

August 17, 2024

Dear Mayor's Hispanic Heritage Award Committee Members,

It is with great honor that I nominated Baldemar Rodriguez for the Arts in the Community award. There are few folks that are unsung heroes in our Hispanic community; folks who rise above others in their field or discipline. I have known Baldemar Rodriguez for many years and his community work supporting and volunteering to promote Hispanic performing arts in our city cannot go unnoticed. He has contributed immensely to the "New Renaissance" of Hispanic performing arts in our great city. Let me share why he is worthy of this recognition.

His contribution to theatre, dance, and music in our city is absolutely beautiful and indelible. Although, his current title Manager for Community Partnership for the Zocalo Alley Theatre. His volunteer works happens after 5 pm and on weekends. He has volunteered after work hours to bring life to Hispanic plays in the Alley Theatre which is long overdue, and he hosts many community forums about Hispanics in the performing arts.

He consistently lobbies community members to support the Hispanic Performing Arts by attending and promoting the few but powerful and relevant Hispanic plays at the Alley Theatre such as, "La Torera" – "The Hispanic Female Bullfighter" and "American Mariachi" and the first ever all Hispanic play at the Alley Theatre, written, produced, directed, and performed by Hispanics, "What- A-Christmas," and the powerful play, "72 Miles To Go."

Recently, he invited and discovered the talented, young Mariachi Eduardo Trevino who is becoming a national star. He invites other young talented Hispanics and sponsors and volunteers a free performance for the community. He sponsors many Hispanic scholarships funds to help our first-generation college students.

In addition, he volunteers at many fundraisers to support toys for children, served as MC this year's Barrio Dogs fundraiser on Sunday, August 10, 2024, also he volunteered as an MC the first Mariachi Festival in Houston, and performs as Santa Claus at J.P. Henderson Christmas program every year. His impact in our community is vast. He loves to educate young children about the importance of performing in front of others and helps them do "read aloud" to build self-esteem. His work and volunteerism in our Hispanic community is extensive. Please review his resume and you will be confident that Baldemar Rodriguez is worthy of this honor as a transformational leader in the Arts in Our Community.

I wholeheartedly give my endorsement to Baldemar Rodriguez. I hope you seriously consider this recognition to one of our heroes in our Hispanic community. He is a gem.

Respectfully,

Dr. Sergio Lira
Past Recipient of The Mayor's Hispanic Lifetime Achievement Award

