USHCC

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UNITED STATES HISPANIC CHAMBER OF COMMERCE

2020

2020 ANNUAL REPORT

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UNITED STATES HISPANIC CHAMBER OF COMMERCE

ABOUT THE UNITED STATES HISPANIC CHAMBER OF COMMERCE

The USHCC actively promotes the economic growth, development, and interests of more than 4.7 million Hispanic-owned businesses, that combined, contribute over $800 billion to the American economy every year. It advocates on behalf of its network of more than 250 local chambers and business associations nationwide, and also partners with more than 260 major American corporations. For more information, please visit ushcc.com. Follow us on Twitter @USHCC.

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UNITED STATES HISPANIC CHAMBER OF COMMERCE

A LETTER FROM OUR PRESIDENT AND CEO

Dear USHCC Members...

On behalf of our United States Hispanic Chamber of Commerce Board of Directors and our staff, we want to thank each of you for your membership and support of our collective mission to build an ecosystem to accelerate Hispanic business growth and prosperity throughout America.

Together with our national network of more than 260 Hispanic Chambers of Commerce, each of which serve as an economic oasis in their communities, we have engaged in advocacy, provided small business technical assistance services, and utilized virtual technology to address the effects of the COVID-19 economic crisis. Our core mission is dedicated to adding value to our 4.7 million Hispanic-owned businesses, which collectively contribute more than $800 billion to our American economy each year.

We live during a period of time in our nation's history that has challenged the resiliency and perseverance of all Hispanic Business Enterprises which have continuously been innovating and adjusting their business operational models to rise to the challenge of this economic crisis. 2020 was a year of reflection, resetting, and rebuilding. We are proud to continue to add value to our USHCC Chamber Members through innovative programming and resources for our Hispanic Business Enterprise (HBE) Members and create new partnerships with America's largest corporations to the benefit of our Hispanic business community.

The USHCC has an active, philanthropic arm dedicated to providing educational programs to our Latino small business community. Through our USHCC Educational Fund 501(c)(3), we expanded our Avanzar small business accelerator program to seven states, each cohort led by a local Hispanic Chamber of Commerce in their community. Our small business accelerator program has already graduated more than 200 small Hispanic-owned businesses who are ready to scale and take their businesses to the next level thanks to this partnership between our corporate members and our local chambers.

The USHCC also awarded hundreds of thousands of grant dollars directly to small business owners and to our local chambers of commerce to provide immediate sustainability support during this pandemic. These funds served as a direct lifeline for our Latino-owned businesses to fund business operations like payroll, rent, and other critical needs. We provided technical assistance, established online resource hubs in English and in Spanish, and provided financial relief to expand COVID-19 relief efforts to our members through generous partners such as Cargill, Rumba Meats, Google, Wells Fargo, and many others.

In summary, 2020 was our most active year in Washington, D.C. on behalf of our member businesses and local chambers of commerce network. As America's largest Hispanic business organization, our unified voice was heard loud and clear in the halls of Congress and with the federal Administration. We were proud to raise $850 billion to provide small business assistance for our national network of Hispanic Chambers of Commerce to successfully advocate for access to the Paycheck Protection Program (PPP) for both Hispanic-owned businesses and 501(c)(6) Chambers of Commerce, second draw PPP forgivable loans, funding for bilingual technical assistance through a public private partnership with our Hispanic Chambers of Commerce and the Minority Business Development Agency (MBDA), among other key initiatives.

A LETTER FROM OUR PRESIDENT AND CEO

Continued...

Our vision is to be the leading voice to advance Hispanic business potential to drive our American economy. To this end, we have focused our advocacy on behalf of our Hispanic-owned businesses, Hispanic Chambers of Commerce, and Corporate Partner Members guided by our "Three C's":

Capital

Expanding equitable access to **capital** through traditional and innovative partnerships.

Capacity

Building **capacity** through programming, training, and new grant investments, and...

Connections

Establishing **connections** through matchmaking, procurement, and advocacy.

We will strengthen our collective voice as America's largest Hispanic business organization to advocate for equity and a seat at the decision-making tables in the U.S. Congress, Administration, and America's largest corporations on behalf of our Latino community. We as a nation must continue to expand access to capital, education, and procurement opportunities to unleash the potential of our $2.6 trillion Latino GDP into the future.

