



1

## Thank You... A Vision fulfilled

- Enhanced Economic Impact
- Compatible use for downtown hotels, restaurants, and stores
- Amenity to attract businesses
- Destination for Riverside residents, e.g., "I'll meet you at The Cheech"
- Enhancement of Social Cohesion
- Expression of Communal Meaning



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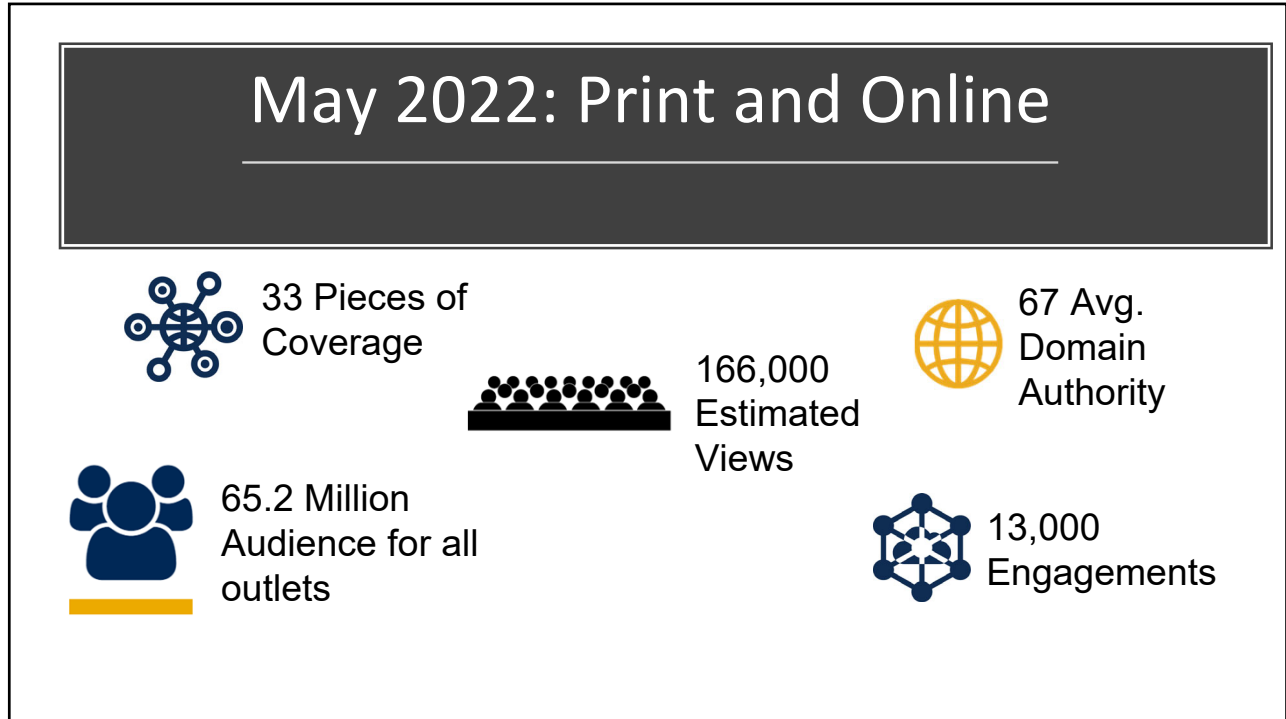


