts organizations through community development.

# FESTIVAL & SYMPOSIUM GOALS

- Cultivate true festival environment with multiple programs each week
- Build local, national & international alliances
- Audience development among diverse Latinos in North Texas
- Provide professional development for local & national arts professionals

# FESTIVAL HIGHLIGHTS

- 13 Productions
- 26 Performances
- 16 Companies
- 4 Countries
- 116 Artists
- 2 Training Workshops for Local Artists
  - Playwriting by Fabio Rubiano, Colombia
  - Dance by ASYC: Teatro de Movimiento, Mexico
- 3-Day National Symposium



## ATTENDANCE HIGHLIGHTS

- 3,692 Festival Attendees
- 92 Symposium Attendees

## TOURISM & ECONOMIC DEVELOPMENT

- Hired 73 Out-of-town Contractors
  - 295 Overnight Hotel Stays
- 3,692 Festival Attendees
  - From 188 Zip Codes
  - 90 Cities outside of Dallas

# 2024 5th INTERNATIONAL LATINIDADES FESTIVAL & SYMPOSIUM

As a resident theatre of the Latino Cultural Center,  
Cara Mía Theatre utilized the various spaces at the  
LCC from September 25 through October 13, 2024.



# Black Box

Festival performances took place in both the Black Box Theatre and the Performance Hall



**LATINIDADES**

5th Annual International Theatre Festival



# Performance Hall

Festival featured 2-3 performances each weekend for 3 weeks in both theatres



**LATINIDADES**

5th Annual International Theatre Festival



# Outdoor Plaza for Free Performances



**LATINIDADES**

5th Annual International Theatre Festival



# New Courtyard for Live Music, Performances, and Food



**LATINIDADES**

5th Annual International Theatre Festival



# Classes & Workshop for Youth Nights at the Theatre



## Shared Stories

Works by Romulo Martinez  
August 31 - October 11, 2022

**LATINIDADES**

5th Annual International Theatre Festival





## Lobby for Community Conversations, Concerts, Meals, and Receptions

## LOCAL & NATIONAL RECOGNITION

*"I truly believe that Cara Mia Theatre is now the leading Latino theater in the country."*

- Jorge Peña, Director of Programs  
Guadalupe Cultural Arts Center, San Antonio





## LOCAL & NATIONAL RECOGNITION

*"As a co-director of the National Latinx Theatre Initiative, I was extremely impressed by the quality and breadth of Cara Mía's recent international festival and symposium. Cara Mía has earned its place in the national Latinx theater sector and is increasingly bringing national attention to the arts produced in Dallas."*

- Olga Garay-English, Co-Director  
National Latinx Theatre Initiative, Los Angeles



# LOCAL & NATIONAL RECOGNITION

*“Cara Mía Theatre plays a critical role in the cultural identity and cohesion of Dallas. It's a leader in the national Latinx theater community and centers equity and community building in its practices on and off stage. Its ability to innovate and create new forums for meaningful dialogues, like the recent Latinidades Arts Symposium, are examples of the theater's leadership role in the cultural equity landscape in our community.”*

Maura Sheffloer, President & Executive Director  
TACA (The Arts Community Alliance)



# LOCAL & NATIONAL RECOGNITION

*"Cara Mia's leadership both in Dallas and nationally, especially over the last decade under David Lozano is nothing less than exceptional. Now more than ever, the need to stabilize its presence at the Latino Cultural Center and continue to build on its momentum as both a presenting and producing organization as the largest Latino theater in the State of Texas, merits serious consideration and support long-term from the City of Dallas."*

- Clyde Valentin,  
Arts & Culture Commissioner at Large, Dallas



# LOCAL & NATIONAL RECOGNITION

*"In addition to the stellar theatrical productions Cara Mía mounts on the City of Dallas Latino Cultural Center stages as resident company, it has been building solid relationships outside the walls of the theater with Dallas schools, various community centers and by forming partnerships with other cultural and social service organizations.*