Together, we will create generational wealth in our Latino community through education and entrepreneurship, and we will power America's economic recovery.

Respectfully,
Ramiro A. Cavazos
President & CEO
United States Hispanic Chamber of Commerce

ECONOMIC IMPACT / ENTREPRENEURSHIP

ALMOST 61 MILLION LATINOS IN THE UNITED STATES ALREADY ACCOUNT FOR $2.6 TRILLION IN ECONOMIC ACTIVITY

(Latino Donor Collaborative)

- Latinos accounted for **82% of the growth in the U.S. labor-force** participation between 2010-2017. (LCDA)
- **Latinos start 82% of all new companies in America**, they open businesses at three times the rate of the national average and Latina women start businesses at six times the national rate. (Latino Community Foundation)
- Even though Latinas start businesses at six times the national rate, they represent less than 1% of those entrepreneurs who receive venture capital. (Stanford GSB & The Latino Business Action Network)
- More than half of all of American's startups valued at $1 billion or more were started by at least 1 immigrant. (START US UP)
- 11.5% of Latino entrepreneurs report using a personal credit card to fund a new business or acquire an existing business, compared to 9% of white and Asian entrepreneurs. (Kauffman Foundation)
- 15.1% of Latino entrepreneurs report that a lack of access to capital negatively impacted profitability, compared to only 8.9% of white-owned businesses. (Kauffman Foundation)
- The sales that Latino firms generate, versus what they would generate if on par with the average non-Latino business, present an **opportunity gap of $1.5 trillion** for the US economy. (Stanford GSB & The Latino Business Action Network)
- **If the U.S. Latino market was its own country, it would be the 8th largest economy in the world** and the largest Latino market in the world, larger than Brazil and more than twice the size of Mexico. (Latino Donor Collaborative)
- **Latino GDP grew 72% faster than non-Latino GDP** over the entire period from 2010 to 2018. (Latino Donor Collaborative)
- From 2010 to 2018, **Latino real consumption grew 133% faster than non-Latino consumption**. (Latino Donor Collaborative)

Hispanics and Latinos are a group projected to grow from 17% to 22% of the workforce by 2030. (McKinsey)

1 out of 10 jobs in America is created by an immigrant-owner. (National Immigration Forum)

The U.S. Latino market is growing GDP at 8.6%, faster than China or India. (Latino Donor Collaborative)

Latinos were responsible for 78% of the net new jobs in the labor force since the Great Recession. (Latino Donor Collaborative)

In February 2020, U.S. Latinos accounted for 82% net new growth across the entire U.S. workforce. (Latino Donor Collaborative)

COVID-19

BY MARCH 2020,
49% OF LATINOS HAVE HAD A PAY CUT
OR HAD BEEN LAID OFF OR LOST THEIR JOB, A 16% DIFFERENTIAL FROM NON-LATINOS (33%).

(Pew Research Institute)

- Surveys in March 2020 found that **working from home was not an option for over 84% of Latinos.** (Economic Policy Institute)
- At the same time, **49% of struggling Latino entrepreneurs had trouble getting a loan** under the initial stimulus bill. (SOMOS UNIDOS US National Latino Survey)
- In May, about six-in-ten Latinos (59%) said they **live in households that have experienced job losses or pay cuts due to the coronavirus outbreak**, with a far lower share of U.S. adults (43%) saying the same. (Pew Research Center)
- By May 2020, millions of Latino families and businesses had not received any support from the CARES Act, out of which: 48% of households earning less than $25,000 a year; 31% of US born, and 45% of Latino immigrants. (SOMOS UNIDOS US National Latino Survey)
- As of September 2020, **48% of Latinx- and 44% of Black-owned businesses were not able to pay daily expenses** compared to 26% of non-minority-owned businesses. (Ernst & Young LLP)
- The **5 business sectors most affected by the pandemic generate almost 50% of the revenues of Hispanic** and Latino owned businesses, and 65% of Hispanics and Latinos work in those sectors. (McKinsey)
- Latino businesses were disproportionately impacted by COVID-19 and more than 50% less likely to receive government relief under the Payment Protection Program, compared to White-owned businesses. (Stanford GSB & The Latino Business Action Network)
- Latino Owned Businesses had their PPP loans approved at nearly half the rate of White Owned Businesses. (Stanford GSB & The Latino Business Action Network)
- **Latino Owned Businesses received less than half, in terms of full PPP funding**, than White Owned Businesses (3% compared to 7%). (Stanford GSB & The Latino Business Action Network)
- **Only 20% of scaled Latino Owned Businesses had all of their PPP funding approved** compared to 54% for White Owned Businesses. (Stanford GSB & The Latino Business Action Network)

BY MAY 2020,
MORE THAN 25% OF LATINO ENTREPRENEURS SHUTDOWN,
LOST SIGNIFICANT REVENUE OR SHUT DOWN THEIR BUSINESS ALTOGETHER.