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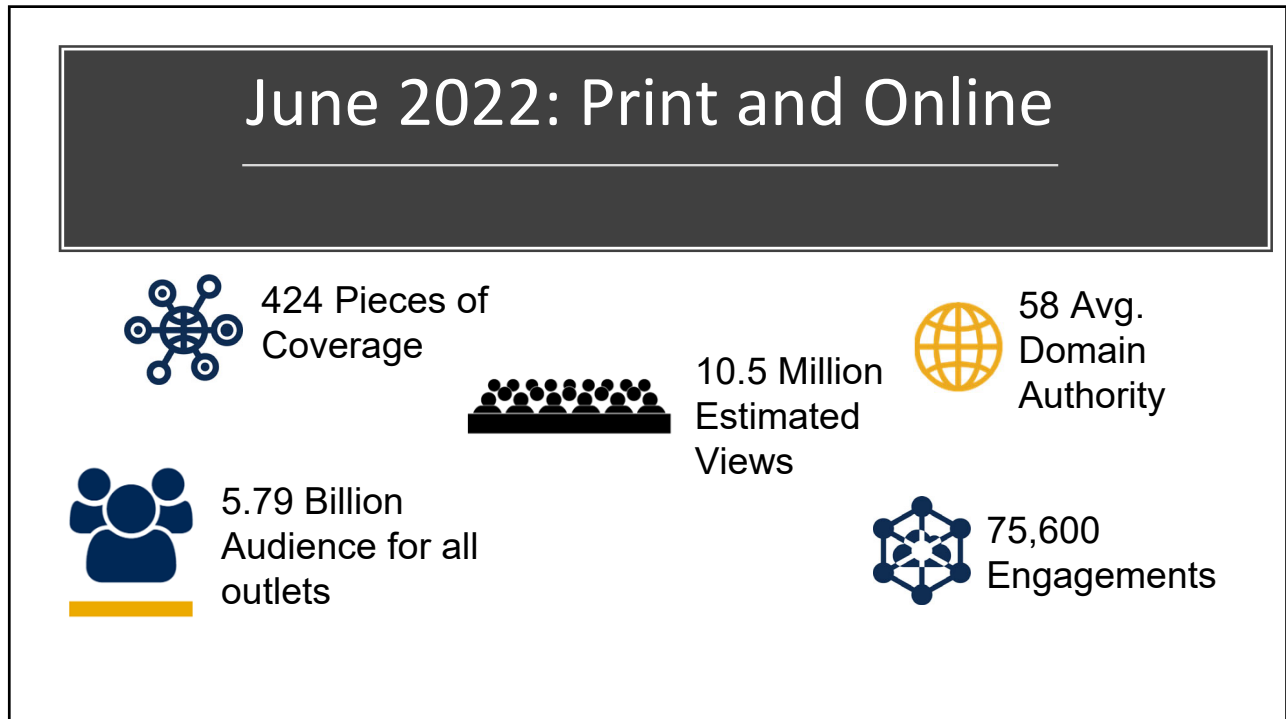


Opened June 18, 2022

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## June 2022: Broadcast

8,543,814

Total National Viewership

Total National Viewership is the sum of all national cable viewership and all New York national viewership

\$167,971

Total National Publicity Value

2,686,996

Total Local Viewership

\$322,334

Total Local Market Publicity Value

40,405,900

Total Station Reach

713K

Est. Viewership

Est. Viewership

7

### The New York Times

## ‘The Cheech,’ a Game Changer for Chicano Art, Opens in Riverside

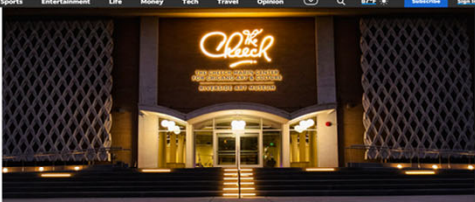
As the Cheech Marin Center for Chicano Art and Culture debuts, its founder hopes to inspire a renaissance in a region of California lacking public arts funding.

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**NATION**  
**Take a look inside 'The Cheech': This new Chicano art museum could be largest of its kind**

NEWS TO YOUR DESK Start the day smarter PASSENGER Notable deaths in 2022 RESOURCE GUIDE Navigating COVID-19 COVID-19 NUMBERS Virus numbers by state

USA TODAY News Sports Entertainment Life Money Tech Travel Opinion



ENTERTAINMENT & ARTS  
**Review: What is Chicano art? Riverside's new Cheech Marin Center offers an open-ended response**  
**Los Angeles Times**



Candelario Aguilár Jr., "El Verde," 2020, mixed media on panel (Christopher Knight / Los Angeles Times)


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**npr** EMPIRE KVC R 91.9 SIGN IN NPR SHOP DONATE

