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Application Summary

Competition Details

Competition Title:	IRA Applications for 2021-2022
Category:	Internal Funding
Award Cycle:	2021-2022
Submission Deadline:	11/12/2021 11:59 PM

Application Information

Submitted By:	Jennie Luna
Application ID:	868
Application Title:	Radical Walking Tours of Ventura County
Date Submitted:	03/19/2021 9:15 PM

Personal Details

Applicant First Name:	Jennie
Applicant Last Name:	Luna
Applicant Department:	Chicana/o Studies
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Phone Number:	(646) 245-1216
Additional Applicant Name:	Pilar Pacheco
Additional Applicant Email:	pilar.pacheco@csuci.edu
Additional Applicant Department:	Center for Community Engagement

Application Details

Proposal Title

Radical Walking Tours of Ventura County

Total Amount Request from IRA

6,000

Brief Activity Description

In collaboration with the Center for Community Engagement, we would like to create the "Radical Walking Tours of Ventura County." This idea of "Radical Walking Tours" is not new. In many cities, such as New York and others, tours and guide books exist to offer both residents and visitors a deeper understanding of the social movements and community struggles that took place in these communities. Students in Chicana/o Studies 100, the Michele Serros Living Learning Community, will further develop a comprehensive list of little known sites with historical and/or cultural significance as it applies to the rich, deeply rooted communities of color in Ventura County. Students in a previous course began this work, which I have attached to this application, but students will take this list further and will edit, expand, and publish this work via video clips of each site and published booklet. With this list and researched narrative of each historical location, students will individually go to their assigned site of their research and will be filmed and/or narrate the historical significance of each site with a professional videographer. This edited film will then be transformed into a "walking tour" phone app. Anyone will be able to click on a location and the visual location and student narrative will guide the viewer on the cultural significance of each site. Some sites include: the home of Cesar Chavez in Oxnard; the Tortilla Flats Murals in Ventura; the Chumash Hutash Fiesta & San Miguel Chapel. We plan to film 40-50 sites over the course of the semester with the final edited video version of each site 2-3 minutes each. We are approaching each historical site with a critical Ethnic Studies perspective. For example, we may discuss the Chumash perspective of the Mission of San Buenaventura as a site of dark colonial history vs. the mainstream CA Mission narrative. Students will be pushed to dig deep into the historical significance of the labor struggles and racial/social justice movements in Ventura County.

The app will be made available to all faculty, staff and students on the CSUCI campus and greater community. It will be used as a resource for students and faculty to learn about the often ignored or hidden histories of Ventura County. Annually, the CCE offers a bus tour for new faculty to get to know the community from which their students come. This app would be in addition to the community bus tour and utilized as a resource for people in our community to actually visit these historical sites. We plan to reach out to the Ventura County Museum to assist students in their research and make this a shared effort.

Overall, we believe this project will provide students with an opportunity to bridge what they learn in the classroom to their community, while simultaneously providing a valuable, life-long resources to not only our campus community, but the greater community.

In addition, to this final project, the videographer, Mr. Julio Alcala, (who is also a local "teatrlista," Chicano theater actor and teacher, who learned under the aegis of Mr. Javier Gomez, director and founder of In La'kech Cultural Center in Oxnard), will come speak to students in the classroom about public speaking. Mr. Javier Gomez will also come to the classroom to discuss local histories from a Chicano Perspective. Both Mr. Alcala & Mr. Gomez will teach students how to project their voice, memorize their speech and speak in front of a camera. All students in this class will be first year students, thus this project will build confidence and develop skills useful for their entire college career and future.

Activity or Event Date

09/1/2021

List all classes that relate to proposal

CHS 100 Michele Serros Living Learning Community

Learning Outcomes & Relation to Course Offering

The following are the learning outcomes for the course. This course will be the inaugural GE Area F Ethnic Studies Course for AB1460. This project aligns with SLO 1,2,4, and 5. I have given an explanation in bold next to each SLO.

1. Survey the Indigenous roots, (de)colonization, history, culture, lived experiences, social struggles and resistance of Chicana/o communities in the U.S. (meets CSU GE Area F Core Competency 1; **This project will examine all of the above but from a very localized context in Ventura County. Students will examine, for example, the removal of the Father Serra Statue in Ventura and address the Chumash perspective; They will visit the local heritage sites such as the Adobe Houses, but examine the history of Spanish colonialism in CA.**
2. Identify important political, economic, educational, social justice and historical movements, which have affected Chicanas/os in society (GE Outcome 7.1; also meets CSU GE Area F Core Competency 4) **Through visiting the home of Cesar Chavez, for example, students will also learn the labor struggles of farm workers. By going to the offices of CAUSE, they will also learn about the Economic & Environmental work they do.**
3. Define concepts of traditional and contemporary Chicano/a values, solidarity, and liberation.
4. Describe existing Chicana/o traditions in the fine arts (GE Learning Outcome 1.1a) including Indigenous expressions and activist art traditions. **By visiting the sites of local murals in Ventura County, they will learn about the history of the community, but artistic methodologies such as muralism as a means of popular education. They will acknowledge autochthonous art movements from the streets as a form of community self determination.**
5. Develop critical thinking and analytical skills, particularly related to intersections of race, ethnicity, class, gender, sexuality, religion, spirituality, nationality and citizenship status (meets CSU GE Area F Core Competency 3). **Students will be asked to think critically about the history they have learned K-12 and find examples of intersectionality in each historical site visit/presentation.**
6. Develop and enhance writing, research, and public speaking skills. **Students will be trained in public speaking using the methodology of Teatro Chicano. They will be asked to memorize their speech and be video taped by a professional videographer who will produce the final project which will be published via an app and youtube for public consumption.**

Is this activity off campus ?

