

**Advocates of a Latino Museum of Cultural and Visual Arts and Archive  
in Houston, Harris County  
([ALMAAHH](#))**

**President  
*Houston, Texas***

The Advocates of a Latino Museum of Cultural and Visual Arts and Archive in Houston, Harris County ([ALMAAHH](#)) seeks an innovative, visionary, and bold inaugural President. This is an opportunity to strategically develop and lead a comprehensive arts complex that showcases, honors, and presents the vibrant contributions of Latinos in arts and culture in the U.S. and throughout the world. Anchored in the dynamic city of Houston, ALMAAHH is a newly established native digital organization dedicated to creating an authentic performing, visual, and cultural arts experience. ALMAAHH will celebrate all aspects of Latino history, art, and culture by commissioning and sharing exemplary performances in theater, music, and dance, displaying state-of-the-art exhibitions, integrating culinary arts, and offering a wide array of programs. The one-of-a-kind museum complex will serve communities in Houston and beyond with compelling educational and artistic experiences that uplift the Latino experience in the U.S. and promote inclusion and belonging.

ALMAAHH is the result of decades of goodwill and dedicated community leaders who resisted the tradition of silence and established themselves with a deep sense of urgency. At the height of the COVID-19 pandemic, following a renewed understanding of the inequities facing communities that have historically been under resourced, including in the arts and culture sector, leaders across Houston's Latino community established ALMAAHH to promote bridgebuilding. Today, ALMAAHH is enthusiastically supported by a 13-member Board of Directors. In October 2021, the Board publicly launched its effort with "Cien Latinos por la Cultura" or "100 Latinos for the Culture," debuting its inaugural community of donors and securing seed funding from local elected officials. The organization is now supported by more than 86 individuals and organizations, and contributions to date total more than \$1.7million. ALMAAHH is poised to play a prominent role as a national movement-builder that authentically captures and promotes understanding of the evolving stories of a growing community of Latinos, whose talent, educational, and economic influence have long been a part of the fabric of the United States.

The inaugural President of ALMAAHH will work closely with the dedicated Board of Directors and the Greater Houston community to develop and implement a distinctive vision for the organization that accelerates the ambitious goal of making Houston a primary and comprehensive cultural

destination for Latino history, art, and culture. With a passion for and strong commitment to the ALMAAHH mission, the President will work assiduously to deepen relationships across the city with community groups, area schools, and civic leaders to foster meaningful programs that are compelling, relevant, inclusive, and that resonate with and attract diverse audiences of the region. They will bring an ability to translate ideas into action, and have a record of innovative and strategic leadership, an entrepreneurial drive, and a highly collaborative spirit. The new leader will also be a seasoned fundraiser who is energized to be the chief advocate for a digital forward cultural experience and break ground for a museum complex that will honor the past, enliven the present, and nurture the future of the Latino community.

The ALMAAHH Board of Directors has appointed a five-member committee to conduct this important search in partnership with Karen Avery and Berlinda Mojica of the international executive search firm Isaacson, Miller. Confidential nominations, inquiries, and applications may be directed to the search firm as indicated at the end of this document.

## **HARRIS COUNTY**

Harris County, with Houston as the county seat, is a cosmopolitan metropolis and leader in commerce, international trade, visual and performing arts, and gastronomy. Over the past 50 years, following the gusher era of increased oil production and aerospace exploration, the area has undergone an economic, societal, and cultural transformation, including leading the field of energy transition unlike any other region in the United States. Through remarkable political, business, civic, and entrepreneurial leadership, Houston has become an attractive destination for people around the world. With more than ninety languages spoken, Houston is among the first to become an “all minority” city, where no one racial or ethnic group constitutes more than fifty percent of the city’s population. Today, Houston is the fourth largest city in the United States, with a rapidly growing young populace, and where Hispanics/Latinos account for nearly 44% of Harris County’s population. According to the Texas Demographic Center, the Hispanic/Latino community is expected to reach 14.5 million people by 2030.