NEWS CULTURE MUSIC PODCASTS & SHOWS SEARCH

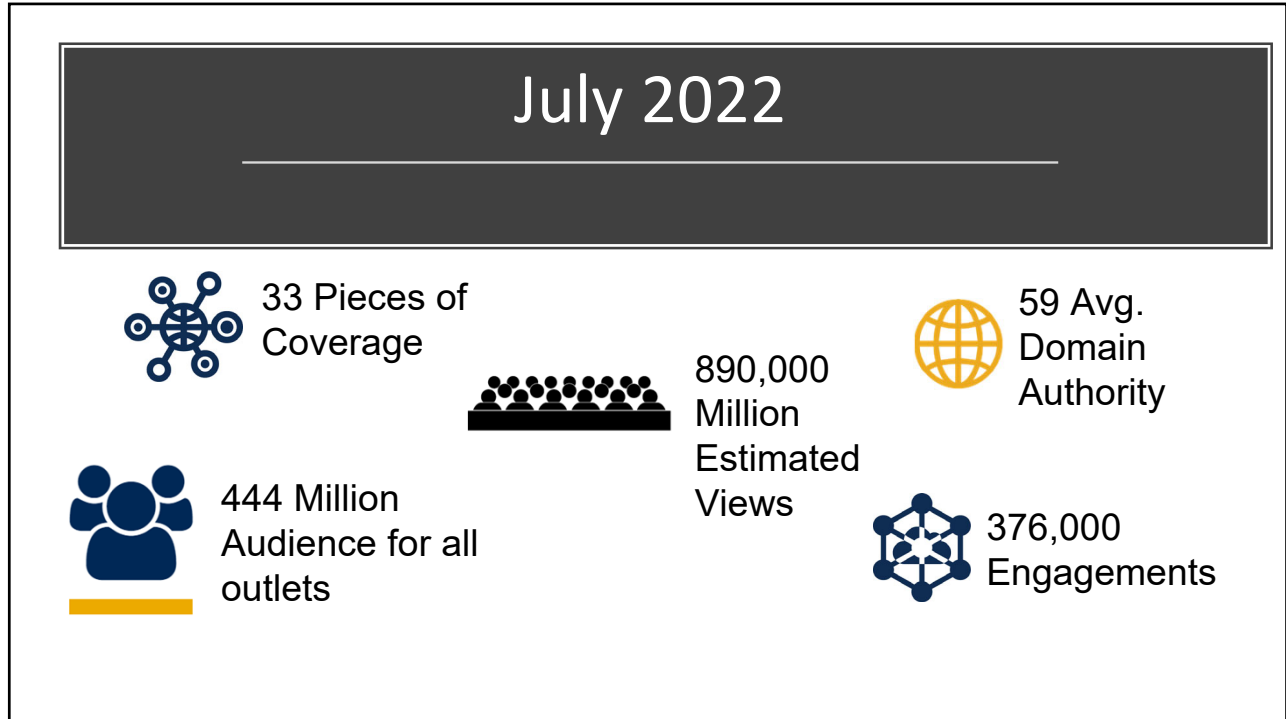
FINE ART  
**The Cheech Marin Center for Chicano Art & Culture opens in California**  
 June 21, 2022 · 5:12 AM ET  
 Heard on Morning Edition