No

Off Campus - Describe benefit brought back to campus

Students will be recorded off campus at their assigned site, but all recorded materials will be utilized on campus and made available to all students, staff and faculty.

**CSU Channel Islands
IRA Proposed Budget**

IRA Activity Budget (No Travel) - 2020-2021

SAMPLE

IRA Activity Title
Global Studies Capstone Global Awareness Event

Name of Sponsor
Joe Smith

Total Requested
\$\$
\$2,160

Please layout in detail when various components of your plan will be completed in order to achieve key milestones. This information will be used to forecast the spending of IRA within the fiscal year.
PS: all purchases/services need to be received and billed to CI before June 30th to account for the current fiscal year or special arrangements will need to be made.

IRA Planning Budget Calendar 2020-2021

Operating Expenses Budget	Comments/Notes	July	August	September	October	November	December	January	February	March	April	May	June	Grand Total
Honoraria (Price set by CI)														\$ -
Honoraria (Price set by CI)														\$ -
Professional Svcs/ Speaker Fees (Price set by vendor)	Speaker fees for multiple speakers/organizations; fees set by us. We hope to bring 2-3 speakers.				\$ 300.00	\$ 300.00	\$ 300.00		\$ 300.00	\$ 300.00	\$ 300.00			\$ 1,800.00
Special Consultants (existing CI employees)														\$ -
Other Consultants /Other Professional Services														\$ -
Independent Contractor(s)														\$ -
Printing	Student posters and posters to advertise event				\$ 50.00	\$ 50.00	\$ 50.00		\$ 50.00	\$ 50.00	\$ 50.00			\$ 300.00
Advertising (such as in a magazine or publication)														\$ -
Copier Chargeback														\$ -
Event Signage (wayfinding on day of event)														\$ -
Event or Parking-related Staffing														\$ -
Rentals or Leases														\$ -
Promotional Items (with logo)														\$ -
Awards														\$ -
Registration- Conferences & Meetings														\$ -
Supplies & Services- Other														\$ -
Supplies & Services- Other														\$ -
Parking (please describe)	Parking passes for up to 5 speakers/visiting organization staff				\$ 10.00	\$ 10.00	\$ 10.00		\$ 10.00	\$ 10.00	\$ 10.00			\$ 60.00
Other (specify)														\$ -
Other (specify)														\$ -
Total		\$ -	\$ -	\$ -	\$ 360.00	\$ 360.00	\$ 360.00	\$ -	\$ 360.00	\$ 360.00	\$ 360.00	\$ -	\$ -	\$ 2,160.00

**CSU Channel Islands
IRA Proposed Budget**

IRA Activity Budget (No Travel) - 2020-2021

IRA Activity Title	Name of Sponsor	Total Requested \$\$
Radical Walking Tours of Ventura County	Jennie Luna	\$6,000

Please layout in detail when various components of your plan will be completed in order to achieve key milestones. This information will be used to forecast the spending of IRA within the fiscal year.

PS: all purchases/services need to be received and billed to CI before June 30th to account for the current fiscal year or special arrangements will need to be made.

*formulas will calculate totals

IRA Planning Budget Calendar 2020-2021

Operating Expenses Budget	Comments/Notes	July	August	September	October	November	December	January	February	March	April	May	June	Grand Total
Honoraria (Price set by CI)	Guest Speaker/Teatro Chicano workshop: Javier Gomez; He will come to my class two sessions.			\$ 250.00	\$250									\$ 500.00
Honoraria (Price set by CI)	Guest Speaker: Public Speaking and Filming Prep: Julio Alcalá + 40-50 site visits/videography with 25 students outside of the classroom			\$ 1,250.00	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00							\$ 5,000.00
Professional Svcs/ Speaker Fees (Price set by vendor)														\$ -
Special Consultants (existing CI employees)														\$ -
Other Consultants /Other Professional Services	Working with a community based tech organization for guidance on making the phone app						\$ 300.00							\$ 300.00
Independent Contractor(s)														\$ -
Printing	Printing costs for publishing the guide book; it will be an online publication, but a few will be made into print						\$ 200.00							\$ 200.00
Advertising (such as in a magazine or publication)														\$ -
Copier Chargeback														\$ -
Event Signage (wayfinding on day of event)														\$ -
Event or Parking-related Staffing														\$ -
Rentals or Leases														\$ -
Promotional Items (with logo)														\$ -
Awards														\$ -
Registration- Conferences & Meetings														\$ -
Supplies & Services- Other														\$ -
Supplies & Services- Other														\$ -
Parking (please describe)														\$ -
Other (specify)														\$ -
Other (specify)														\$ -
* you can add lines to your budget by inserting lines here														\$ -
Total		\$ -	\$ -	\$ 1,500.00	\$ 1,500.00	\$ 1,250.00	\$ 1,750.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 6,000.00