(SOMOS UNIDOS US National Latino Survey)

In December 2020, the United States Hispanic Chamber of Commerce was presented with a special recognition from by Steven D. Dillingham, Director of the U.S. Census Bureau for our efforts in widely promoting the U.S. Census throughout 2020. We created bilingual materials to promote the importance of the U.S. Census through many videos and campaigns in English and Spanish.

THANK YOU FOR HELPING TO SHAPE THE FUTURE

Thank You

THE U.S. CENSUS BUREAU HEREBY RECOGNIZES

United States Hispanic Chamber of Commerce

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as a valued partner and offers appreciation for your help in raising awareness of the 2020 Census and inspiring response.

Thank you for your efforts to achieve a complete and accurate count.
Your dedication and commitment to the 2020 Census have helped shape the future.

Steven D. Dillingham
Director, U.S. Census Bureau

Shape your future START HERE >

United States Census 2020

Overview statistics from the year

Increased Audience and Reach During COVID-19 Pandemic

8,979 NEW E-MAILS ADDED TO USHCC DATABASE

2,000+ BILINGUAL TECHNICAL ASSISTANCE PHONE CALLS

150+ BILINGUAL WEBINARS, TRAININGS, & WORKSHOPS

100+ NEW STRATEGIC PARTNERSHIPS (MEDIA, WEBSITES, CORPORATE COLLABORATIONS, ALLIANCES)

NATIONAL CONFERENCE OVERVIEW NUMBERS

VIRTUAL USHCC NATIONAL CONFERENCE 2020

8,916 PARTICIPANTS

Live Stream on Facebook

7,520	22,680
VIEWS	IMPRESSIONS

MYBUSINESSMATCHES™.COM

USHCC Business Matchmaking Event

54	122	117
BUYERS	SUPPLIERS	MEETINGS

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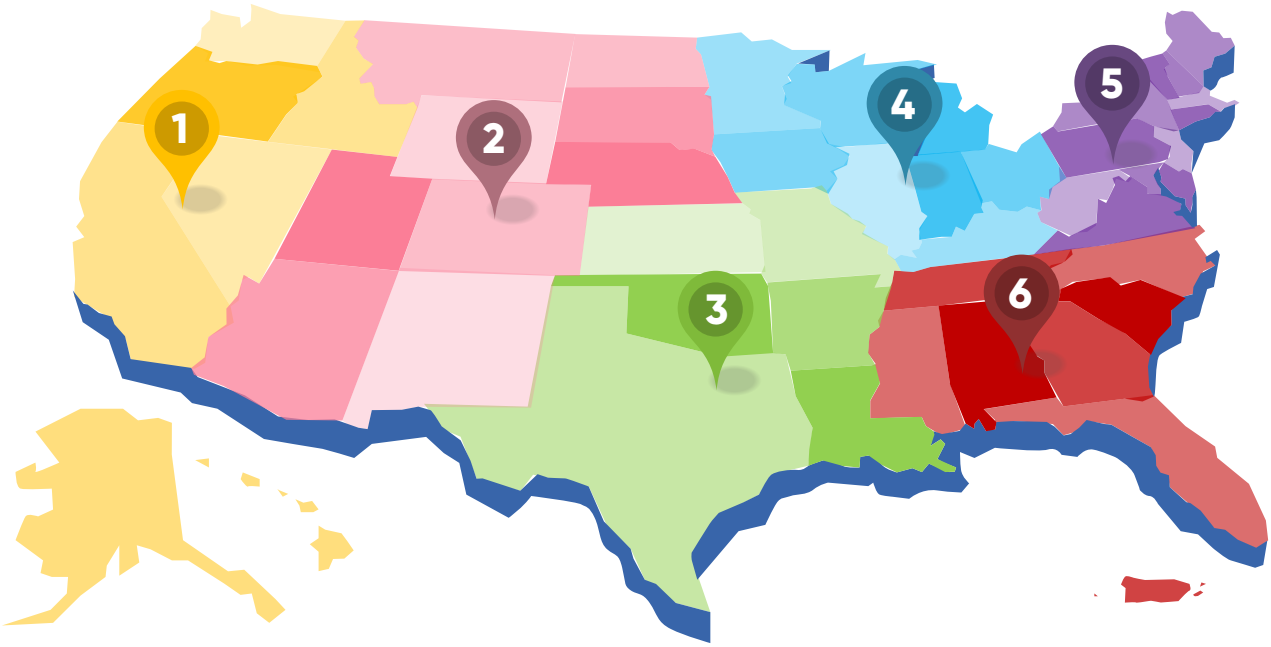
UNITED STATES HISPANIC CHAMBER OF COMMERCE