 MANDALIT DEL BARCO

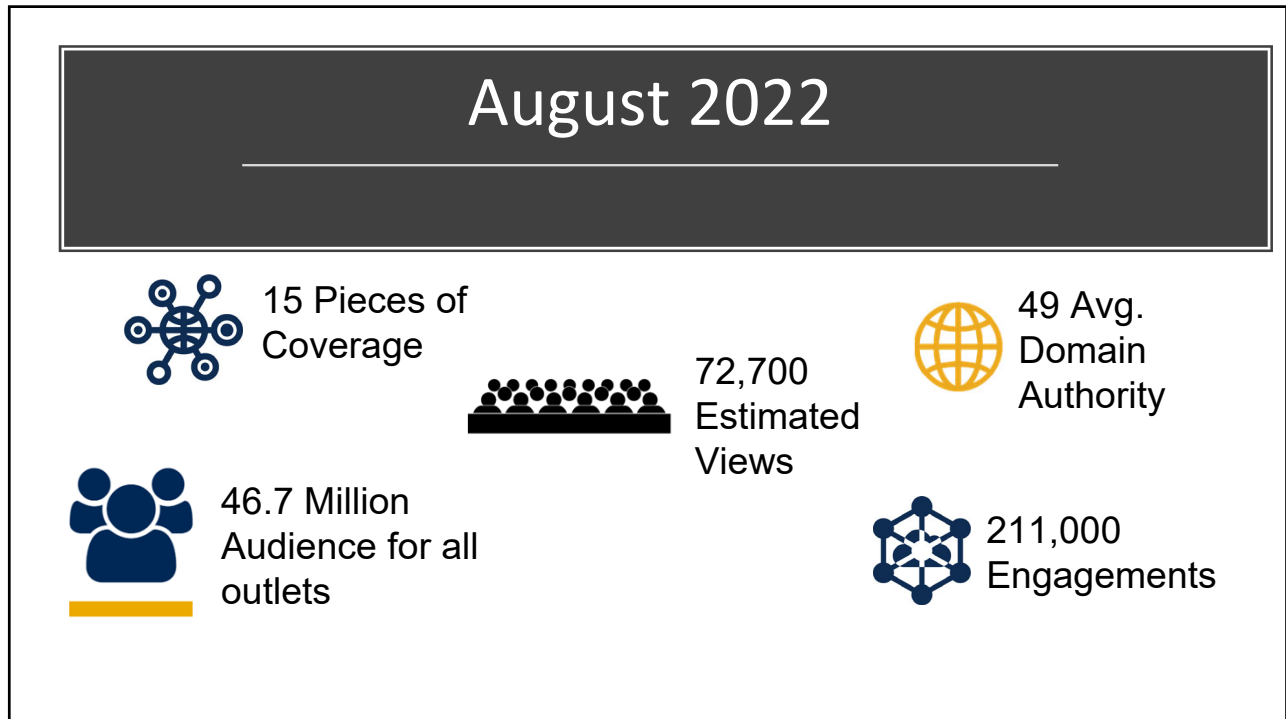
**4-Minute Listen** + PLAYLIST

Actor and comedian Cheech Marin has long been a collector of Latino artwork. This past weekend, he cut the ribbon on a new museum: The Cheech Marin Center for Chicano Art & Culture.