Radical Walking Tours of Ventura County Chicana/o Local History Photo Ethnography

Submitted By:

Allie Cauley-Calderón

Sandra Escalera

Andrea Gonzalez

Selena Lainez

Melissa Lozano

Maria Moncada

Vanessa Pantoja

Jessica Rodriguez

Allie Cauley-Calderón

The Ortega Adobe

215 West Main Street, Ventura, CA 93001



Historical/Cultural Significance: Emigdio Miguel Ortega, a Californio pioneer, built this adobe in 1857. Him and his family, including thirteen children were raised in this adobe. The kitchen is termed the “birthplace of the Ortega brand.” Emigdio and Maria’s son, Emilio, brought the young green Anaheim peppers from New Mexico and taught himself how to grow, roast, peel, and seed the chiles. The climate in Ventura proved to be the perfect region to harvest chiles, and the soil provided the perfect flavor in the crop. He soon was able to invent a method to can the chiles. With Emilio being able to can the chiles, this house became the birthplace of the brand “Ortega Chiles.” This was California’s first commercial food enterprise in 1897.

The Chumash Hutash Fiesta + San Miguel Chapel

306 East Thompson Blvd, Ventura, CA 93001



Historical/Cultural Significance: This Chumash circle was used to celebrate the harvest each year towards the end of September. The Hutash Fiesta coincided with the Spanish Missionary's San Miguel Day, and gave the chapel built on this site it's name.

Limoneira Ranch

1141 Cummings Road, Santa Paula, CA 93060



Historical/Cultural Significance: Founded in 1893 by Wallace Hardison and Nathan Weston Blanchard, Limoneira Ranch is comprised of 14,500 acres of agriculture including lemons, oranges, avocados, pistachios, and cherries. It is known as one of the largest lemon producers in the country. The word “Limoneira” is Portuguese for lemon grove, for which it was named. Limoneira Ranch also has a residential development that houses over 196 families. Many of the people that currently and previously worked for this company are of Mexican or Mexican-American descent, and also include many men from the Bracero Program in 1942.

Shisholop –Chumash Village

Shoreline Drive Parking, Ventura CA 93001
(walkdown path about 5 minutes)



Historical/Cultural Significance: Just west of the Ventura Pier is the Chumash village of Shisholop. This village stretched from Ventura to Santa Barbara. The word Shisholop translates to “in the mud.” In this area, the Chumash would build “tomols” which were their wooden canoes. The Chumash would paddle out from this area to conduct trade, including fish, acorns, and beads.

Sandra Escalera

Central Coast Alliance United for A Sustainable Economy

4225 Saviers Rd #1 &2, Oxnard, CA 93033



Historical/ Cultural Significance: CAUSE is a Non-Profit organization whose mission is to build grassroots power to invoke social, economic and environmental justice for the people of California's Central Coast Region through policy research, leadership development, organizing, and advocacy. CAUSE defines the Central Coast Region as the counties of Ventura, Santa Barbara, San Luis Obispo, Santa Cruz, Monterey and San Benito.

Community Roots Garden

1801 Joliet Place, Oxnard, CA 93030



Historical/ Cultural Significance: The mission of the Community Roots Garden is to increase food security, both by providing the harvest to those in need and by empowering the community to grow their own food. Besides growing food we are eager to grow community. We want to help ourselves and others become more self-sufficient and food secure. We want to share our food and share our knowledge about how to grow food.

Contact information:

Luna, Jennie - #868
(805) 616-2326 or communityrootsgarden@gmail.com

Old Oxnard High

350 S K Street, Oxnard, CA 93030



Historical/ Cultural Significance: The old Oxnard High School site is now known as Oxnard Police Activities League Center and was created in April of 1994. The program was created as a new method of youth crime prevention in the community that would allow police officers to hang out with “at-risk” youth in a non-confrontational environment. The police officers and youth hang out and play basketball, shoot pool, play ping-pong, and etc. The importance of this center is that it allows kids a safe space for kids to participate in activities after school while their parents are at work because studies show that this is the most prominent time in which children are victimized or commit criminal acts.