The United States Hispanic Chamber of Commerce would like to thank many of our Corporate Partners who helped us create economic relief grants for diverse business owners and for local chambers of commerce during the pandemic:

THANK YOU!

REGIONAL MAP



The USHCC is proud to serve and advocate on behalf of a national network of more than 250 affiliated Hispanic Chambers of Commerce across the country. Our Hispanic Chambers of Commerce serve as leaders at the local and regional level, each serving as an economic oasis for Hispanic and minority-owned businesses in their community. The USHCC works closely with our national chamber leaders to provide America's 4.7 million Hispanic-owned businesses with opportunities to access to educational training, capital, and contracting opportunities to support their growth and scale. We also convene with our chamber leaders on monthly national roundtables to receive their input and feedback and help inform our national advocacy.

Each of our six regions has a representative leader on our USHCC Board of Directors:

- **Region 1 - Pacific** – Reuben Franco, President & CEO, Orange County Hispanic Chamber of Commerce
- **Region 2 - Mountain** – Ernie C'de Baca, President & CEO, Albuquerque Hispano Chamber of Commerce
- **Region 3 - Gulf & Great Plains Region** – Mayra Pineda, President & CEO, Hispanic Chamber of Commerce of Louisiana
- **Region 4 - Midwest** – Jessica Cavazos, President & CEO, The Wisconsin Latino Chamber of Commerce
- **Region 5 - Northeast** – Jennifer Rodriguez, President & CEO, Philadelphia Hispanic Chamber of Commerce
- **Region 6 - Southeast** – Yuri Cunza, President & CEO, Nashville Hispanic Chamber of Commerce

AN OVERVIEW OF THE USHCC'S POLICY FOCUS AREAS

Our advocacy is driven by three main goals:

1. **Grow business opportunities for Hispanic Business Enterprises (HBEs)**
2. **Support the broader US Hispanic community**
3. **Integrate Hispanic businesses into the global economy**

To achieve these goals, the USHCC researches and develops policy positions to support Hispanic business in the areas of:

- Access, Management, and Control of Capital
- COVID-19: Economic Relief and Reopening Our Economy
- Education and Workforce Development
- Energy and Sustainability
- Healthcare
- Housing
- Immigration
- Infrastructure
- International Trade and Commerce
- Puerto Rico
- Tax Reform and Incentives
- Technology, Data, Privacy, and Cybersecurity
- 2020 U.S. Census

First, we advocate at the federal level to improve the conditions for Hispanic Business Enterprises (HBEs) to thrive within the United States. We support the following policies:

- Ensure Equitable Access to Capital
- Increase Access to a Range of Diverse Leaders
- Help Hispanic Business Owners Leverage Federal Resources
- Improve the Affordability of Healthcare for Small Business Owners
- Renovate Physical Infrastructure in the United States
- Support Economic Development in Puerto Rico
- Recognize the Vital Importance of High-Skilled Immigration to America's Economic Recovery post COVID-19
- Federal Investments Aimed at the Economic Recovery of Hispanic-owned Businesses Impacted by COVID-19

Second, we advocate for policies that generate prosperity and opportunity for the U.S. Hispanic community, which strongly correlate with improved economic outcomes of Hispanic businesses. We support the following policies:

