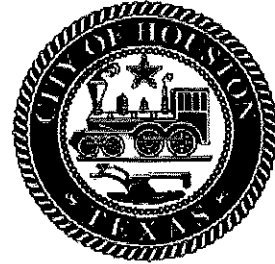


DEADLINE

Nominations must be emailed or postmarked no later than **August 10, 2020** for consideration.
Website: <http://www.houstontx.gov/specialevents/Hispanic-Heritage-Awards>

2020 Nomination

Please print clearly or type in the spaces below.



Category (choose only one)

- Arts in the Community
- Community Activist
- Education In the Community
- Youth Activist
- Lifetime Achievement

Individual Nominee

Name: Ruby Rivera _____

Cell Phone: 281-796-1925 _____ Office Phone: N/A _____

Home Address: 5535 Memorial Drive Suite F, Box 900

City: Houston _____ State: Texas _____ Zip: 77007 _____

E-mail: Ruby@TxSalsaCongress.com _____

Nominator

Name: Cynthia Rojas _____

Cell Phone: 832-573-5910 _____ Office Phone: N/A _____

Address: 10114 Glengate Ln. _____

City: Houston _____ State: Texas _____ Zip: 77036 _____

E-mail: SouthernHospitality@TxSalsaCongress.com

Submit via U.S. Mail or email the completed

- ✓ Nomination form (mandatory)
- ✓ Narrative statement or Letter of Recommendation (mandatory)
- ✓ Resume/Bio (mandatory)
- ✓ Other Supporting materials

All mandatory materials must be submitted, to be considered.

E-mail questions to:

Jackie.schuessler-kimsey@houstontx.gov

Mail to:

City of Houston
Attn: Jackie Schuessler-Kimsey (MHHA)
901 Bagby, 3rd floor
Houston, Texas 77002

Deadline: Postmarked by August 10, 2020

Or complete online at:

<http://www.houstontx.gov/specialevents/hispanicheritage.html>

Cynthia Rojas
10114 Glengate Ln.
Houston, Texas 77036
8/01/2020

Jackie Schuessler-Kimsey (MHHA)
City of Houston
Mayor's Hispanic Heritage Awards
901 Bagby, 3rd floor
Houston, Texas 77002

Dear Jackie Schuessler-Kimsey (MHHA):

It is with extreme joy and admiration, that I nominate Ruby Rivera with the Texas Salsa Congress for a 2020 Mayor's Hispanic Heritage Award in the category of Arts in the Community.

Ruby has spent approximately 20 years dedicated to the Arts and dance community in Houston, Texas. I have had the privilege of working with her and seeing her efforts for nearly a decade. Within the time frame that I have had the chance to work with her, I have seen Ruby's selfless efforts to support and inspire the dance community.

Ruby and her organization, Texas Salsa Congress, is known for creating and hosting events, most of which are FREE and open to the public. These events are held throughout Houston and its surrounding areas. The biggest event that Ruby puts together every year is the "Texas Salsa Congress" or "TSC" for short. The Texas Salsa Congress is comprised of over 50 dance shows, 24 hours of workshops covering topics and genres far beyond salsa dancing, three nights of social dancing, and nightly exhibitions. This year the TSC would have celebrated its 16th Anniversary, but unfortunately, due to the Covid-19 global pandemic, the event had to be cancelled. I work closely with Ruby every year on this event. I cannot count the number of hours in which she spends on every single detail of the event. The TSC and what the event represents is Ruby's passion. The TSC is not only the biggest salsa congress in the state of Texas, but it is also the only congress owned and ran by a woman. Despite any obstacles that Ruby has faced creating and running this event for the past 16 years, she has pushed forward and remained true to herself. Ruby is dedicated and continues to host this event for the love of the arts and dance community. Anyone that has attended the TSC all say that Ruby makes the event feel like home. They feel like family being at her event. The feeling of being home with family, is extremely hard to find.

