



THE *L*ATINO
COALITION

IMPACT REPORT

**20
22**

CONNECTING MOTIVATED BUYERS WITH QUALIFIED SELLERS



THE LATINO COALITION MATCHPOINT IS HERE!

Procurement matchmaking like never before:
from your desktop, tablet, or phone.

If you are a small-business owner,

TLC MatchPoint is the essential connection point to the contracts and investors you are looking for to grow your business.

If you are a corporate or government buyer, TLC MatchPoint

is your direct link to the small, minority-owned sellers that you are searching for.

Join MatchPoint today.
The best matches for your business.
tlcmatchpoint.com

A MESSAGE FROM THE PRESIDENT AND CHAIRWOMAN



CICI ROJAS | PRESIDENT



JEANETTE PRENGER | CHAIRWOMAN

Dear Partners,

This year has been yet another unprecedented one for the American economy, for Hispanic business owners, and for our Nation. The ongoing health crisis, the workforce challenges, and the racial and ethnic divide continue to dictate and force adjustments on a regular basis. It appears the new normal, especially for small business owners, is the ability to remain resilient with a willingness to re-invent and adapt new business models to remain relevant and in business.

A few bright spots to the year are in the wake of the new census numbers and the validation of the contributions of the Hispanic Business community to the economy. This considerable and irrefutable confirmation of economic growth we are providing is, in a large part, supported by ongoing, strong small-business resilience and optimism.

What we know, even with the continued challenges over the past year and a half, is that an important mainstay in economic and social power in the Hispanic community will continue to rise. This places an especially compelling need for our effective representation in the public eye - from the halls of government, all the way to media. The Latino Coalition is proud to serve as a voice of the most dynamic economic group in America: Hispanic entrepreneurs.

Our elected Board Officer leadership and staff team has worked tirelessly to position TLC with new and innovative strategic goals to utilize our technology tools to be more effective in engaging in the new small business virtual learning and connecting environment. Our elected officials are listening. TLC events, both virtual and live, continue to attract representatives from entertainment, corporations, and the top levels of government including multiple cabinet members and dozens of members of Congress have spoken to our members during the past year.

Thank you for your partnership in this success, and for your dedication to economic and social opportunity for the Latino community.

Sincerely,

CiCi Rojas Jeanette Hernandez Prenger



JOIN THE LATINO COALITION

The Latino Coalition (TLC) is the leading advocacy and membership organization for US Hispanic Business. We are a pro-market, bipartisan, national Hispanic business advancement association with the goal of ensuring every Hispanic American who wants to start and grow a business has the opportunity and the right economic environment to do so.

If you are a business owner or Champion of Business – Hispanic or not – The Latino Coalition offers a unique value.

In addition to our effective and highly visible networking events, access to contracts – through our unique online portal, TLC MatchPoint – training and discounts on business goods and services, TLC members are represented in the halls of government and in the national media by an organization that operates under a clear philosophy: When it comes to small business, government's role is to create the best possible environment for success.

If you are a corporate leader who would like to be part of the work we do, your opportunity is unique, but also critical. The only way for Hispanic entrepreneurs' message to break through is with your partnership investment. In these challenging times, now more than ever small business owners do not have the time or the resources to engage in the influence and advocacy process. They are simply too busy running and, in many cases, reinventing their businesses, making payroll, raising families and helping their communities.

As a partner of The Latino Coalition, your company has a unique opportunity to amplify the voice of the fastest growing and dynamic economic sector in the U.S. today: Hispanic entrepreneurs.

With your support, we will continue to grow our permanent and prominent position and remain at the forefront on the minds of Congressional leaders, to ensure our voice is heard through out the policymaking process.

For more information on joining TLC as a member or corporate partner, please visit www.TheLatinoCoalition.com.

STORIES FOR



Featured in photo:
Mariana Atencio and
Maria Elena Salinas

ABOUT THE LATINO COALITION

This is an incredibly critical and dynamic time in politics and public policy, and The Latino Coalition is meeting the moment by growing and maintaining a highly functional coalition of partners who are not monolithic, but who do agree strongly on how to create the best environment for entrepreneurship.