- Emphasize STEM Education
- Promote Career & Technical Education for Latinas and Latinos
- Investing in the Next Generation of Latina and Latino Leaders by Ensuring Access to Excellent Education at Every Level
- Build a Diverse and Inclusive Workforce
- Increase Access to Affordable and Quality Healthcare
- Build a Compassionate and Economical Approach to Immigration Reform and Border Security
- Protection and a permanent solution for Deferred Action for Childhood Arrivals (DACA) and Temporary Protected Status (TPS) Recipients
- Access to Affordable Housing

We advocate for policies that help Hispanic Businesses integrate and contribute to a prosperous and sustainable global economy. We support the following policies:

- Help Hispanic Businesses Access International Markets
- Support for Small Businesses to Leverage International Trade Relations
- Protection for Innovation and Intellectual Property
- Develop Secure Technological Infrastructure
- Privacy in the Data Economy
- Clean Energy and Sustainability

PROCUREMENT COUNCIL ADVISORY BOARD (PCAB)

The PCAB is composed of a diverse ensemble of the nation's most respected, experienced, and effective senior-level procurement executives who are active members of the USHCC through our Corporate Partner Membership Program (CPM). As a member of PCAB, you will work with the USHCC leadership, staff, and Hispanic Business Enterprises (HBE's) to guide and develop strategies to advance procurement opportunities for the Hispanic business community across industries. Your leadership is valued, and we believe you will make excellent contributions to our advisory board.

Angel Colon
Kroger

Raul Suarez Rodriguez
Merck

- AARP
- American Airlines
- American Petroleum Institute (API)
- AmerisourceBergen
- Apple
- AT&T
- Avis Budget
- Bank of America
- BB&T
- Boston Scientific
- BP America
- Caesars Entertainment
- Cancer Treatment Centers of America (CTCA)
- Cargill
- Church Mutual
- Coca-Cola
- Comcast
- CVS
- Diageo
- Disney
- Doordash
- Dupont
- Ecolab
- Facebook
- Fedex
- Ford
- Google
- Hilton
- Home Depot
- Instacart
- Johnson & Johnson
- JPMorgan Chase
- Kroger
- Lenovo
- Macys
- Magna International
- Medtronic
- Merck
- MGM Resorts
- Microsoft
- Molson Coors
- Nationwide
- NEC
- Nike
- Nissan
- Paychex
- PepsiCo
- PNC financial services group
- Spanish Broadcasting system (SBS)
- Service Corporation International (SCI)
- Shell Oil Company
- Southern California Edison (SCE)
- State Farm
- T-Mobile
- Target
- Teachers Insurance and Annuity Association (TIAA)
- Toyota
- Univision
- UPS
- US Bank
- USAA
- Verizon
- Vida Brand INC.
- Wells Fargo
- Wyndham Destinations

SENIOR EXECUTIVE CORPORATE ADVISORY BOARD (SECAB)

The SECAB is composed of a diverse ensemble of the nation's most respected, experienced, and effective senior-level executives who are active members of the USHCC through our Corporate Partner Membership Program (CPM). As a member of SECAB, you have several important roles including: creating best practices to advance Hispanic economic development, counseling the chamber on policies and other issues affecting business interests in the Hispanic community, and more. Your leadership is valued, and we believe you will make excellent contributions to our advisory board.

Angie Garcia Lathrop
Community Affairs Executive, Bank of America

- AARP
- American Fuel & Petrochemical Manufacturers (AFPM)
- American Airlines
- Anheuser-Busch
- American Petroleum Institute (API)
- AT&T
- Avis Budget
- Bank of America
- BBVA
- BP America
- Caesars Entertainment
- Charter Communications
- Coca-Cola
- Comcast
- Cancer Treatment Centers of America (CTCA)
- Diageo
- Door Dash
- Ecolab
- Edison Electric Institute (EEI)
- Enterprise Holdings
- Ettain Group
- Experian
- Exxon Mobil
- Facebook
- Hilton
- Instacart
- Johnson & Johnson
- JPMorgan Chase
- Kroger
- Lyft
- Magna International
- Medtronic
- Merck
- MGM Resorts
- Microsoft
- Molson Coors
- Nationwide
- NCTA (The Internet & Television Association)
- NEC
- Nike
- Nissan
- Paychex
- PNC financial services group
- Service Corporation International (SCI)
- Shell Oil company
- Southern California Edison (SCE)
- State Farm
- T-Mobile
- Toyota
- Univision
- UPS
- US Bank
- Verizon
- VISA
- Wells Fargo

