



Unlocking Potential, Driving Progress

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Welcome Message

Dear Community,

Since 2015, our mission has been rooted in the belief that the success of the U.S. Latino community is essential to America’s future prosperity and global competitiveness. Over the past two years, this mission has come to life through innovative initiatives, impactful convenings, and groundbreaking partnerships that have reached across industries, sectors, and geographies.

In this report, you’ll find stories of resilience, data-driven solutions, and community-driven impact. From launching the **Latino Digital Success Initiative** to addressing systemic barriers facing Latino businesses through the **Aspen City Action Lab**, our work has been guided by one clear vision: empowering Latinos to lead and thrive in every facet of the U.S. economy.

Latinos now account for nearly **20% of the U.S. population**, and an astounding **\$3.7 trillion*** to the nation’s GDP—equivalent to the fifth-largest economy in the world. Yet, achieving **economic parity** for Latinos could unlock an additional **\$2.3 trillion**, transforming families, businesses, and entire communities. To realize this vision, our focus has remained steadfast: advancing leadership, entrepreneurship, and digital equity while fostering inclusive ecosystems that drive sustainable growth.

As we reflect on this journey, we want to extend our deepest gratitude to every individual, organization, and community that has partnered with us. Your trust and investment fuel our work and ensure that Latinos are not only active participants in shaping America’s future but central to its success.

Collectively, we are building a future that reflects the diversity, strength, and boundless potential of our nation.

¡Adelante!

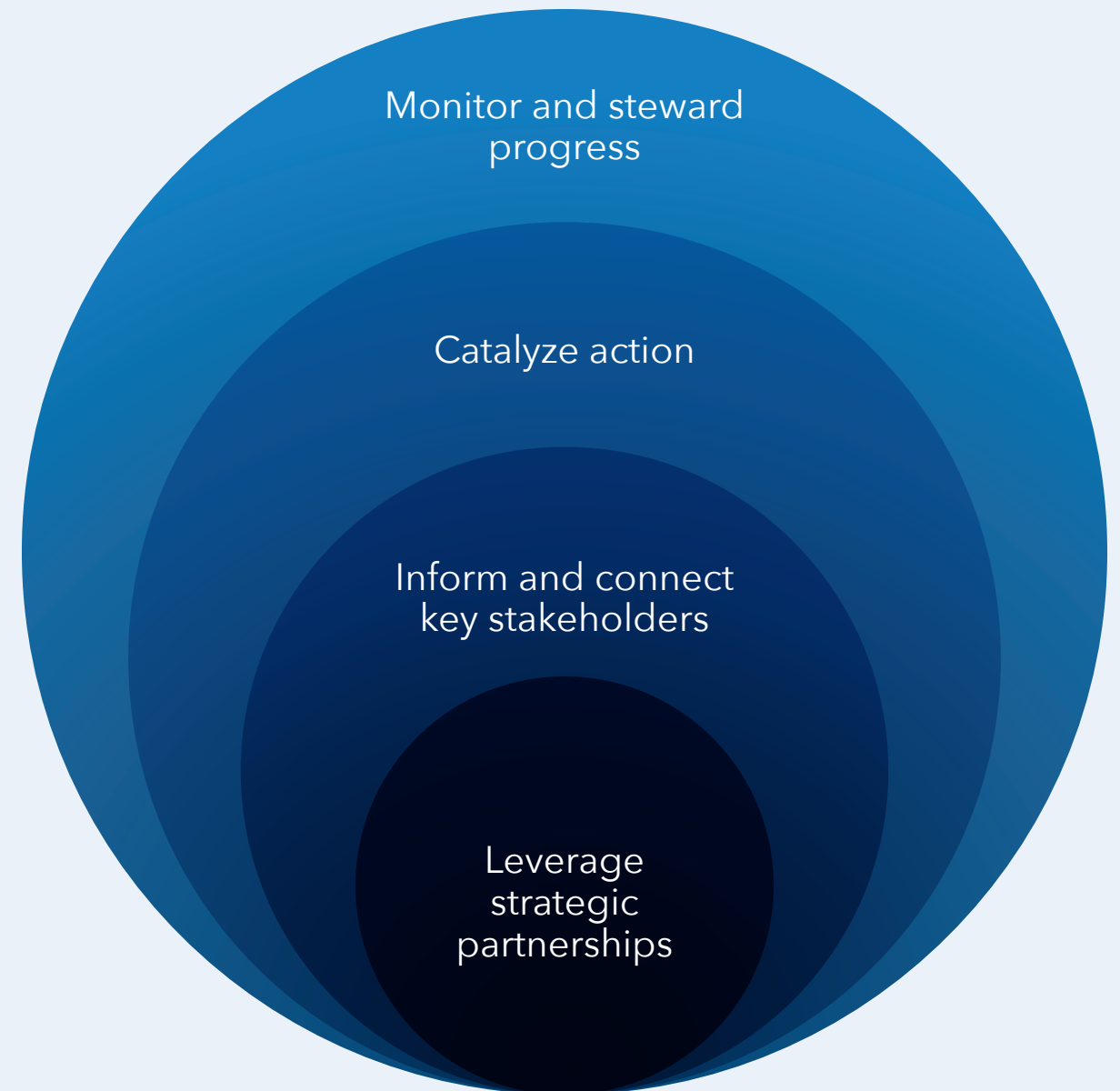
Ambassador Gaddi H. Vasquez
Advisory Board Chair
Aspen Institute Latinos & Society Program