Because of TLC, state and local Hispanic Chambers of Commerce are gathering together, under one umbrella, for national partnership and representation.

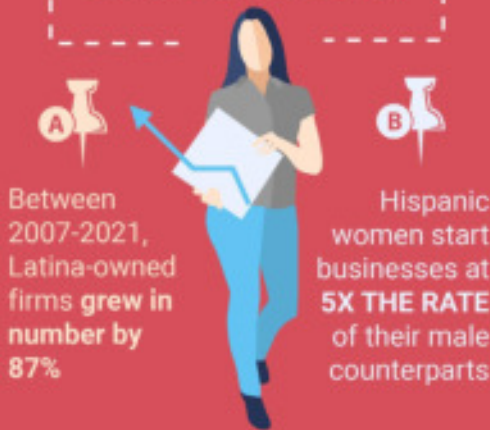
Under the leadership of an experienced and committed board of directors, TLC has responded to a demand in the Hispanic business community for an ethical and knowledgeable voice in Washington, D.C.; the result is the creation of a grassroots movement that resembles other grassroots efforts proactively seeking positive change for our community.

This year, we launched three new standing committees, Public Policy, Latina Programming, and Procurement. Under the leadership of the new committee Chairs, we look forward to fresh and innovative initiatives for 2022 and beyond as we expand TLC MatchPoint with a Live component and begin a renewed focus on international trade with new partners.

The TLC family values leadership and collaboration-with one another and with the public officials who impact our lives and businesses.

We're effective, we're a great partner to our members and supporters, and we believe that the best is yet to come.

THE FUTURE ENTREPRENEUR?



14,400
ENGAGED MEMBERS INTERNATIONALLY

SINCE 2010, THE HISPANIC OR LATINO RACE HAS GROWN BY 23% WHILE OTHER NON-HISPANIC RACES HAVE GROWN BY ONLY 10%

23%

10%

If we were a country, Hispanics in the U.S. would rank as the world's

8TH LARGEST ECONOMY



\$2.1 Trillion



Of the 1.4 million companies owned by women of color in the US, Latina business women control 39% of these businesses.

The U.S. Latino Community accounts for \$2.1 Trillion in Purchasing Power!



LATINOS ARE
"early tech adopters" & a "mobile-first community"

US Hispanics are ahead of the curve when it comes to anything digital. They lead in the adoption of new devices, highly engaged on mobile, and over-index on consuming video content.

KEY TLC INDUSTRY SEGMENTS



Health care
Construction
Information Technology

Transportation
International Trade
Professional Services



BENEFITS FOR TLC CORPORATE MEMBERS



- Opportunities to work with TLC in developing individualized initiatives and programs to attain your business objectives.
- High-impact events that attract the who's who of Latino power and business.
- Coordination with local Hispanic Chambers of Commerce and other TLC business groups for local support.
- Policy briefings with leaders in Washington D.C.
- Strategic counsel and policy development with TLC leadership.
- Earned media in the largest news outlets -television, print and online.
- Access to a unique grassroots and marketing database

OUR PRIORITIES

The potential of Hispanic entrepreneurship is real and undeniable. At TLC, we are always looking for ways to make sure Latino business owners have what they need to fully realize their natural potential.

ECONOMIC DEVELOPMENT

TLC will remain committed to ensuring access and resources for Latino owned and led businesses. This includes access to contracts at the state and federal levels. With the formation of the National Infrastructure Committee, we have the ability to propel and create a more influential voice. This is a business-growth moment that impacts dozens of lives and has a terrific economic and social ripple effect.

TLC's ongoing commitment to procurement training and networking opportunities - including our ground-breaking online matchmaking portal, TLC MatchPoint - sets us apart from other business or community groups. TLC MatchPoint will introduce MatchPoint Live in 2022 and will be more important than ever to provide additional visibility opportunities to the motivated buyers with our corporate and government partners.