USHCC BOARD OF DIRECTORS OFFICERS

Alice Rodriguez
Head of Community Impact, Managing Director
JPMorgan Chase & Co.
USHCC Board Chair

Nelson Reyneri
Senior Vice President Sales & External Affairs
Liberty Power
USHCC Board Chair-Elect
Chair, Nominations and Governance Committee

Raul F. Salinas
Managing Shareholder
AlvaradoSmith
USHCC General Counsel

Carmen Castillo
President & CEO
SDI International Corp.
USHCC Immediate Past Chair

Betty Manetta
President & CEO
Argent Associates
USHCC Board Secretary

Ramiro A. Cavazos
President & CEO
United States Hispanic Chamber of Commerce

COMMITTEE CHAIRS

Jackie Puente
Executive Director External Affairs
Comcast Corporation
Chair, Government Affairs Committee

Regina Heyward
Head of Supplier Diversity
MassMutual
Chair, Audit Committee Chair and Chair, Strategy Mission & Vision Committee

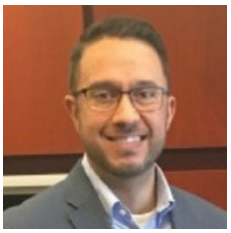
Reuben Franco
President & CEO
Orange County Hispanic Chamber of Commerce
Chair, Fundraising Committee

Jennifer Rodríguez
President & CEO
Greater Philadelphia Hispanic Chamber of Commerce
Chair, Conference Site Selection Committee

Betty Manetta
President & CEO
Argent Associates
USHCC Board Secretary

USHCC BOARD OF DIRECTORS (continued)

Victor Arias
Managing Director & Partner in Charge DFW Office
Diversified Search Group



Carlos A. Becerra
Group Manager Customer Experience Strategy
Toyota Motor North America

Ernie C'deBaca
President & CEO
Albuquerque Hispano Chamber of Commerce

Jessica Cavazos
President & CEO
Wisconsin Latino Chamber of Commerce

Yuri Cunza
President & CEO
Nashville Area Hispanic Chamber of Commerce

Reuben Franco
President & CEO
Orange County Hispanic Chamber of Commerce
Chair, Fundraising Committee

Rachel Kutz
Vice President
Consumer Supply Chain & Global Logistics, AT&T
Global Connections & Supply Chain, AT&T

Juan Carlos Liscano
Vice President Miami, Caribbean & Latin America Operations
American Airlines

Mayra Pineda
President & CEO
Hispanic Chamber of Commerce of Louisiana

Monika Mantilla
Managing Partner
Small Business Community Capital
President & CEO
Altura Capital

Christine Rice
Executive Vice President
VisionIT

Yammel Sanchez-Ocana
Executive Director
Global Procurement, Merck Sharp & Dohme

Rosa Santana
Founder & CEO
Santana Group

YOUR USHCC STAFF

Richard Garcia
Chief of Staff

Felipe Ugalde
Managing Director
Financial Planning & Analysis

Brianna Dimas
Vice President
Programs & Communications

C. LeRoy Cavazos-Reyna
Vice President
Governmental &
International Affairs

Fernando Meersohn
Senior Manager
Corporate Relations

Laura Sosa
Manager
Programs & Events

Vanessa Mondragon
Associate
Finance & Administration

Santiago Salas Oliva
Fellow
Government &
International Affairs

Erica Salinas
Account Manager, USHCC

Monica Garza
Special Projects Coordinator,
USHCC

ABOUT THE UNITED STATES HISPANIC CHAMBER OF COMMERCE EDUCATIONAL FUND

The United States Hispanic Chamber of Commerce Educational Fund is a 501(c)(3) non-profit organization based in Washington, D.C., affiliated with the United States Hispanic Chamber of Commerce (USHCC), founded in 1979. The mission of the USHCC Educational Fund is to educate, train, build capacity, conduct research, provide leadership development opportunities, expand access to capital, and create grant funding for Hispanic businesses for the benefit of the greater Hispanic business community. More than 250 Hispanic Chambers of Commerce comprise a national network of entrepreneurs, job creators, and free enterprise dreamers who contribute more than $2.3 trillion to the American economy each year.