Program Hours: Monday- Friday, 3pm to 7pm

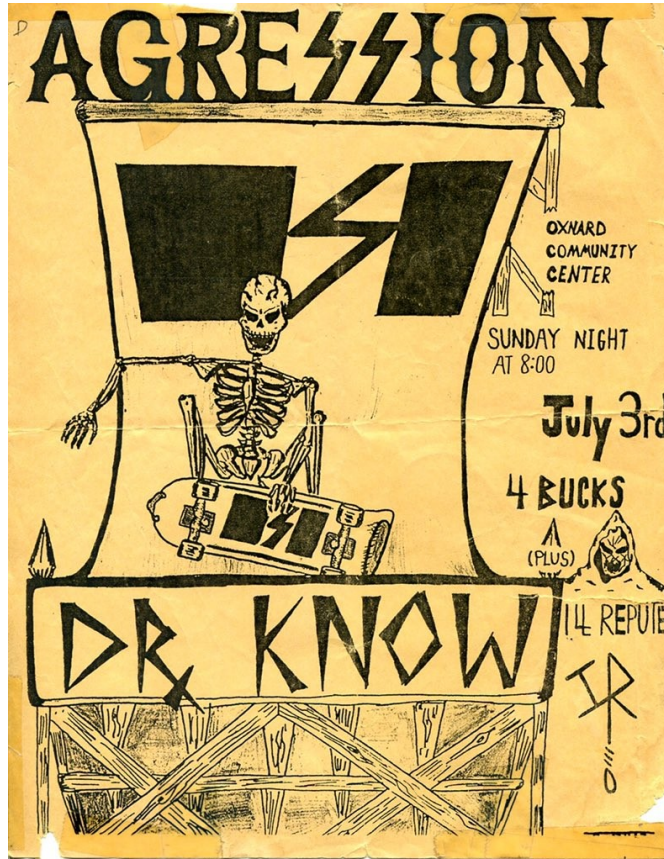
Chiques



Historical/ Cultural Significance:

The word *Chiques* is Chicano slang for “Little Chicago”, Oxnard specifically La Colonia was once sister cities with Chicago due to some type of trade. During the 60's and 70's, Chicanx folks used the word to reclaim space because Oxnard was named after the Oxnard family, who was a white exploitative people and therefore the people of Oxnard did not want to associate themselves with the name and claimed *Chiques*. The word now is criminalized because of its association with gangs but now we can see people beginning to reclaim it. Viva Oxnard created this sticker as a way to try and reclaim and decriminalize the name *Chiques* and to pay homage to various forms of knowledge which includes street knowledge.

Nardcore



Historical/ Cultural Significance: Nardcore was a regional Hardcore Punk Movement that originated in the Oxnard suburbs of Silver Strand Beach and Port Hueneme. Oxnard managed to produce a wide number of bands from the 80's until recent times, but the main four bands are Dr. Know, Ill Repute, Stalag 13, and Aggression. Aggression was the oldest band and in 1983 they opened up for the band Minor Threat in Northridge. Aggression leaving them inspired, Oxnard kids eventually began to form bands around different parts of Oxnard. What the Nardcore scene did was challenge broader conceptions of "small towns" and proved they could be centers of cultural production.

B.S. PRODUCTIONS PRESENT.

AGRESSION

-AND- BACK BY POPULAR DEMAND

ILL REPUTE

PLUS

Plus HABEAS CORPUS

PLUS

APOCALYPSE

stalag 13

FRIDAY
NOV. 14

\$7.50



AT

THE **SKATE PALACE**

451 W. HUENEME RD. OXNARD.
FOR INFO: CALL. 805-488-6444

A black and white collage of torn paper strips on a dark background. The strips contain the following text: 'Lazerstar', '\$5', 'Thursday Jan. 7th 1999', '5:30pm', 'All Ages', 'Info: (805) 983-0333', 'FLOORPUNCH', 'STAND YOUR GROUND', 'LIFE HALT', 'CARRY ON', '921 E. Ventura Blvd. Oxnard, Calif.', and 'XXX'. On the right side, there is a large, detailed illustration of a human skull with a dark, textured background behind it. In the bottom right corner, there is a small box containing the letters 'F.H.'.

Andrea Gonzalez

Wagon Wheel Trailer Lodge Neighborhood

2601 Wagon Wheel Rd, Oxnard, CA 93036



Historical/Cultural Significance: The Wagon Wheel Neighborhood was torn down to have a place for a big corporation to settle down apartment complexes. One set of apartments are used to have affordable housing for working class families. As shown in the picture, those apartments are next to luxury apartments that have a small shopping center embedded into them and thus cause for the rent to be at a high rate.

Cabrillo Village Mural

1515 S Saticoy Ave, Ventura 93004



Historical/Cultural Significance: The Cabrillo Village was formerly a labor camp, which was then on the verge of being torn down due to the farm workers unionizing and demanding higher wages and better living conditions. When the reactions to the eviction notices subsided, the farm workers and their families began to organize and with help and inspiration of the UFW were able to keep their homes by the works of Jerry Brown (the governor of California at the time of 1970s).

Japanese Cemetery

2222-2238 E Pleasant Valley Rd, Oxnard, CA 93033



Historical/Cultural Significance: In the early 1900s there was a large population of Japanese farm workers living in Oxnard, who dedicated much of their time working on the sugar beet farms, were living mainly in “tent cities” due to the inability of owning land in California. In the case of burying loved ones, the Japanese were only given one-third of an acre of a cemetery. now the piece of land is owned by Garcia Mortuary and is in the process of restoring the history due to a vandalism strike that occurred in 2017.