EQUITY AND REPRESENTATION

Diversity Equity and Inclusion has become a critical cornerstone for TLC and all our stakeholders. WE are dedicated to working with our partners and advocating for equity and representation at important, decision-making tables, locally, regionally, and nationally. We also will strive to ensure small business needs are understood and advocated for throughout Public Policy.

The pillars the reside under this umbrella include Healthcare, DEI, Education, and a multitude of public board and commission representation.

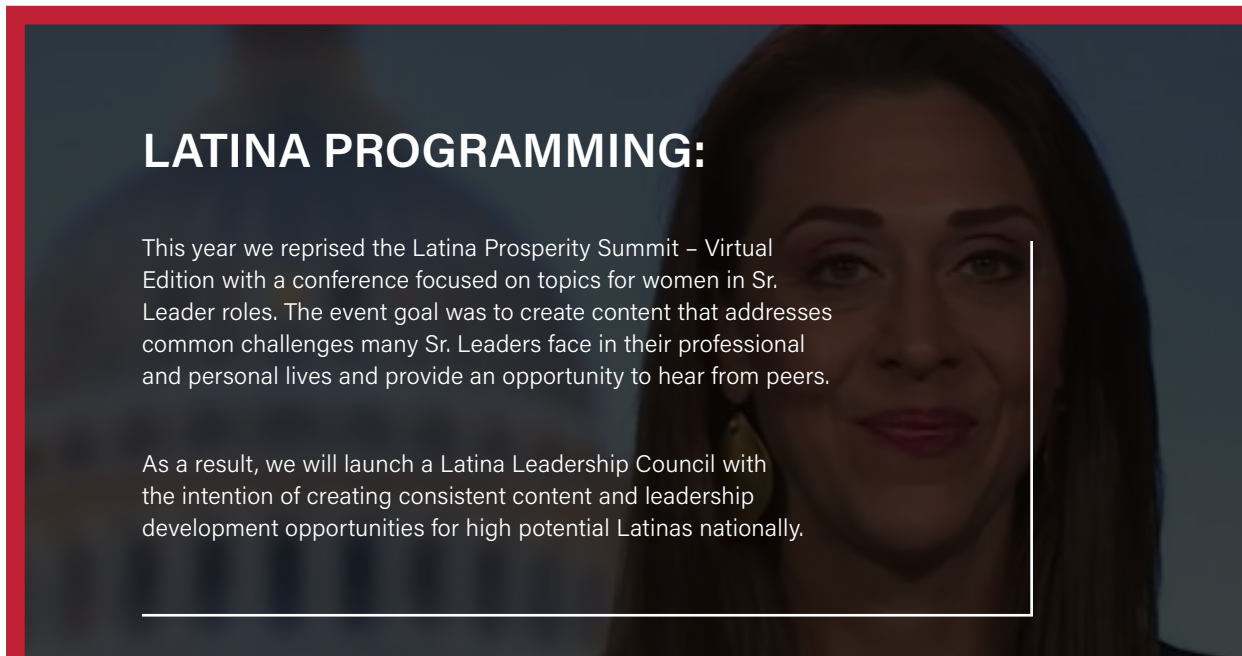
ADVOCACY

We will continue our work as an advocacy organization, leveraging our long-standing relationships, collective voice, and alignment with our partners. We will support the public policies that positively impact the advancement of the Latino business community. We will also work with our local and regional partners and lend out voice and network in their efforts to advocate for greater representation in decision making bodies and commissions.

LATINA PROGRAMMING:

This year we reprised the Latina Prosperity Summit – Virtual Edition with a conference focused on topics for women in Sr. Leader roles. The event goal was to create content that addresses common challenges many Sr. Leaders face in their professional and personal lives and provide an opportunity to hear from peers.

As a result, we will launch a Latina Leadership Council with the intention of creating consistent content and leadership development opportunities for high potential Latinas nationally.