USHCC EDUCATIONAL FUND BOARD OF DIRECTORS

Monika Mantilla
Managing Partner
Small Business Community Capital
President & CEO
Altura Capital
Chair
USHCC Educational Fund

Ruben Barrales
Senior Vice President, External Relations
Wells Fargo

Michelle Bobadilla
Senior Association VP Outreach & Community Engagement, Assistant
Provost Hispanic Student Success
University of Texas at Arlington

Daniel Galindo
Senior Vice President Community Development & Strategy Director
Woodforest National Bank

Juan Carlos Liscano
Vice President Miami, Caribbean & Latin America Operations
American Airlines

Betty Manetta
President & CEO
Argent Associates
USHCC Board Secretary

Kathleen Martinez
Senior Director National Strategic Relationship
BP

Alice Rodriguez
Head of Community Impact, Managing Director
JPMorgan Chase & Co.
USHCC Board Chair

Raul F. Salinas
Managing Shareholder
AlvaradoSmith
USHCC General Counsel

Rosa Santana
Founder & CEO
Santana Group

Ramiro Cavazos
President & CEO
United States Hispanic Chamber of Commerce

AVANZAR
TAKE YOUR BUSINESS TO THE NEXT LEVEL

USHCC Small Business Accelerator Program

Launched in 2019 thanks to an investment from Wells Fargo & Company, Avanzar ('advance' in Spanish) is an eight-month business accelerator program designed for Hispanic small businesses that are ready to take their businesses to the next level. We started with 2 pilots in Albuquerque and Charlotte.

Each Latina and Latino entrepreneur participates in courses that are aimed to help develop business plans, strategy, and the leadership skills needed to scale their small businesses.

Course topics include building financial plans, streamlining operations, lowering expenses, marketing, human resources, and access to capital for scaling.

YEAR 2 OF AVANZAR

Wells Fargo & Company and the United States Hispanic Chamber of Commerce (USHCC) proudly announced the expansion in February of 2020 into five new markets making it a total of seven American cities in 2020:

1. **Albuquerque Hispano Chamber of Commerce** – Albuquerque, New Mexico
2. **Arizona Hispanic Chamber of Commerce** – Phoenix, Arizona (new site)
3. **Georgia Hispanic Chamber of Commerce** – Atlanta, Georgia (new site)
4. **Co-Hosts: Hispanic Chamber of Commerce of Metro Orlando & Prospera** – Orlando, Florida (new site) – SPANISH Curriculum
5. **Latin American Chamber of Commerce of Charlotte** – Charlotte, North Carolina – SPANISH Curriculum
6. **Latin Chamber of Commerce of Las Vegas** – Las Vegas, Nevada (new site)
7. **Los Angeles Latino Chamber of Commerce** – Los Angeles, California (new site)

MINORITY BUSINESS DEVELOPMENT AGENCY
U.S. DEPARTMENT OF COMMERCE

USHCC CARES: PROVIDING COVID-19 RELIEF FOR HISPANIC-OWNED BUSINESSES

The USHCC was awarded $1 Million in grant funding to be distributed through its network of more than 250 chambers of commerce nationwide to provide technical assistance to small, minority owned businesses during the COVID-19 pandemic. With this funding, the USHCC launched a bilingual virtual resource center. Learn more by visiting: ushcccares.com

The USHCC was one of 20 organizations who received funding through the CARES Act. from the U.S. Dept. of Commerce Minority Business Development Agency (MBDA) to provide technical assistance during the pandemic to small business owners.

COVID-19 SMALL BUSINESS ASSISTANCE PROGRAM

USHCC created COVID-19 Resources Centers will focus on Hispanic and minority-owned businesses by educating, training, advising, and assisting them in navigating this crisis and creating procurement opportunities. Each center will answer questions (in person, by phone, by email, and other virtual measures) and find solutions, especially resources on how to adapt their existing business models to the new post-COVID environment which includes resources on working remotely, access to capital, complying with new safety guidelines from the CDC, and much more.

