



COMUNIDADES LATINAS  
UNIDAS EN SERVICIO

*CLUES (Comunidades Latinas Unidas En Servicio)*

**Expanding Access to Latinx Heritage and Culture**

***2024 Legacy Annual Report***



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## **Executive Leadership/Board Members:**

### ***President and CEO:***

Ruby Lee

[rlee@clues.org](mailto:rlee@clues.org)

### ***Board Members:***

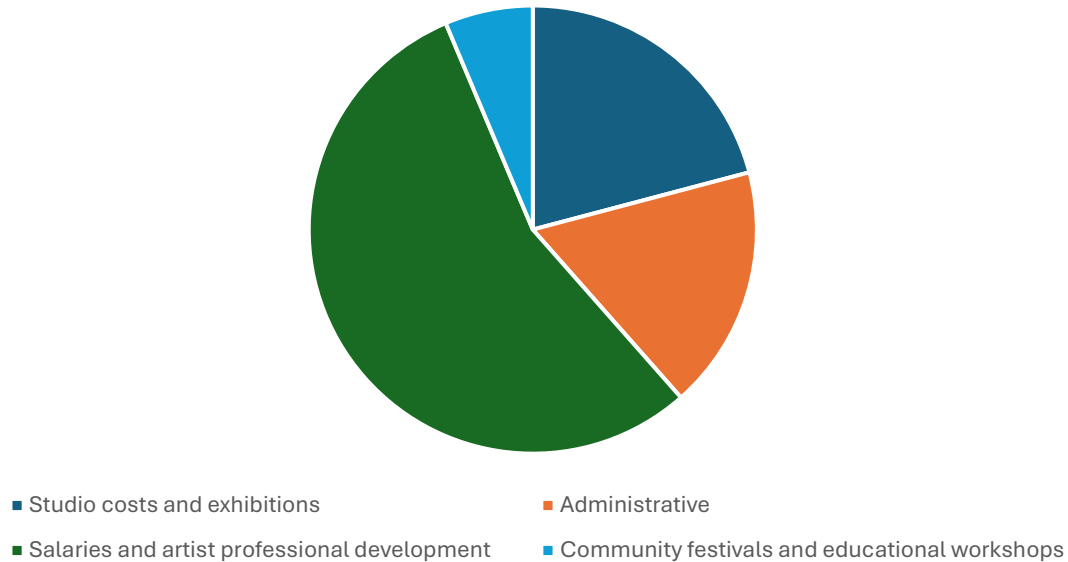
#### **Executive Committee**

- Chairperson: Hazzen Muñoz, Vice President, Human Resources – Global Pest Talent Solutions – Ecolab
- Vice-Chairperson: David Garcia, Vice President of Retail – Best Buy
- Treasurer: Henrique Bahr, Finance Director – Animal Nutrition Americas & Global Additives, Cargill
- Secretary: Esther Ledesma Pumarol, Director, HR – Diversity, Inclusion, and Corporate Giving, Xcel Energy

#### **Members At Large**

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- Danielle Robinson Briand, Attorney – Justicia Law
- Judith Garcia Galiana, Senior Vice President, Global Service Centers – 3M Company
- José Bernard, Vice President of Medical Affairs – Allina
- Paula Skarda, Associate Program Director, MD – Health Partners
- Vinny Silva, Senior Manager/Managing Director – Accenture
- Fred Schiller, Vice President - APAC Enterprise Customer Operations – 3M

## 2024 Funding



## **Grant Expenditures**

2023 Appropriation: \$250,000

FTE: 2.0

## **Grant Outcomes and Activities**

CLUES' overarching goal during the first year of funding (July 1, 2023 to June 30, 2024) was to celebrate Latinx cultural heritage; foster cultural engagement on Lake Street, Minneapolis and the East Side of Saint Paul; expand access to Latinx arts and culture through programming, engagement, and education; and uplift Latinx artists in the metropolitan and greater Minnesota areas by fostering their professional development, providing networking opportunities, and offering gallery exhibit/presentation space.

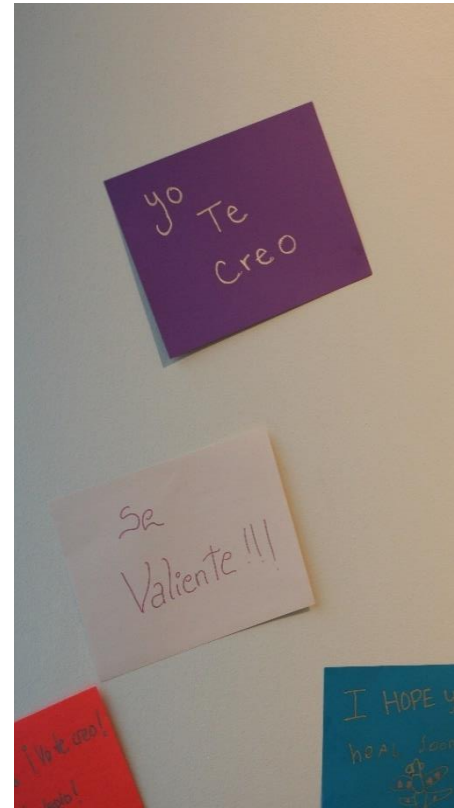
During the grant period, CLUES achieved these goals through the curation and development of four Latinx Cultural Exhibits at our art gallery in Saint Paul, as well as through hosting three arts events and workshops. All programming prioritizes underrepresented voices and offers artists opportunities for professional development. Events/exhibits highlighted Latin traditions, holidays, and celebrated cultural heritage; the exhibitions also coincided with Dia de los Muertos, Black History Month, Native American Heritage Month, and Hispanic Heritage Month.