THE BENEFITS OF PARTNERSHIP



OUR WORK TOGETHER IS PUNCTUATED BY ALL THE BENEFITS YOU'D EXPECT AND MORE:

- High-impact events that attract the who's who of Latino power and business
- Earned media in the largest news outlets- television, print and online
- Access to a unique grassroots and marketing database
- Policy briefings with leaders in Washington D.C.
- Strategic counsel and policy development with TLC leadership
- Access to TLC MatchPoint, a unique online procurement portal where qualified sellers are matched with corporate and government buyers.

PREMIUM CORPORATE PARTNERS



STRATEGIC CORPORATE PARTNERS



SUPPORTING CORPORATE PARTNERS



STRATEGIC ALLIANCES

TLC's strategic alliances with other national advocacy and membership groups make us unique, giving TLC members and partners additional leverage in implementing our pro-business advocacy agenda.



TLC MATCHPOINT ASSOCIATION PARTNERS



ADVOCACY AND COMMUNICATIONS

TLC HAS GARNERED AN ADDITIONAL \$9.5 MILLION IN NATIONAL PUBLICITY VALUE AND REACHED A TOTAL POTENTIAL AUDIENCE OF OVER 240 MILLION PEOPLE.

TLC UTILIZES ITS GRASSROOTS, ADVOCACY INITIATIVES AND SENIOR LEADERSHIP FOR THE FOLLOWING:

- Press statements, news releases and social media posts on relevant issues;
- Opinion Editorials on advocacy issues or timely news topics;
- Earned media interviews across television, radio, print and digital outlets;
- Leverage breaking news developments, in order to generate content and drive/secure coverage;
- Web, email and social media communications with TLC members;
- And coordination with chambers, advocacy and business groups across the country.

AS BROADCAST IN THE FOLLOWING MEDIA OUTLETS:



THE LEADING ADVOCACY & MEMBERSHIP ORGANIZATION FOR U.S. HISPANIC BUSINESS

TLC NATIONAL HEADQUARTERS

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TLC SOCIAL MEDIA



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the-latino-coalition



USLatinoCoalition



latinocoalition



latinocoalitionusa

HIGH-IMPACT EVENTS

Throughout the year, TLC hosts a series of live and virtual events attracting Hispanic Entrepreneurs, influencers, thoughtful leaders, elected officials and the media. TLC signature events are much anticipated for the high level of speakers and opportunities provided for high level networking.

Featured speakers that have supported TLC events since 2019 have included former President Donald Trump, Vice President Mike Pence, SBA Administrator Jovita Carranza, Congressman Emanuel Cleaver, Senator Roy Blunt, and Senator Tim Scott. In 2021, The Latina Prosperity Summit brought together powerful, inspiring Latinas from various sectors including The Honorable Deb Haaland, Congresswoman Jamie Herrera-Beutler, Actress Sherianna Allen, and Maria Elena Salinas.