Ruby believes and gives dancers and teams the opportunities to grow within the dance industry. Some of the participants that have attended the TSC started as kids and have become professional dancers, traveling the world. Many dancers credit the TSC for their start and are happy to come back as instructors to teach at her event. The saying is true, "never forget where you came from" and so many dancers keep true to that and always go back "home" to the TSC. Had Ruby not created the TSC, so many dancers, regardless of their level of skill, would not have had the opportunity to take such a variety of workshops that are offered during the TSC. Ruby is very meticulous and strategic when planning the TSC to make sure that every dancer that attends has the best experience and gets the most out of her event. The best and most talented dance instructors are brought to Houston, from many different styles of dance from salsa, cha-cha, hip-hop, lyrical, and so much more. The talent that Ruby brings in have the same mentality as Ruby, which is that the dancer comes first.

Jackie Schuessler-Kimsey (MHHA)

8/01/2020

Page 2

Ruby genuinely cares about every single person that attends her event and treats each person with respect. The art of dance is what unites her and the hearts of everyone that attends the Texas Salsa Congress. As if planning and taking on a huge event like the Texas Salsa Congress was not enough to inspire dancers, enrich the dance community and promote the arts in Houston, Ruby is also responsible for producing summer events like Latin Beats at the Downtown Aquarium. Ruby has built her relationship with the Downtown Aquarium for 15 years. In addition to Latin Beats, Ruby has helped create Salsa Sundays and Salsa Beats at the Kemah Boardwalk. Ruby created these FREE programs which bring together music, salsa lessons, dancing, and family. It is important for Ruby to hire local Texas talent for these events. The entertainment industry is a difficult one, but Ruby makes sure to provide opportunities for local Houston dancers, musicians, and DJs. All the talent booked for these events are paid. The talent is not only gaining exposure, but they are also bettering their craft while getting to add a paid gig to their professional resume. So many local Houston talent, just need a chance, an opportunity to have a start and Ruby gives them that.

Anyone that knows Ruby, knows her heart, knows her spirit, and knows that the arts and Houston is home. Ruby grew up from very humble beginnings, worked hard, was driven, was the first in her family to attend and graduate from a four-year university. Although she has traveled and has seen different parts of the world, her appreciation, love and respect for Houston and arts in the community has kept her here. Lucky for us Houstonians, her city, feels the same way about her. Ruby was honored by the City of Houston with a Proclamation on, August 4, 2010, making it "Salsa Appreciation Day". The esteem from the City of Houston did not stop there. On March 14, 2015, Ruby was bestowed once more with another Proclamation making it "Texas Salsa Congress Day". Two City of Houston Proclamations are proof that Houston recognizes and agrees that Ruby is a force to be reckoned with!

It was important for me to nominate Ruby Rivera before her special day coming up on August 4th. My hope is that the 2020 Mayor's Hispanic Heritage Award committee reads this nomination and sees Ruby in the same eyes that I and the rest of the Arts Community in Houston does too. I do not know anyone else that works as hard, perceivers and rises above all challenges like she does. Ruby Rivera deserves this award. I thank you for your time and consideration.

Sincerely,

Cynthia Rojas
Director of Hospitality
832-573-5910
SouthernHospitality@TxSalsaCongress.com

Born of Puerto Rican and Guatemalan descent and raised in Houston's Northside, Ruby Rivera's Latin dance career began with her helping create "Latin Nights", the first of its kind, Latin dance event on campus for the students of the University of Texas, where she attended.

Upon returning to Houston after graduation, Ms. Rivera was asked to join the first Latin dance company in Houston, Guaguanco Dance Company where she learned to choreograph, perform, and the art of instruction.

In 2002, Ruby co-founded her own dance company, Rhumba Y Bongo (R&B). R&B broke the mold of traditional salsa routines by fusing hip hop, modern, and break-dancing styles with salsa and mambo. In addition to events throughout Houston and Texas, R&B was invited to perform in the Chicago, Puerto Rico, and New York Salsa Congresses. After two years of exposure to the international salsa community, Ms. Rivera began to give salsa lessons at Houston's famous Sky Bar in the Montrose area which led to her teaching salsa throughout Houston.

