

# Bienvenido! Hispanic Heritage Celebration

SEPTEMBER 1, 2021



PIERCE COUNTY  
COMMUNITY ENGAGEMENT

TASK FORCE



POWERED BY WORKFORCE CENTRAL



Every Child. One Community. Cradle to Career.



United Way of Pierce County



In the chat, please tell us  
your name, organization  
and what you love most  
about YOUR culture?

# Hispanic Heritage Celebration Team



*Facilitator*

**Norinda Rosario Yancey**  
Chief Equity Officer  
Metro Parks Tacoma



*Hispanic Heritage*

**Delia Flores**  
Community Outreach &  
Engagement Supervisor  
Metro Parks Tacoma



*Mexican-American  
History Presenter*

**Victor Rodriguez**  
Health Equity Manager  
Tacoma-Pierce County  
Health Department



**Education &  
Representation**

**Carlos Ortiz**  
Writer, Director & Producer  
Zeta-Maya Entertainment



**Impact of Assimilation &  
Biculturalism**

**Rosie Ayala**  
Associate Director  
Graduate Tacoma



**Cultural Identity in  
Public Spaces**

**Abigail Vizcarra Perez**  
MWBE Coordinator  
Metro Parks

# Mexican-American History

## Brief Overview of Key Events

1848

### Treaty of Guadalupe Hidalgo

Driven the "manifest destiny," the US uses war to take a third of Mexico's land

1943

### Zoot Suit Riots

Service Men attack and beat Mexican-American Youth who where Zoot Suits.

1954

### Operation Wetback

The the biggest mass deportation of undocumented workers in United States history.

1960's

### Chicano Movement

A movement to reclaim land, identity and civil rights.

2017

### **WA State Farmworker Movement**

A movement for farmworker rights in WA State

# Culture in Public Spaces

The work of designing spaces for cultural expression requires relationship with the people who use the space.





“Craving social connection, people are demanding public gathering spaces that are inspiring and interactive. In addition, cities and civic institutions are also recognizing how public squares can benefit neighborhoods and stimulate the local economy.” –Project for Public Spaces

# Additional Resources

- **United Way of Pierce County's Racism & Latinx Community 5-Day Equity Challenge**
- **UWPC's Racism & Latinx Community Equity Conversation on October 8 (Time TBD)**
- **UWPC's Racism & Latinx Community Webpage**
- **Pierce County Community Engagement Task Force Website**