China Alley in Ventura

68 Figueroa St, Ventura, CA 93001



Historical/Cultural Significance: In the mid 1880s there was large population of Chinese in Ventura. They created their own community and was Ventura's very own Chinatown, called China Alley. Many of them were merchants, farmers, cooks, and even as their very own Fire Company who aided the Chinese community as well as the greater San Buenaventura city. Due to the changing eras and the gentrification of the city, many of the Chinese residents have moved out of Ventura and their buildings were taken over by modern buildings or just taken down as a whole. This large history of the Chinese community is marked by this mural painted by Qi Luna, Jennie - #868 and the a plaque.

El Rio/ The Collection (Riverpark)



Historical/Cultural Significance: El Rio's history began back in 1875 when a Jewish immigrant from Germany, Simon Cohn, took settlement on what was known as the San Pedro Precincts. When the Oxnard brothers arrived in what is now known as Oxnard, Cohn and his brothers denied them the access to build one of their sugar beet factories and created their own community what they then called New Jerusalem. The upcoming community of farmers and small-business owners were then disrupted when the placement of the U.S. 101 Freeway was placed in the middle of their community. Once gentrification took place, many of the remnants of the history were divided and the section was then called El Rio by the Santa Clara River which presides next to the community.

Squires Neighborhood (Oxnard)



Historical/Cultural Significance: Squires Dr. is a street in Oxnard that is commonly associated with the gang Squires in addition to the many gangs in Oxnard such as the Colonia Chiques, SurTown Chiques, Lemonwood Chiques, and others as well. One major factor the gangs have in common is that they are mainly located where all the marginalized communities reside. They are either reserved into a single street, a small community, or a section of the town. This was/is a way that the youth in Oxnard have found hermanidad and a community that understand their struggles from a day to day basis.

Selena Lainez

Ventura School for Girls

801 Seneca Street, Ventura, CA



Historical/Cultural Significance: In 1891, the Whittier State Reformatory opened for boys and girls with a total of 300 students enrolled. The school focused on “discipline, education, employment, reformation and protection of juvenile delinquents.” The young women that were part of the Whittier State Reformatory Institution were kept a few hundred yards away from where the boys were located. Neither the girls nor the boys were allowed to be in the same dormitories. The girls were taught how to cook, housekeep, sew and would go to school daily for three hours. The hope within this program was for the girls to find healthy homes and employment after they left the school. In 1913, the girls department of Whittier became independent and in 1925 it was renamed to the Ventura School for Girls. After the Sleepy Lagoon trial, the girls that were part of the Zoot Suit riots were sent to this institution. The girls were not allowed to leave this school until the age of 21. In 1990, the Ventura School opened a camp program and established the first female fire fighting crew. The location today is Vista Del Mar Hospital, a psychiatric hospital for individuals who need mental health care.

Cesar Chavez House

452 North Garfield Avenue, Oxnard, CA 93033



Historical/Cultural Significance: This site is considered a historical landmark in Oxnard since this is the site of where Cesar Chavez lived with his family. The plaque states “Cesar E. Chavez was born in Yuma, Arizona, on March 31, 1927. His parents Librado and Juana Chavez came to Oxnard to work in the walnut orchards in 1938, 1939 and 1940. During their 1939 stay the family lived in a storage building at this address. While in Oxnard, the Chavez children attended Our Lady of Guadalupe School. Chavez returned to Oxnard in 1958 with the community service organization to mobilize farm labor voting. He returned to Oxnard again in 1971 to organize the field workers union. He died on April 23, 1993 in San Luis Arizona, at the age of 66. The vision and legacy of Cesar Chavez lives in the hearts of many farm workers.” It is important to point out that Chavez and his family lived in La Colonia for a short period of time, they returned to Arizona months later. There is a garden of flowers in front of the home that blocks the view of the house, however it is a very small site.

History of Segregated Schools in Oxnard



Historical/Cultural Significance: “In 1970, Juan L. Soria organized a class action lawsuit on behalf of Mexican American and Black children attending segregated schools in Oxnard.” There were four methods in which the students were segregated, according to David Garcia, the first method was “establishing racial hierarchy, building an interconnection between residential and school segregation, constructing a school-within-a-school model of racial separation and omitting a rationale for segregation.” The schools that were segregated during these times included: Theodore Roosevelt, Woodrow Wilson, Ramona School, Juanita School and Haydock. This is important to learn because segregation within schools continues to exist. “In the Oxnard School District, all but four of the 17 elementary schools are at least 90 percent Latino. School quality is related to neighborhood quality.

OUHSD: Passage of Ethnic Studies High School Requirement

309 South K Street, Oxnard, CA, 93033



Historical/Cultural Significance: On May 16th, 2018 the board at Oxnard Union High School District, voted unanimously to pass an Ethnic Studies graduation requirement. This means that by 2020 every freshman that is part of the Oxnard Union High School District will need to take an Ethnic Studies course. Students will be able to pick four different courses to take within the Ethnic Studies/ Chicana/o Studies branch. The board also agreed that for these classes an Ethnic Studies Advisory Committee will be formed. This is important and significant because fewer than 5,000 of California's 1.7 million high school students, or less than 1 percent, had access to an Ethnic Studies course in 2013. Today, more high schools are requiring students to take Ethnic Studies courses. It is important for students to take these courses so they can learn about their ancestors and find their identity within this precious knowledge that is hidden in their curriculum.