With these experiences, Ms. Rivera began wondering why Houston didn't have a salsa congress considering how rich and large its salsa community was and so was inspired to create the Texas Salsa Congress which is now celebrating its 16th anniversary in 2020 and is the longest running salsa congress in the United States fully produced and directed by a woman.

In 2005, the Texas Salsa Congress came to fruition as an annual four day namesake event that took place every March, bringing performers and guests from all across the United States and countries all across the globe, including some of the biggest talent within the salsa community in the form of dancers, musicians and instructors.

The Texas Salsa Congress is a multi-day dance festival featuring workshops, social dancing, performances, and competitions dedicated to salsa and other Latin dance forms. The 16th Annual Texas Salsa Congress would have been comprised of over 50 dance shows, 24 hours of workshops covering topics and genres far beyond salsa dancing, three nights of social dancing, and nightly exhibitions.

Since the first Texas Salsa Congress, Ruby has also produced Breaking Salsa in Austin, TX and various annual salsa events in Houston including: Latin Beats (Downtown Aquarium HTX), Salsa Sundays (Kemah Boardwalk), and Salsa Beats (Kemah Boardwalk). In 2010, Ms. Rivera was bestowed with a city proclamation by Mayor Bill White, declaring August 4th "Ruby Rivera Salsa Appreciation Day". In 2015, Mayor Annise Parker also declared a "Texas Salsa Congress Day" for Houston, Texas.



Texas Salsa Congress Work Samples

The Texas Salsa Congress helps Houston and many businesses and organizations all year long with our efforts and resources that range from curating, organizing, executing to handling all talent and bookings.

However, the Texas Salsa Congress Annual event in March is where it all started for us and the event that we are asking for funding from the City of Houston. We have for 15 years secured, contracted room blocks at prestigious hotels in Houston to help with highlighting talent and tourism. We are newly part of the Fresh Arts Fiscally Sponsored projects therefore only recently eligible to apply for grants. We are honored to be part of the arts community in Houston! Give us a space and we will create! -Texas Salsa Congress

Event	
<p style="text-align: center;">Cancelled Due to Covid-19 Texas Salsa Congress</p>	<p>Description: On March 12-15, 2020, to celebrate its 16th year of existence, the Texas Salsa Congress will host a four-day multidisciplinary dance and music festival. This event will be held in one of Houston’s newest additions, the Westin Medical Center. The Texas Salsa Congress will be one of the first events to be held at this beautiful hotel in the middle of the Medical and Museum District. The Texas Salsa Congress “Sweet 16” will be comprised of over 60 dance shows, 24 hours of workshops, 4 nights of social dancing, and a full weekend of wellness programs. This programming, along with the expected attendee count of well over 550 people of all ages from across the state, country and world, will make the Texas Salsa Congress the largest and most concentrated salsa dance and music festivals to be hosted in Houston in the city’s history. The Texas Salsa Congress “Sweet 16” will heavily highlight Houston through collaborative efforts with its artistic community with partnerships with the community to help expose talent, artists, businesses, and organizations. The Texas Salsa Congress will ensure that there are added areas to showcase different capacities, which help dancers and participants such as Zumba, Yoga and Pilates.</p> <p>Responsibilities: Curate and organize the 4-day music and dance festival. Ensure that there are several events leading up to the Texas Salsa Congress that highlight different neighborhoods in Houston, in addition to different artists from Houston.</p> <p>Location & Time Frame: 16th Annual Sweet Sixteen Texas Salsa Congress: March 12-15, 2020 Westin Medical Center. We intentionally wanted to work in a different area where we could collaborate with the Museum District and also allow for our guests to use Metro and participate in one of our many events leading up to the Texas Salsa Congress. Prior to this area, we contracted hotels in the Galleria area for 15 years and successfully fulfilled room block obligations. As an organization, we are newly fiscally sponsored and are excited to be able to be a part of more resources in Houston.</p>
<p style="text-align: center;">Latin Beats</p>	<p>Description: 2020 will mark our 15 Year Anniversary curating Latin Beats at the Downtown Aquarium. Latin Beats is a free seasonal dance event that takes place every Friday from 7-11 pm in Houston, Texas. Latin Beats is hosted by the Downtown Aquarium and partners with the Texas Salsa Congress. Located in the middle of downtown Houston, Latin Beats celebrates salsa family fun with free salsa lessons provided by the Texas Salsa Congress! Latin Beats is always free and open to all ages!</p>