Official Sites for COVID-19 Technical Assistance Centers

- **Louisiana** – Hispanic Chamber of Commerce of Louisiana
- **Illinois** – Illinois Hispanic Chamber of Commerce
- **Nevada** – Latino Chamber of Commerce of Las Vegas
- **New Mexico** – Albuquerque Hispano Chamber of Commerce
- **Tennessee** – Nashville Hispanic Chamber of Commerce
- **Florida** - Hispanic Chamber of Commerce of Palm Beach County
- **Pennsylvania** – Greater Philadelphia Hispanic Chamber of Commerce
- **Washington D.C.** – United States Hispanic Chamber of Commerce Office

USHCC CARES

PORQUE TÚ ERES IMPORTANTE

Since 1979, The United States Hispanic Chamber of Commerce (USHCC) has promoted the economic growth, development and interests of more than 4.7 million Hispanic-owned businesses that contribute over $800 billion dollars to the American economy every year. The Chamber has an ecosystem of over 250 local chambers throughout the United States, and together we advocate for and work with entrepreneurs to build sustainable, profitable Hispanic businesses and strengthen our place in the economy and global markets.

The USHCC CARES campaign provides bilingual content that educates, informs and advises the U.S. Hispanic community about support, news, policy, services and other information critical to build and sustain awareness about COVID-19 relief for Latino individuals, families and businesses.

Visit www.ushcccares.com

CHAMBER LEADERSHIP ALLIANCE

CHAMBER LEADERSHIP ALLIANCE AND CHAMBER LEADER DEVELOPMENT PROGRAM FOR SMALL & DIVERSE BUSINESS ADVOCATES

The USHCC is one of four partners of the Chamber Leadership Alliance along with the National LGBT Chamber of Commerce (NGLCC), the U.S. Black Chambers, Inc. (USBC), and the US Pan Asian American Chamber of Commerce Foundation. Together, we co-present the Chamber Leadership Development Program which consists of virtual and in-person trainings for trainings for our empowering and strengthening our chambers of commerce and their employees.

gbb

GREEN BUILDS BUSINESS

Greening Toyota's Supply Chain Through the USHCC Green Builds Business Program seeks to offer business coaching on proven green best practices to its suppliers. The goal is to enable business suppliers' ability to identify, design and implement green projects that achieve triple bottom line results of lower costs, enhanced human benefits and reduced environmental impacts.

IN HER FOOTSTEPS

Launched in 2018 by USHCC and Bank of America, the "In Her Footsteps" Podcast hosts dynamic Latina business owners who are helping drive the American economy and creating change in their communities. It provides listeners with information and resources to better run their businesses, while also working to highlight the contributions of the Hispanic community and Latina businesswomen. This program is proudly sponsored by Bank of America.

WELLS FARGO PARTNERSHIP

The United States Hispanic Chamber of Commerce provides local chamber members access to funds each year for existing programs that strengthen and foster the growth of small business communities.

Multiple grants ranging in size are awarded to local chambers who continue to serve their members and local business communities. These funds have supported a variety of programs spanning from empowering entrepreneurs, promoting green energy, and advancing diversity and inclusion.

70+

grants to local Hispanic Chambers

GROW WITH GOOGLE PARTNERSHIP

In partnership with the United States Hispanic Chamber of Commerce Educational Fund, Google is launching a Latinx Chamber of Commerce micro-grant program to support the more 200 Latino-focused chambers of commerce across the country. Local Latinx chambers will have an opportunity to apply for a micro-grant from the U.S. Hispanic Chamber of Commerce to enable chambers to lead Grow with Google trainings for small businesses.

50+

grants to local Hispanic Chambers

for the "Grow with Google" and "Google Ad Grant" programs

RUMBA MEATS AND CARGILL PARTNERSHIP

100+

economic impact grants to minority-owned businesses

In partnership with Cargill and Rumba Meats, the United States Hispanic Chamber of Commerce Educational Fund provided 70+ micro-grants to Hispanic small business owners throughout the country who were impacted by the COVID-19 pandemic. Cargill chose the markets based on their headquarters and existing offices: Boston, Dallas/Fort Worth, Miami, Philadelphia, Tampa, and Washington D.C.

The seven chambers who partnered with the USHCC to distribute funds include:

- Florida Puerto Rican Hispanic Chamber of Commerce
- Fort Worth Hispanic Chamber of Commerce
- Greater Philadelphia Hispanic Chamber of Commerce
- Greater Washington Hispanic Chamber of Commerce
- Hispanic Chamber of Commerce of Tampa Bay
- Irving Hispanic Chamber of Commerce
- South Florida Hispanic Chamber of Commerce

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