Adolfo Camarillo's Family History

201 Camarillo Ranch Road, Camarillo, CA 93012



Historical/Cultural Significance: Adolfo Camarillo was a Californio land owner, horse breeder and rancher. At the age of 16, Adolfo Camarillo was put in charge of the nearly 10,000-acre family ranch his family owned, since his father passed away in 1880. He graduated from Woodbury College and developed the cattle ranch into a diverse thriving agricultural business growing lima beans, walnuts, barley, citrus, avocado, and other crops. With the help of Joseph Lewis, Camarillo also operated a dairy on the Ranch. Adolfo is considered an innovator and forward thinker, he owned one of the first cars in Ventura County and one of the first telephones as well. One of his achievements is the creation of a distinctive breed of horse, called the Camarillo White Horse. Adolfo was generous to his employees, he let them live on the property, they were provided with land to grow their own crops and were encouraged to sell leftover crops to supplement their

Melissa Lozano

Tortilla Flats

Figueroa St, Ventura, CA 93001

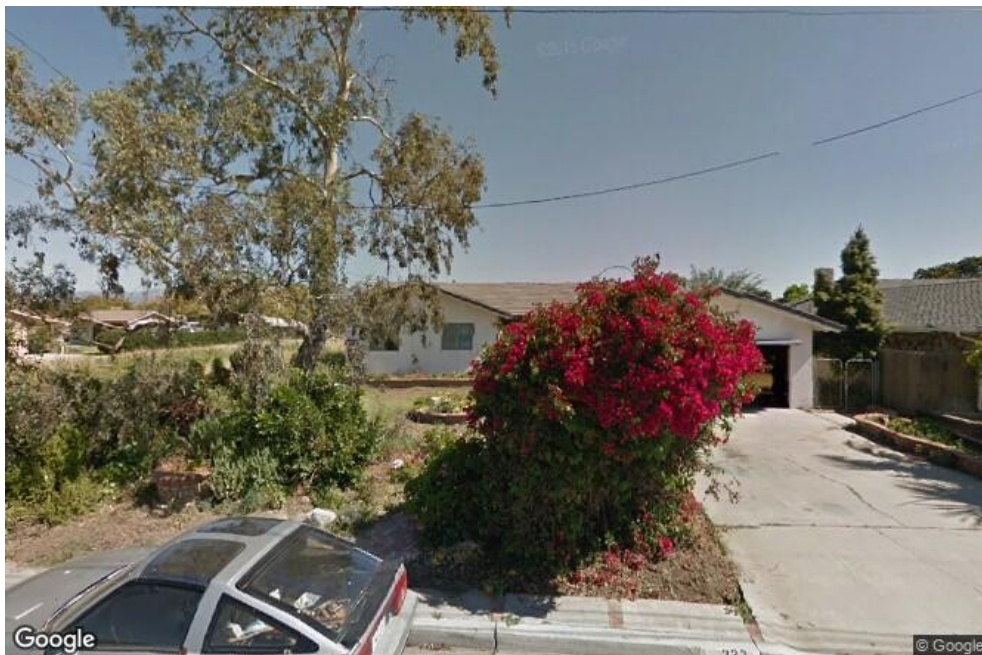


Historical/ Cultural Significance: The Tortilla Flat Neighborhood was known as a melting pot of Chumash, Latinos, Asians and African Americans and other mixed Spanish races who fled the Mexican Revolution. And impoverished white “ Okies” who escaped the Dust Bowl. It was called other things before Tortilla Flats — Indiantown (due to the Chumash presence), Spanish Town, Tiger Town (for its rough reputation) and “The Flats.” It wasn’t until the 1942 film “Tortilla Flats,” based on the same-named John Steinbeck novel, that it got its lasting name.

In the 1950’s the new Ventura Freeway ripped through the Tortilla Flats. Some were paid, some were not , others were evicted. In the early 1990s a mural was in the process in order share the communities stories. The first mural went up in 1995 and came down in 2000, and the replacement went up in 2008 beneath the Figueroa Street.

Home of Michele Serros

233 Orange Drive, Oxnard, CA 93036



Historical/ Cultural Significance: Michele Serros was born on February 10, 1966 and raised in the El Rio community in Oxnard, CA. She was an author, a poet, a comedic social commentator and overall Chingona. A lot of her work was based off her personal experiences which makes her more relatable and unique to fellow Chicanas. Michele Serros later went on to attend Ventura College and Santa Monica College and later transferred to UCLA. Some of her work include, *Chicana Falsa and Other Stories of Death, Identity, and Oxnard*, *How to be a Chicana Role Model*, *Honey Blonde Chica* and *¡Scandalosa!* Before losing her battle to cancer, Michele Donated her works and positions to CSU Channel Islands. The home of Michele Serros is important because she is a great Chicana Role Model for Oxnardian.