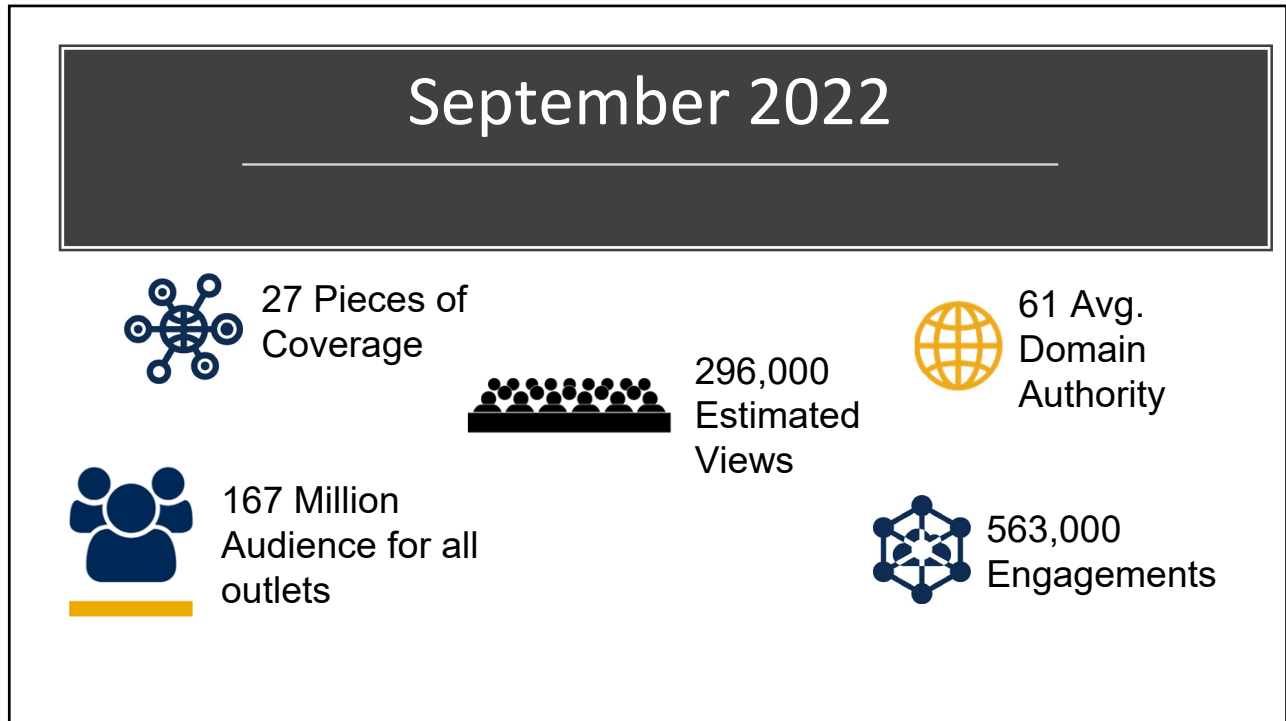
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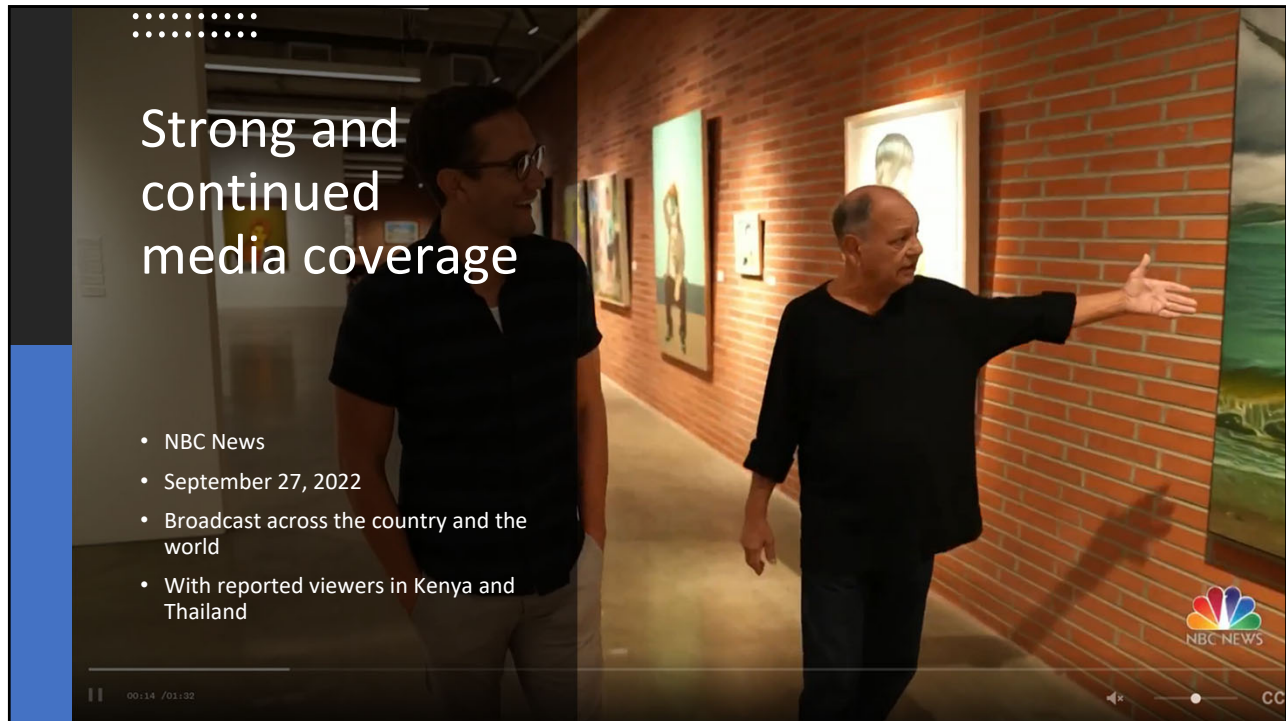
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# Continued Strong Attendance