*In 2024, Cara Mía Theatre's Annual Latinidades Theatre Festival expanded to include a major symposium as a result of Cara Mía leadership recognizing the need to provide technical assistance to its community and not just entertainment. The first Latinidades Symposium was extremely successful and served as a blueprint for subsequent events aimed at providing meaningful exchanges on the topic of sustainability for BIPOC & small cultural organizations.*

*With this expanded focus on being both a source of entertainment and service, Cara Mía Theatre is poised to be the most important arts organization in the Southwest."*

- Vicki Meek  
Arts & Culture Commissioner, City of Dallas





# DONORS

For The Transformation Fund,  
Cara Mía Theatre's 2021-2024 Capacity Campaign

## PRINCIPAL SPONSOR OF THE *2024-2025 SEASON*

The Law Offices of Domingo Garcia

*SOÑADOR (DREAMER)*

*\$100,000 +*

Anonymous

The Mellon Foundation

National Latinx Theatre Initiative

Santander Consumer USA Foundation

UT Austin's Center for

Mexican American Studies

*VISIONARIO (VISIONARY)*

*\$50,000 – \$99,999*

Anonymous

TACA – The Arts Community Alliance

TI Foundation

# DONORS

For The Transformation Fund,  
Cara Mía Theatre's 2021-2024 Capacity Campaign

*ASTRÓLOGO (ASTROLOGER)*

*\$25,000 – \$49,999*

Central Market / H-E-B

Fichtenbaum Charitable Trust

Dr. Catalina E. Garcia

James & Gayle Halperin Foundation

Marguerite Casey Foundation

Jim & Melinda Johnson

Marguerite Casey Foundation

*SABIO (SAGE)*

*\$12,500 – \$24,999*

David & Diana Aguilera

Communities Foundation of Texas

The McDermott Foundation

National Association of Latino Arts & Culture

Play on Shakespeare

Simmons Foundation

Craig and Deborah Sutton

JKW Foundation

# DONORS

For The Transformation Fund,  
Cara Mía Theatre's 2021-2024 Capacity Campaign

## *DRAMATURGO (PLAYWRIGHT)*

*\$7,500 – \$12,499*

Meow Wolf Foundation

The Rea Charitable Trust

State Fair of Texas

Thrive! Theatre Communications Group

Roy & Christine Sturgis Charitable Trust

National New Play Network

Moody Fund for the Arts

## *MUSICO (MUSICIAN)*

*\$5,000 – \$7,499*

Levines Store

David & Frida Lozano

Park Place Dealerships

The Dallas Foundation

# DONORS

For The Transformation Fund,  
Cara Mía Theatre's 2021-2024 Capacity Campaign

*MASCARERO (MASK MAKER)*

*\$2,500 – \$4,999*

Linda & Hector Cantu

H100 Latina Giving Circle

The Hitz Foundation

Gina Weber

Jonathan & Eve LaMendola

*DANZANTE (DANCER)*

*\$1,500 – \$2,499*

Robin Lederer & Don Campbell

# SUPPORT OUR WORK IN 2025

## UPCOMING PROGRAMS & GOALS:

- 2025 International Latinidades Theatre Festival
- 2nd Latinidades Arts Symposium
- Increase Programming To Reach Over 25,000 Youth In Academic Years 2024-25 & 2025-26
- Creation Of New Plays With International Partners

Make a tax-deductible donation at  
[caramiatheatre.org](https://caramiatheatre.org)  
or by scanning the QR code



# STAFF

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Executive Artistic Director

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Community Action

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**Virginia Grise**

Playwright in Residence

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# BOARD OF DIRECTORS

Carmen Guzman  
Interim President

Jorge Baldor  
Interim Vice-President

Jonathan LaMendola  
Treasurer

Robin Lederer  
Secretary

Linda Cantu  
Board Member

Eliberto Gonzalez  
Co-Founder I Chair Emeritus

David Lozano  
Executive Artistic Director



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