Olivas Adobe Historical Park

4200 Olivas Park Dr, Ventura, CA 93001



Historical/ Cultural Significance: The Olivas Adobe Historical park is one of the last remaining Monterey-Style adobe homes from the Rancho era. It was placed 115 on the National Register of Historic Places on 1970. The adobe home and courtyard was built between 1847-49 by wealthy Don Raymundo Olivas on his 4,700 acre Rancho San Miguel. Don Olivas received all this land as recognition for his services during the Presidio of Santa Barbara by Governor Juan Bautista Alvarado. Don Olivas and his wife lived on this property with their 21 children. It was later donated to the City of Ventura. It is said to be haunted due to many natives and children dying of mistreatment. During the 1960s renowned California muralist Marguerite Hardeman painted 25 murals that depict four centuries of the City of Ventura's history. The house can also be rented for celebrations. The Olivas Adobe is important to Ventura County because it is a reflection of California History.

Mixteco Indígena Community Organizing Project (MICOP)

520 W 5th St, Oxnard, CA 93030



Historical/ Cultural Significance: The Mixteco/Indígena Community Organizing Project (MICOP) unites indigenous leaders and allies to strengthen the Mixtec and indigenous immigrant community in Ventura County, estimated at 20,000 people. Most are strawberry farmworkers, and many speak primarily their indigenous language. MICOP's majority-indigenous staff builds community leadership and self-sufficiency through education and training programs, language interpretation, health outreach, humanitarian support, and cultural promotion. We organize the community to advocate for shared concerns. MICOP reaches approximately 6,000 individuals each year. MICOP is also the founder and home of Radio Indígena, out of Oxnard, Ca, a radio station with programming in indigenous languages such as Mixteco. MICOP is a pivotal organization in Ventura County, their work and effort in the Mixteco Community does not go unnoticed.

Maria Moncada

Paint Not Prison

4238 Saviers Road, Oxnard, CA 93033



Historical/Cultural Significance: Paint Not Prison is a program from a nonprofit organization, Arts for Action, that focuses on community organizing and beautification project. This program engages with local youth, mentors, and artist including some youth on probation for graffiti offenses. The mural presented was created by Paint Not Prison and is located on Fresh Mex Bar & Grill.

United Farm Worker Foundation

920 South A Street, Oxnard, CA 93030



Historical/Cultural Significance: : The United Farm Workers Foundation is a nonprofit organization that was established in 2006 in Southern California with six regional offices. The foundation’s core purpose is to “empower communities to ensure human dignity” that serves over 90,000 migrants with critical services and engagement in challenging the systematic and oppressive cycle of poverty. Its regional offices are safe havens that provides services and resources from immigration legal advice, educational outreach, to civic engagement.

Inlakech Cultural Arts Center

250 East 5th Street, Oxnard, CA 93033



Historical/Cultural Significance: The Inlakech Cultural Arts Center is a free afterschool program that focuses on cultural arts and was founded in September 16, 1976. The Inlakech Cultural Arts Center's mission is based on empowering our youth through community and collective teachings in the cultural arts of dance, music, art, and drama.

La Central Bakery & Tortilla Factory

600 Meta Street, Oxnard, CA 93030



Historical/Cultural Significance: In 1948, La Central Bakery & Tortilla Factory was founded by Teofilo and Carmen Rodriguez at Oxnard, CA. However, the Rodriguez's bakery services originally began in Santa Paula when the couple could not find sweet Mexican. As a result, the Rodriguez's built a brick oven in their home and their bread became extremely popular in their community that they decided to open a business.

American Sugar Beet Factory

Historical Plaque located at:
250 East 5th Street, Oxnard, CA 93033



Historical/Cultural Significance: The American Sugar Beet Factory was located between 5th Street and Wooley Road and it operated from August 19, 1899 until October 26, 1959. During the 20th century, ASBF was the second largest sugar beet factory in the world. The construction and operation of the factory along with the new railroad attracted a large labor force of Mexicans, Japanese, and Chinese workers. As time progressed, the population and commerce rapidly increased which helped establish the City of Oxnard in June 30, 1903.

Vanessa Pantoja

Todo Poder Al Pueblo: Police Brutality

Historical/ Cultural Significance: On October 13, 2012, the tragic murder of Alfonso Limon took place in the La Colonia neighborhood of Oxnard, CA. It was approximately 10 PM when police officers began their pursuit in search of three subjects in a car who failed to comply with the officer's instructions. Officers received a report that the suspects may have displayed a handgun. The driver of the vehicle made a brief stop in the 100 block of North Garfield Ave while the other two subjects hopped off and made a run to escape the police. Limon, who was going for a late night jog in his neighborhood was mistaken for the suspects by Oxnard police. Upon hearing gunshots, Limon dropped to the ground and attempted to seek shelter in bushes. Limon was unarmed, defenseless, and lying on the ground when nine Oxnard police officers took his life. Limon was shot a total of 16-21 times with handguns and rifles. The tragic murder of Alfonso Limon caused an uproar in the Oxnard community against the police brutality. The nine police officers who were involved in the shooting were placed on paid administrative leave and given re-training before promptly returning to work patrolling our streets. The incident is an example of the police brutality that still occurs in Oxnard. The Limon family filed for a lawsuit and won the case receiving \$6.7 million for the tragic murder of Alfonso Limon. The Todo Poder al Pueblo Collective is an independent group and their base is the self-defense and training of our communities in opposition to the brutal increase of repressive measures directed at immigrants, workers, and our families.