- 40,658 tickets reserved for dates June 18 – September 29, 2022
- 2,297 – Arts Walk (July, August, September)
- 293 – EBT Museums for All Admissions through September 29<sup>th</sup>
- 1,000 Walk and Wonder tours participants through September 29<sup>th</sup>
- 469 facility rental participants through September 29<sup>th</sup>

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**What visitors  
are saying  
about the...**



THE CHEECH MARIN CENTER  
FOR CHICANO ART & CULTURE

RIVERSIDE ART MUSEUM

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## Google Reviews

*"The museum is great. I was amazed at how fun the collection was"*

– Xuxin G.

*"The Cheech is a great experience. The museum includes an interesting and powerful collection of art. Very unique pieces, a lot of telling/true stories tied to the art. And, a great repurposed venue with history in itself."*

– Aleah G.

*"Wow! I was blown away by the Cheech Museum today! The curator and staff have created some amazing exhibitions. I have high hopes for what's to come with this museum!"*

– Megan Jones

*"Absolutely love this place. So many Chicano artist under one roof. The colors, the mixed media and sorry behind each piece is amazing"*

– Martizia Gomez

*"This is a MUST VISIT Museum. Especially if you grew up in LA or SoCal. Wow, what an impressive collection! Some Beautiful, some dark, some funny, some enlightening. Just get lost in there."*

– JPK

*"Such an eye opening experience full of vivid and vibrant images of Chicano Art & Culture"*

– Deborah Sears

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*"Best museum experience, ever!"*

- chicanista1

*"Went yesterday with my mom and daughters... we were blown away by the amazing art !!!"*

- @luvshyjay

*"My kids and I absolutely enjoyed our visit!! Thank you!!"*

- @justglowithitt

# Instagram

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“What an amazing art museum. Finally, there is a museum that celebrates Latino/Latina artists. This is a wonderful, brand new museum.” – Tara S.

“The art is amazing but what's more amazing is the diversity of Chicano art that's all there! The art is breathtaking and unique.” – Yvee V.

“Worth the trip. Simply amazing collection of works.” - PK



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## Upcoming Programs:

- Dec. 6: Artist Talk with the de la Torre Brothers and Marcos Ramirez
- TBD : Cheech Collects Artist Panel: Judithe Hernandez, Patssi Valdez, Sandy Rodriguez, John Valadez.
- Jan. 10: Curatorial Talk with guest curator of *Collidoscope* Selene Preciado & Beatriz Cortez
- Jan. 15: Family Art Day in collaboration with Smithsonian's National Museum of the American Latino



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## Programs in Development @The Cheech

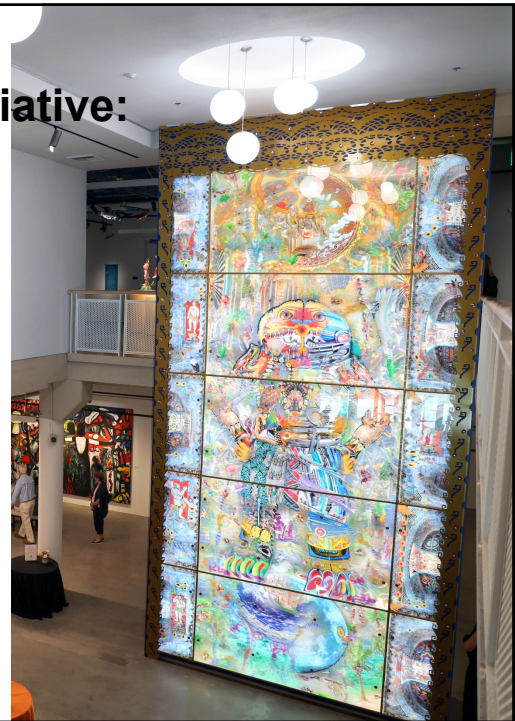
- Artist in residencies: visual arts, film, music
- Undergraduate internships, curatorial & collections care fellowships
- Summer Institute for students
- *Platicas @The Cheech*: series of themed inter-generational talks, lectures: Chicano Movement, Chicanx Art History, Student Activism, Health in Latinx Community
- Arts Walks Take-Overs in collaboration with local colleges, arts organizations
- Film program: partnership with RCC
- The Cheech as a research institute in partnership with local university: praxis and theory converge.



