Dear Partners,

2022 did not disappoint in terms of twists and turns in the economy and in the business world. In the corporate space, we saw Apple become the first company to reach $3 trillion in market value, Elon Musk bought Twitter for $44 billion and made massive changes to this major social media platform, Discovery and Warner Media merged, and much more. The ups and downs of cryptocurrency make most investors scratch their heads with the collapse of the FTX crypto exchange and the airline industry had a very rough summer with massive cancellations and delays. The war in Ukraine has direct and indirect impacts on businesses and the economy globally and we will soon see what the results of the recent mid-term elections will have on the economy.

Small and medium sized businesses have also been impacted by various factors. We still see supply chain disruptions working their way through the system and frustratingly high inflation rates seem to be an ongoing reality for the foreseeable future. Unemployment rates remain low and finding and keeping talent is very difficult for most businesses, while at the same time we see many technology companies laying people off. All remote or hybrid working seem to be here to stay at the same time that commercial real estate rates continue to increase, as do interest rates.

Having said all of that, there is plenty to be hopeful for. Many sectors of the economy saw significant growth in 2022. Small business creation is very high, particularly among Hispanics (especially Latinas). The Latino Coalition grew along with these businesses. We went back to in-person events with our Legislative Summit in D.C. and our fabulous Latina Prosperity Summit in Miami. We launched a new podcast series to go along with our webinars. And we brought new corporate and alliance partners into the TLC family. We are committed to continuing to play an important role in providing the Latino business community with the type of information they need to thrive and the kind of representation they deserve in terms of policies that are good for business.

Thank you for your ongoing support and for your trust as we look forward to a successful and eventful 2023!

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, 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.
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 our Latina Programming was fortified with the continued contributions of our Latina Leadership Council and showcasing the strength of our Latina leaders at the Latina Prosperity Summit this past October. Our Public Policy Committee also continued their endeavors keeping us informed of local, state, and national legislative initiatives and how they may impact TLC and its members. As always, we look forward to all of our committees’ initiatives for 2023 and beyond.

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.
STATES WITH THE HIGHEST LATINO POPULATION

#1 California 15.6 M
#2 Texas 11.4 M
#3 Florida 5.7 M
#4 New York 3.9 M
#5 Illinois 2.3 M

18.7% of the total population is Latino

Latinos represent...

- 46% of new home growth
- 68% of auto industry growth
- 67% of video game usage growth

IN THE LAST 10 YEARS

The Latino workforce increased by 36%

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
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.

PUBLIC POLICY

TLC will remain committed to ensuring that our partners have access to community leaders and representation in the halls of government. In 2023 TLC will launch four Public Policy Roundtable Discussions and Workshops.

Thus, creating a space to connect with political leaders and continue our commitment to creating opportunities to propel and create a more influential voice.

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 – In Person – with a conference focused on topics for women in Sr. Leader roles. The event goal was to create content that addresses common challenges many Latina leaders faces in their professional and personal lives and provide opportunity for Sr. Latina leaders to hear from peers and for the mid-career Latina leaders to learn from the experiences of Sr. Leaders.

As a result, we launched the 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.

CORPORATE PARTNERS

PLATINUM

Walmart

Wells Fargo

T-Mobile

GOLD

Google

PG&E

Televisa Univision

CHAIRMAN’S CIRCLE

PARK UNIVERSITY

EEI

ECCO

Charter Communications

T

Comcast NBCUniversal

Beam Suntory

PARMA

The Coca-Cola Company

The Libre Institute

AT&T

SUPPORTING CORPORATE PARTNERS

Altria

DOORDASH

NCTA

WAYMC

TICO PRODUCTIONS
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.
ADVOCACY AND COMMUNICATIONS

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:

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

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

TLC NATIONAL HEADQUARTERS
1455 Pennsylvania Avenue, N.W.
Suite 400
Washington D.C. 20004
202-349-4093

TLC ADMINISTRATIVE OFFICE
107 W. 10th St.,
Kansas City, MO 64108
949-200-6844

GET IN TOUCH WITH TLC
P.O. BOX 412711
Kansas City, MO 64141
855-852-1995

TLC SOCIAL MEDIA

latinocoalition 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 SBA Administrator Jovita Carranza, Congressman Emanuel Cleaver, Senator Tim Scott, Senator Roy Blunt, Congressman Tony Cardenas, and Congressman Julian Castro. In 2022, the Latina Prosperity Summit brought together powerful and inspiring Latinas from various sectors including the Honorable Ileana Ros-Lehtinen, CEO Ana Quincoces, Actress Sharinna Allan, and Golf Pro Azucena Maldonado.

"It is wonderful to see The Latino Coalition continuing its commitment to having a powerful voice in public policy affecting the business community and the Latino community. They have a unique ability to bring leaders together, from both sides of the aisle, to focus on what matters most."

-2022 Legislative Summit Attendee
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.

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

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 monthly E-Newsletter.

TLC PARTNER PROFILE

The Latino Coalition is proud to count on Congressional Hispanic Leadership Institute as a strategic ally.

The Congressional Hispanic Leadership Institute (CHLI) is the premier organization founded by Members of Congress to advance the Hispanic Community’s Economic Progress with a focus on Social Responsibility and Global Competitiveness.
COMING IN 2023

- Spring TLC Public Policy Roundtable – Washington D.C.
- Summer TLC Salon Breakfast – Washington D.C.
- Fall Latina Prosperity Summit – Kansas City, MO
- Monthly TLC Webinars and Podcasts – Virtual