	<p>Responsibilities: Texas Salsa Congress is responsible for providing free salsa lessons, booking talent that range from Guest DJ's, performers, and musicians for live music concerts. The Texas Salsa Congress helps coordinate marketing for Latin Beats and is responsible for different social media accounts to highlight Latin Beats. Texas Salsa Congress books different talent, primarily from Houston, to be showcased every Friday. FREE EVENT, OPEN TO THE PUBLIC.</p> <p>Location & Time Frame: FREE EVENT OPEN TO THE PUBLIC Downtown Aquarium: 2019 Latin Beats (Every Friday) – 5/24, 5/31, 6/7, 6/14, 6/21, 6/28, 7/5, 7/12, 7/19, 7/26, 8/2, 8/9.</p>
<p>Salsa Sundays</p>	<p>Description: Salsa Sundays is a free seasonal event in partnership with the Kemah Boardwalk that occurs every Sunday. Salsa Sundays is an event for Kemah and the surrounding areas that consists of free salsa lessons by the Texas Salsa Congress, music, dance, and performances.</p> <p>Responsibilities: The Texas Salsa Congress is responsible for providing free salsa lessons, collecting W9s, booking all talent from Houston and the surrounding areas, promotions, and marketing. In addition, the TSC is responsible for receiving full payment and distributing payments, including all admin duties. Texas Salsa Congress books different talent, primarily from Houston, to be showcased every Sunday. FREE EVENT, OPEN TO THE PUBLIC.</p> <p>Location & Time Frame: FREE EVENT OPEN TO THE PUBLIC ALL AGES Kemah Boardwalk: 2019 Salsa Sundays: (Sundays) – 7/7, 7/14, 7/21, 7/28.</p>
<p>Salsa Beats</p>	<p>Description: Salsa Beats is a free Annual event in partnership with the Kemah Boardwalk. Salsa Beats is an all day and night event for Kemah and the surrounding areas that consists of free salsa lessons provided by the Texas Salsa Congress, music, dance and performances. Salsa Beats is an 11-hour music and dance festival from 12 pm to 11 pm once a year.</p> <p>Responsibilities: The Texas Salsa Congress is responsible for providing free salsa lessons, collecting W9s, coordinating all talent from Houston and the surrounding areas, promotions and marketing. In addition, the TSC is responsible for receiving full payment and distributing payments, including all admin duties. Texas Salsa Congress books different talent, primarily from Houston, to be showcased at Salsa Beats. FREE EVENT, OPEN TO THE PUBLIC.</p> <p>Location & Time Frame: FREE EVENT OPEN TO THE PUBLIC ALL AGES Kemah Boardwalk: 2019 Salsa Beats: 8/24/19. 11-hour Dance and Music Festival.</p>
<p>Sip & Salsa</p>	<p>Description: Social and Dance organized event which generally consists of a networking happy hour, FREE Salsa lesson and dancing.</p> <p>Responsibilities: Texas Salsa Congress organizes and sets up these events all around Houston.</p> <p>Location & Time Frame: Sip and Salsa events vary, and we have hosted them during Happy Hours, but also coffee shops. This upcoming Fall we would like to add Juice Bars as a location spot for Sip and Salsa.</p>
<p>Mambo & Murals VIP Tour</p>	<p>Description: Mambo and Mural was an added curated event to showcase Houston's unique landscape of artwork throughout Houston. The VIPs include the 2018 World</p>