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## Terra Foundation Research Initiative:

- Conduct oral histories with living artists
- Create comprehensive artist biographies and timeline of works in the collection
- Thorough bibliography of works in the collection
- Identify gaps in the collection and create acquisitions plan
- Research themes in the collection, create exhibition briefs for permanent collection exhibitions
- Develop a plan for making the collection public



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# Upcoming Exhibitions

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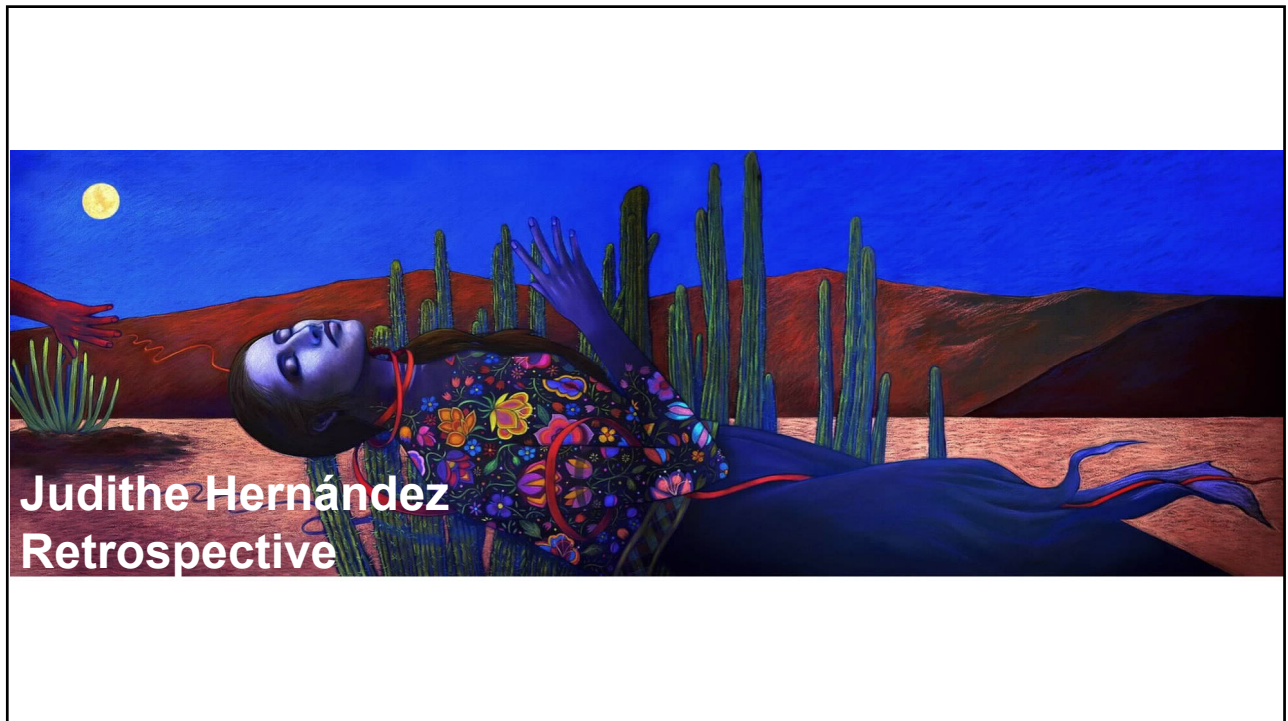


## MexiCali Biennial: *The Land of Milk and Honey* February - June 2023

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