## **Exhibits**

### ***Transformación***

April is Sexual Assault Awareness Month and CLUES' Family Services staff collaborated with Colombian-born Minnesota visual artist Lynda Grafito on an interactive exhibition designed to educate audiences on sexual assault in the Latinx community and to engage community members in healing through culture. The exhibition displayed several linocut art pieces, including one large piece where participants were invited to leave messages.

**Collaborating Artist:** Lynda Grafito's work is inspired by the beauty and diversity of nature, representing scenes of animals and plants from Latin America and Minnesota.



**Dates:** April 25 to  
May 31, 2024

**Venue:** CLUES  
Latino Art Gallery:  
797 East 7th Street  
St. Paul, MN 55106

**Total attendance  
and visitors:**  
Approximately 100

## ***Afrofusión***

As a celebration of unity, diversity, and creative expression within our vibrant Afro-Latinx community, CLUES exhibited multimedia artworks from emerging and established Black Latinx artists from different backgrounds to showcase the richness of Afro-Latinx art and culture while fostering connections and honoring Afro-Latin heritage. Programming throughout the exhibition included live musical performances, educational events, workshops, and readings.

**Dates:** February 12 - March 12, 2024

**Total attendance and visitors:** Approximately 300



## ***The Art of Being Senior***

Our Mayores Mejores program presented “The Art of Being Senior,” an exhibition of paintings that are part of a set of activities that shows their ability to enjoy, learn and create new routines for the physical, mental and emotional benefit of the participants.

**Dates:** December 15, 2023 - January 11, 2024

**Total attendance and visitors:** Approximately 100



## ***The Symphony of Existence: Dreaming Without Endings or Beginnings***

“The Symphony of Existence” celebrated the ancestors who've journeyed into eternity while merging Latinx heritage with a universal language that binds us to our departed.

**Artists:** This was a poignant three-person exhibition by Lucino Sosa (Hedgiee), Kevin Martinez, and Flor Soto.

***Lucino Sosa (Hedgiee)*** is a Minnesota-based multidisciplinary artist whose work transcends categorization. Sosa, a mixtec native of southern Mexico, immigrated to the United States in 2005 and established his own unique blend of photography, illustration, poetry and other media to uncover the roots of grief, joy, and trauma. Through his cathartic works, Sosa seeks to share space with other persons of color who have been systematically excluded.

***Kevin Martinez*** is an artist with Latin-Arab American Heritage. He specializes in oil paintings, graphite, charcoal, and graphic design. Through the creation of oil portraits he finds moments of excitement in daily life, while forming a bridge between past and present issues of race, religion, and trauma.

***Flor Shurabe Soto*** learned to work with engrudo (paper mache paste) at the age of 9 thanks to her grandmother in Mexico. However, it was only after moving to Austin, Minnesota, as an adult, that she began working on art to keep herself busy during the winters. Shurabe has become known in Minnesota for her piñata and altar creations that reflect the colorful Mexican culture.

**Artist Workshop:** Renowned artist Flor Soto, who lives in Austin Minnesota, led a hands-on workshop where she taught a brief history of altars and participants made their own paper flowers inspired by what they heard.

**Dates:** October 19 -November 28, 2023

**Attendance and visitors:** Around 200



## ***Immigrant Roads***

'Immigrant Roads' presented a contemporary series of narrative paintings by Kandace Creel Falcón, Ph.D., an interdisciplinary feminist scholar, writer, and visual artist based in rural Erhard, MN. The exhibit examined the legacy of Mexican-born immigrant families who built the Santa Fe Railroad during the early part of the 20th century. The exhibition also included an interactive piece where audiences could trace their own families' roots.

**Dates:** August 17 - September 22, 2023

**Attendance and visitors:** Approximately 300

## **Community Festivals**

CLUES hosted two community festivals highlighting culturally specific arts and culture. CLUES' annual Dia de los Muertos event, hosted in collaboration with Midtown Global Market, offered a space for cross-cultural education about Mexican arts and history and brought economic stimulation to the Lake Street corridor. The event had four artist workshops, performers, and over 1,000 attended. CLUES also hosted a barriletes kite festival event at Midtown Global Market. Barriletes are traditionally native to Guatemala and are made to honor loved ones who have passed.





CLUES' Fiesta Latina is an annual event that brings together community members and promotes the broad range of services CLUES provides; the event has grown significantly and attracts a large audience of families, community partners, and more. In 2023 we offered arts workshops, including Zote soap carving, screen printing, and sewing workshops. This event attracted over 5,000 visitors, exceeding our goal of 3,500. The event was primarily attended by the Latinx families we serve, mostly working class or from low-income backgrounds, and many are new to the country or first generation. For some, CLUES events are their primary source of arts activities. Stage performances were also broadcasted on Facebook live. Facebook impressions were over 8,000.

## **Outcomes and Metrics of Success**

To measure success, CLUES' staff tracked participation at workshops, exhibitions, and events; broad demographics; year-to-year participation increase; Facebook and website interactions. For some events, we had surveys for artists and participants. Throughout the run of each exhibition, we had QR codes available for visitors to fill out a survey about their experience visiting the gallery.





Community attendance at the St. Paul gallery increased by 15%, due to expanded access to free, accessible Latinx arts and education programs.

There was a 10% increased engagement in Latinx arts, and CLUES' work helped expand arts access to populations with limited access to the arts. CLUES prioritizes bilingual marketing and outreach, including posters, social media, email, print media, signage, stage announcements for all events.

85% of people who attend CLUES' arts and educational programs reported they learned something new about art or Latinx culture.

CLUES' arts programming celebrates the diversity of the Latinx community and honors the intersections of culture and identity as it relates to family, community, and more. Arts programming culminates in an immersive experience for our community and cements CLUES' place as a cultural home. We believe that "La Cultura Cura," (culture heals you).