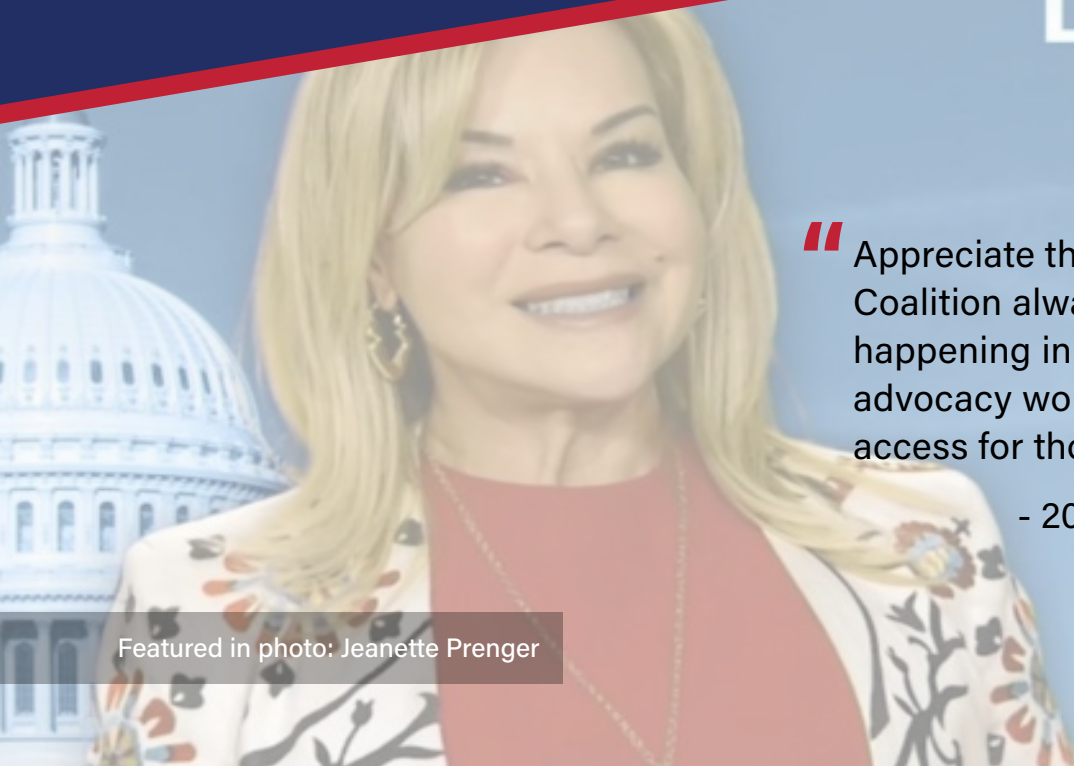
Featured in photo:
Maria Elena Salinas

2021 LEGISLATIVE BRIEFING

3.16.2021

“ Appreciate the work of the Latino Coalition always having a pulse on what’s happening in DC. Thank you for your advocacy work and being a source of access for those of us on the ground floor. ”

- 2021 Legislative Briefing Attendee



Featured in photo: Jeanette Prenger

TLC'S PROVEN LEADERSHIP

POWERFUL, RESULTS-DRIVEN NETWORKING

- Twenty years representing and advocating on pro-business and community issues for the Latino community.
- Growing network of over 70 organizations representing business, healthcare and education.
- **One of the largest databases in the U.S. (validated by Dunn & Bradstreet).**
- Two decades of successful grassroots and high-level events that create a return on investment for our members and our partners.
- Nationally-recognized Business Matchmaking program and events.
- Ongoing focus and action on the top three Latino priorities: economy, healthcare, education.
- Nationwide visibility and high-profile media opportunities (millions of positive impressions generated).
- TLC Board of Directors: represent decades of effective business and organizational leadership in the Latino community.

PLATINUM PARTNERSHIP

The benefits of The Latino Coalition Inc. Platinum Partnership includes many new enhancements, most notably organizations' representation on newly established standing councils and committees.

THE BENEFITS OF THIS PARTNERSHIP INCLUDE:

- Designated Senior- Executive representative to serve on the Corporate Advisory Board.
- Designated Executive representative to serve on the Public Policy Council
- Designated Executive representative to serve on the Procurement Council
- Designated Executive representative to serve on the Latina Leadership Council
- Designated Executive representative to serve on the International Committee (2022 1QTR)
- Your company logo on the TLC website and recognition as a Platinum Partnership member.
- Opportunity to submit company information to TLC's bi-weekly E-Newsletter.

TLC PARTNER PROFILE

The Latino Coalition is proud to count the U.S. Chamber of Commerce as a key strategic ally.

The U.S. Chamber of Commerce is the world's largest business federation, representing the interests of more than 3 million businesses through its network of member companies, state and local chambers of commerce and professional and trade associations.

COMING IN 2022

- Spring TLC Legislative Summit - Washington D.C.
- Fall Latina Prosperity Summit - Miami, FL
- Monthly TLC MatchPoint Webinars and Virtual Programming
- Procurement Matchmaking Events - Kansas City, D.C., and Miami



TLC LATINA PROSPERITY SUMMIT - VIRTUAL EDITION





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