Buena Vista Labor Camp

Historical/Cultural Significance: During World War II, a farm labor shortage occurred in the US because men were being sent off to participate in the war efforts. The US had a desperate need for farm workers and looked to Mexico for help. The US and Mexican government signed an agreement known as the “Bracero Program” in 1942 which created an emergency program to contract Mexican farm workers into the US. The Bracero Program brought in 4.6 million Mexican guest workers to the US to replace the American men who were busy at war. The Bracero Program was extended beyond World War II until its termination in 1964. The Buena Vista Labor Camp, located on the east side of Fifth Street in Oxnard, became the largest labor camp in the United States during the Bracero Program. At its peak, Buena Vista Labor Camp housed as many as 5,000 braceros.

The Lab 805

11137 Azahar Street, Ventura, CA 93004

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Historical/Cultural Significance: The Lab 805 is a an activist creative studio offering everything vehicle wraps to banners, apparel, and art supplies. The Instagram page @thelab805 post pictures of their cultural art including beautiful graffiti of Chicano history. The Lab 805 shares Chicano activism and Chicano positive art and gadgets. For example, at the Lab 805, you can purchase “Brown is Beautiful” pins, “Hecho En Oxnard” T-Shirts, skateboards with Pancho Villa painted on the bottom. The Lab 805 has everything you need to feel Chicano pride.

Oxnard Historic Farm Park

1251 Gottfried Pl, Oxnard, CA 93030

Historical/ Cultural Significance: The Oxnard Historic Farm Park Foundation is a nonprofit group dedicated to the preservation of the two oldest remaining structures on the Oxnard Plain. The location consist of a museum in the main house which will be restored to its original 1870's construction and design, a local history library that was constructed in the 1890s, a 1870s winery originally used to store the wine for the Santa Clara Chapel. The Park also includes antique displays such as antique tools, small vineyards of 1880s zinfandel vines, and a display barn for tractors and thresher. The Park also has eye-catching lemon and avocado orchards.

San Buenaventura Mission

211 E Main St, Ventura, CA 93001

Historical/Cultural Significance: Historical/ Cultural Significance: Founded in 1782 by Franciscan Priest Junipero Serra, the San Buenaventura Mission is located on Main Street in Downtown Ventura. The San Buenaventura mission is the 9th of the 21 missions that were constructed in California by Spanish missionaries for the purpose of converting Native Americans to Catholicism and to colonize the territory of Alta California. Native Chumash contributed to the construction, building a 7 mile system of aqueducts to conveniently distribute water to the Mission from the Ventura River. The San Buenaventura Mission has been rebuilt and fixed up a number of times due to damage from fires and earthquakes. The building has also been remodeled by priest throughout the years to “modernize” it. All that remains today of the original Mission is the church and the garden.

Jessica Rodriguez

La Colonia

La Colonia, Oxnard, CA 93030



Historical/Cultural Significance: La Colonia represents hope and dreams for the Mexicans & Latinxs communities living in there. Not only that La Colonia has the reputation of violence in the community, however there are many farmworkers and other families who are dedicating their to improve the lives in the community by attending to city council meetings and getting the community active to participate.

Dr. Manuel M. Lopez Garden

111 South A St, Oxnard, CA 93030



Historical/Cultural Significance: The Doctor Manuel Lopez Garden was inaugurated in June 2011 in honor of former mayor of Oxnard, Dr. Manuel M. Lopez who generously donated his land for our use. It is a non-profit community garden open to the public to enjoy, share and learn. This garden is a ministry of the All Saints Episcopal Church which has generously supported us through the sharing of volunteers and resources throughout our growth process. We have also been supported by donations, counsel, and assistance from our sister garden, Community Roots Garden, which is a ministry of the North Oxnard United Methodist Church.

Mural in La Colonia Park

170 N Juanita Ave, Oxnard, CA 93030



Historical/Cultural Significance: Each of the murals in La Colonia park to remind people in the community of what is their Latinx culture instead of the negative stereotypes of violence. The mural in La Colonia Park is decades old, however local artists have the opportunity to repaint the mural so it won't fade.

Oxnard Housing Authority

1470 E Colonia Rd, Oxnard, Ca 93030



Historical/Cultural Significance: The Housing Department's mission is to promote the general welfare of the City by remedying unsafe and substandard housing, and by relieving the shortage of affordable housing for City residents. This mission is consistent with the City's General Plan and laws governing our housing funds and resources. The purpose of the Housing Department is to provide decent, safe, attractive, sanitary, and well maintained housing for eligible low and very low income families in a manner that promotes commitment, exemplary customer service, economy, efficiency and the social well-being of the residents

La Voz de la Colonia



Historical/Cultural Significance: An independent Spanish publication serving the interests of the Mexican people. Published in Santa Paula, CA, from December 1, 1927 - December 1932. During this time, it was the beginning where houses were built in La Colonia and many residents who spoke want their own newspaper that talk about the issues occurring in Oxnard specifically La Colonia.