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**NEWS
RELEASE**

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City of El Paso Announces Grand Opening Date for Highly Anticipated Mexican American Cultural Center

EL PASO, Texas—After years of planning, community engagement, and anticipation, the City of El Paso’s Museums and Cultural Affairs Department (MCAD) is proud to announce the grand opening of the Mexican American Cultural Center (MACC) on Saturday, March 22.

“This is more than just a building—it’s a long-awaited, transformative space that honors and preserves the history, art, and contributions of the Mexican American community,” said El Paso Mayor Renard Johnson. “The MACC will be a cultural landmark, bringing people together to celebrate the rich diversity that makes El Paso such a special place.”

The MACC is a signature project of the 2012 Quality-of-Life Bond, overwhelmingly approved by voters. The nearly \$16 million project developed by the City’s Capital Improvement Department will provide a dynamic venue for the creation, exhibition, and celebration of Mexican American art and culture. Following extensive public input, 201 W. Franklin Avenue was chosen as its home.

“The MACC represents the heart of a shared vision, built with deep respect for the cultural identity and creativity that defines El Paso,” said City Manager Dionne Mack. “This center is not just an investment in our present—it’s a promise to future generations that their stories, traditions, and artistic expression will be celebrated and preserved in a world-class space designed for all.”

The MACC staff, all of whom have deep roots in El Paso, have spent the past ten months connecting with thousands of artists, makers, cultural leaders, and community members to ensure that the center reflects the rich cultural tapestry of the region. Their efforts will help fill the building with the art, creativity, and heritage of the borderland, establishing a trusted cultural space for both locals and visitors.

“The MACC’s location in the State-Designated Downtown Arts District allows for strong synergy with our museums, performing arts centers, and major festivals, which collectively draw over 1.2 million attendees annually,” added Quality of Life Managing Director Ben Fyffe.

The 40,000-square-foot facility boasts a striking façade and features:

- An auditorium and black box theater
- A dance studio and recording studio
- A teaching kitchen
- An exhibition space and community gallery, both debuting exhibits featuring El Paso and regional artists
- A rooftop event space
- Multi-use classrooms and an artist-in-residence studio

The MACC’s grand opening will also serve as the celebration of the recently completed improvements to Cleveland Square Park, located adjacent to the MACC. The day’s festivities will include:

- Guided tours of the MACC
- Hands-on activities from MCAD
- The unveiling of two new exhibitions
- Food trucks and more!

Additional details about the grand opening festivities will be announced in the coming weeks. For more details on the Mexican American Cultural Center, including amenities, space rentals, and hours of operation, visit www.epmacc.org.

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