Houston’s global attraction is not limited to its commerce activity. It is an arts and culture destination, one of a few cities with major symphony, ballet, opera, and theater companies, attracting more than two million tourists and \$132 million annually to the local economy. The more than 150 museums and cultural institutions across Harris County are a large part of the creative ecosystem. Most importantly, creative expression in Houston carries through to the outdoors, whether on the 12 acres of green space in downtown Discovery Green, along the 10 square miles of the Buffalo Bayou, the Miller Outdoor Theatre of Hermann Park, or across the many neighborhood centers, such as down Navigation Boulevard in Houston’s East End.

## **A PREMIER CULTURAL ARTS EXPERIENCE**

ALMAAHH is dedicated to bringing greater knowledge and understanding of Latinos in the U.S. and their important and outstanding contributions to this country. The Latino community

understands its identity in different ways and often goes unnoticed under the pan-ethnic labels of Hispanic and Latino. In Houston and across the world, Latinos are not a monolith, and as culture-makers and bearers, they have helped shape the American experience.

ALMAAHH is bringing together arts and culture creatives, residents across distinct cultural neighborhoods, as well as civic leaders to share their aspirations for the museum complex. Community design and input have been central to the establishment of ALMAAHH and visioning sessions will inform plan development at every stage. To date, broad themes from these conversations include creating a physical space that first and foremost anchors Latino arts and culture for Houston, honors the vastness of Latino heritage, and inspires new narratives of the Latino experience in the U.S.

The state-of-the-art museum complex will be future-forward, timely and timeless, creating opportunities for authentic representation of Latino art and culture, locally and nationally. Its built environment, digital infrastructure, programs, and collections, will connect people everywhere, making Houston the national hub for a vibrant and thriving Latino arts and culture ecosystem. The facilities will be intentionally designed to stimulate rich discourse, foster creative collaborations, and expand access through technology. ALMAAHH will attract traditional and cutting-edge artists across artistic disciplines, benefiting all residents and underscoring the incalculable value of art in today's society.

ALMAAHH is laying the foundation for a digital museum and arts center that will precede a brick-and-mortar complex and build its presence as a convener for Latino arts and culture. The organization is in the early stages of collecting and aggregating crucial data on the Latino arts and culture ecosystem, its community of artists, the broad interest and needs across artistic disciplines, and the partners and organizations currently supporting and sustaining the Latino cultural capital in the region. Through technology, ALMAAHH will become a central repository for Latino creatives and diverse audiences to connect across mediums and experiences. The [Latino Arts and Culture Calendar](#) and the currently underway Latino Artist Census are essential to this effort.

## **Governance and Finances**

ALMAAHH is a registered 501c3 with approximately \$1 million in assets. Individual donations account for 7%, and 93% are grant contributions. It currently operates as the ALMAAHH Fund, a supporting organization of the Greater Houston Community Foundation. The President will join with an approximately \$2 million operating budget, one full-time employee, and the capacity to initially make three to five hires. The President will report to the 13-member Board of Directors. To date, the Board convenes twelve times a year, with the following standing committees meeting as necessary:

- Ad hoc Art, Education, and Programs
- Community Engagement
- Development
- Finance and Audit
- Governance and Nominating
- Planning and Facilities



## **KEY GOALS, OPPORTUNITIES, AND CHALLENGES**

ALMAAHH's active engagement in the community is a long-term commitment to inform the architectural and digital experiential parameters of the cultural complex. This work is intended to take place in three major phases: planning, design, and construction. The inaugural President, reporting to the Board of Directors, will help deliver on the following:

### **Articulate a compelling vision and champion a digital forward strategy for ALMAAHH's long-term operational sustainability**

The inaugural President will coalesce and galvanize the local community around a common vision and strategy for ALMAAHH with digital technology at its center. In a rapidly changing world, ALMAAHH's success will largely depend on its ability to remain relevant and accessible to a worldwide audience. A digital forward strategy will incorporate the region's special attributes and encapsulate the diversity and richness of Latino arts and culture through the delivery of content, innovative marketing, and external collaboration. The President will be at the forefront of ensuring ALMAAHH's connection is digital first and community centric. The successful hire will further the aims and ambitions of ALMAAHH in a manner that cultivates partnerships and enthusiasm globally.