	<p>Salsa Summit Champions and the 2018 World Latin Dance Cup champions. The VIPs toured the Houston Urban Experience mural sites across the city with local entity Aerosol Warfare and filmed different performances in front of painted murals specifically by local Latino artists. The footage will be used to promote the city of Houston to the national and international salsa community and will be used for future Texas Salsa Congress promos.</p> <p><u>Responsibilities:</u></p> <p><u>Location & Time Frame:</u> Thursday: March 7, 2019</p>
<p>Texas Salsa Congress Community Mural</p>	<p><u>Description:</u> In November 2019, TSC will host a free, open to the public TSC mural reveal and block party. The mural space on the side of Granel Spice Market (Airline Dr.) has been reserved for the Texas Salsa Congress, in partnership with the Northside Development Center. The first salsa congress to do so, the TSC will commission a team of Houston muralists that will design and paint the mural. The mural is scheduled to coincide with Dia de los Muertos. The block party and mural reveal will additionally promote the 2020 TSC and include live music, performances and more.</p> <p><u>Responsibilities:</u> Collaboration with Northside Development Center in recruiting muralist artists and booking artists for block party. The Founder of the Texas Salsa Congress grew up in Northside and always tries to find a way to give back to her community and other communities that may not have access to art.</p> <p><u>Location & Time Frame:</u> November 2019</p>
<p>VOX Story Tellers</p>	<p><u>Description:</u> Signature annual event: Live stories on living with and overcoming mental health challenges, curated, and shared by Houston artists. Houston artists share stories of themselves as an artist from their own experience in the area of dealing with mental health. The hope is that this platform will inspire, challenge, and offer advice to other Houstonians. Artists are invited from a wide range of backgrounds to demonstrate this common topic. The event hopes to explore how things such as depression, trauma, PTSD, anxiety, and wellness factor uniquely into the work of artists. The event provides a platform where audience members can connect to artists at a deeper level, in the process building a better understanding of their art or of them as individuals, and hopefully an even stronger relationship (i.e. follower, supporter, client, etc.)</p> <p><u>Responsibilities:</u> The Texas Salsa Congress Founder was honored to be a panelist in 2019 and guest speaker for this event to showcase the importance of wellness and health in the arts.</p> <p><u>Location & Time Frame:</u> Saturday: March 23, 2019</p>
<p>Volunteer/Donations</p>	<p>The Texas Salsa Congress has donated its time and talent with free salsa lessons to organizations such as Lulac and the Houston Food Bank for events like "Chips & Salsa". In addition to donating their time and talent, the Texas Salsa Congress helps these organizations and others, to create pro bono events, which help support a cause or assist in raising money. The Texas Salsa Congress believes in any event which will support the community by experiencing the arts and thus opening a portal to expand the knowledge of the world of Art, which may not have been known or experienced by the public.</p>

Schuessler-Kimsey, Jackie - MYR

From: Southern Hospitality <southernhospitality@txsalsacongress.com>
Sent: Saturday, August 1, 2020 1:16 PM
To: Schuessler-Kimsey, Jackie - MYR
Cc: 'Southern Hospitality'
Subject: Mayor's Hispanic Heritage Awards (MHHA) Nomination Part 1 of 2
Attachments: MHHA Nomination Letter.pdf; 2020 MHHA Application.pdf; Ruby Rivera Bio.pdf; tsc work samples.pdf

Importance: High

[Message Came from Outside the City of Houston Mail System]

Good afternoon,

I am honored to nominate Ruby Rivera for a Mayor's Hispanic Heritage Award. Enclosed you will find the required documents and additional supporting material for the nomination. I thank you for your time and consideration. I am sending 2 separate emails to ensure the material sent will not bounce back. **This email is 1 of 2.**

- Application form (attached)
- Narrative statement/Letter of Recommendation (attached)
- Resume/Bio (attached)
- Other Supporting materials (attached)

Thank you,
Cynthia Rojas
Director of Hospitality
832-573-5910
SouthernHospitality@TxSalsaCongress.com
www.TxSalsaCongress.com



TEXAS CONCRETE SALES