### **Cultivate and sustain trust with the community**

Rooted in authentic leadership and a lived commitment to diversity, equity, inclusion, and accessibility, the inaugural President will need to ensure broad and deep engagement of the community across Harris County and beyond. From the outset, ALMAAHH has involved creatives, residents, business owners, civic leaders, and philanthropists in visioning exercises to begin defining the region's cultural needs. It is important that the President continue this consultative approach and that the local community and people of all backgrounds inform delivery at every stage. Beyond the work of opening a museum complex, the President must ensure that the programs and initiatives executed into the future are sustained in the same fashion, with community input and action.

### **Lead and leverage a comprehensive assessment of the Latino arts and culture ecosystem**

To best meet the current and future needs of ALMAAHH, the inaugural President will need to be a data-informed decision-maker with a deep understanding of the arts and culture landscape across Harris County and the region, particularly as it relates to Latinos. As a result of their leadership, ALMAAHH will have a comprehensive understanding of the organizations with offerings across the arts in Harris County, their strengths, and the opportunities to bolster connections to Latinos. The President will leverage this important data to develop pre-construction programming and initiatives that establish the museum complex as a visible and responsive partner to the county's long-standing arts and culture institutions that have already expressed their unequivocal support for ALMAAHH.

### **Define and execute a comprehensive fundraising strategy**

The successful stewardship of financial resources is imperative, and the inaugural President will need to be an astute and strategic thinker, fully focused on concrete results with the ability to translate plans into action. A development and capital campaign plan are underway to support the strategic efforts of an incoming inaugural President. As such, they will drive the fundraising strategy and manage relationships with key individuals and institutions to surpass ambitious campaign goals that enable the design, construction, and long-term sustainability of the museum complex. They must, therefore, be both comfortable and compelling telling the story and sharing the vision of ALMAAHH to donors, civic leaders, residents, partner organizations, and community leaders.

### **Recruit and retain a talented and high-performing team**

The inaugural President will serve as an inspiring, accessible, and supportive team leader with the ability to develop an organizational culture and structure that promotes trust, rigor, and accountability. To this end, they will dedicate time and resources to hire and retain an exceptional workforce that shares a deep commitment to ALMAAHH's mission and mirrors the community of the region. They will steward the resources (financial, personnel, space) with an eye toward collaboration and sustainability. To that end, the astute and mission-driven leader will help ensure ALMAAHH's financial health by spearheading the creation of a business plan that incorporates innovative revenue models and is sustained by a well-led and seasoned development team.

### **THE SUCCESSFUL CANDIDATE**

The President role calls for a proven innovator and creative risk-taker with a lived commitment to bringing greater equity and access to the arts. As the inaugural leader, they will bring skills in organizational leadership and management to translate ideas into a unifying vision and plan. They will be a persuasive communicator with a record of successful partnerships across diverse constituencies and a zeal for fundraising.

An ideal candidate will bring many of the following professional experiences and personal characteristics:

- Resonance with and passion for ALMAAHH's mission.
- Strong marketing and fundraising skills. Ideally, significant experience raising funds from a variety of sources, particularly individuals. Without question, enthusiasm for an intensive involvement in development and donor relations.
- Public presence. Outstanding presentation and communication skills and the experience and inclination to be an effective, outgoing spokesperson for ALMAAHH.

- Solid management and team-building skills, including the ability to recruit, inspire, and retain a strong staff, set clear priorities, and delegate effectively.
- Experience working with a board of trustees to further an organizational mission and evolution.
- Demonstrated drive for and understanding of creating an innovative arts and culture program.
- Experience building and participating in successful, sustained partnerships, including cross-sector collaborations.
- Appreciation of the unique aspects of the Gulf region, including its unusually dynamic history, demographics, economy, culture, challenges, and vulnerabilities.
- An outgoing and optimistic personality. Strong interpersonal skills to work effectively with the full range of constituents and stakeholders.
- Approachability, tenacity, pragmatism, flexibility, openness, patience, humility, and good humor.
- An advanced degree in a relevant field is preferred.
- Biliterate and bilingual in Spanish would be a distinct asset.

Confidential inquiries, nominations, referrals, and applications should be sent electronically to the following:

Karen Avery, Partner  
Berlinda Mojica, Senior Associate  
Isaacson, Miller

<https://www.imsearch.com/open-searches/ALMAAHH>