Domenika Lynch
Executive Director
Aspen Institute Latinos & Society Program

*UCLA/California Lutheran University 2024 U.S. Latino GDP report

Theory of Change

Aspen Latinos & Society initiatives are designed to complement and intersect, amplifying their impact. By leveraging our strengths alongside those of our partners, we enhance the effectiveness of our strategies to inform key stakeholders, strengthen their connections, drive concrete actions on policy and strategy, and monitor progress to ensure accountability for meaningful change.





LATINOS & SOCIETY
aspen institute



WHITE HOUSE INITIATIVE LATINO ECONOMIC SUMMIT

#WHLatinos

COLLECTIVE IMPACT

The Aspen Institute Latinos and Society Program serves as a catalyst for change, empowering Latino leaders, businesses, and communities to drive impactful progress in the U.S. economy.

Through cross-sector partnerships, transformative convenings, and premier leadership programs, Aspen Latinos advances intergenerational wealth-building, fosters equitable communities, and paves the way for a more inclusive and prosperous nation.

The following highlights our collective successes from 2022 and 2023:

- **Engaged over 3,000 experts and leaders** from public, private, and nonprofit sectors through dynamic convenings.
- **Expanded outreach to over 46,000** network members via social media, newsletters, and the program's website, amplifying visibility and impact.
- **Awarded scholarships to 65+ exceptional leaders**, granting access to world-class leadership development experiences.
- **Hosted 400+ participants** in expert-led virtual programs and masterclass series, driving knowledge sharing and skill-building.
- **City Action Lab Pilot:**
 - Established steering committees in seven Latino-majority communities to accelerate recovery and growth for Latino-owned small businesses.
 - Supported cities in launching capacity-building initiatives and connecting with networks and funders to strengthen local economic development efforts.
- **Secured a \$500,000 federal grant** to expand outreach for the FCC's Affordable Connectivity Program (ACP), advancing digital inclusion and bridging the digital divide.

Shown on opposite page: Sec. Miguel Cardona (*U.S. Department of Education*) and Domenika Lynch (*Aspen Institute*)

CONVENINGS

The Aspen Institute's convening power and expansive network unite to address the world's most complex issues and ignite human potential across all its programs. Whether national or regional, each Aspen Latino convening seeks to address knowledge gaps, foster innovation, and inspire action to accelerate equitable growth.

Leaders Advancing Systemic Change

Over 3,000

cross-sector leaders attended our events.

Over 180

subject matter experts featured as presenters and speakers.

20

regional and national convenings hosted.

46,000+

directly reached through targeted outreach efforts.

Participants from key sectors in society:

Non-profit:

Esperanza
Hispanic Federation
Latino Business Action Network (LBAN)
Nowak Metro Finance Lab at Drexel University
The Rockefeller Foundation
The Surdna Foundation
UnidosUS
United States Hispanic Chamber of Commerce

Government:

Federal Communications Commission
National Telecommunications and Information Administration
U.S. Economic Development Administration
U.S. Department of Commerce
U.S. Department of Education
U.S. Department of Labor
U.S. Small Business Administration
White House Hispanic Initiative

Private:

Bank of America
Capital One
Coca-Cola
Comcast Corporation
Google.org
MasterCard Center for Inclusive Growth
McKinsey & Company
Variety

Nationwide Impact: Aspen Latinos 2022-2023 Convenings



Atlanta, GA

- White House Initiative Latino Economic Summit

Chicago, IL

- Aspen Institute Latinos & Society: Salon Dinner
- White House Initiative Latino Economic Summit
- Small Business Roundtable: Chicago

Denver, CO

- White House Initiative Latino Economic Summit

El Paso, TX

- Aspen Institute Latinos & Society: Salon Dinner
- White House Initiative Latino Economic Summit

Los Angeles, CA

- 2022 Advancing Economic Mobility Summit: Content & Creativity

Miami, FL

- Aspen Institute Latinos & Society: Salon Dinner
- Latino Digital Success Summit: Miami

New York City, NY

- 2023 Advancing Economic Mobility Summit: Mindsets to Unlock Prosperity

Philadelphia, PA

- Economic Preservation Districts Presentation

Phoenix, AZ

- Latino Prosperity Tour: Phoenix

San Antonio, TX

- Aspen Institute Latinos & Society: Salon Dinner
- White House Initiative Latino Economic Summit

San Bernardino, CA

- Aspen Institute Latinos & Society: Salon Dinner
- White House Initiative Latino Economic Summit

Washington D.C.

- 2022 Aspen Latino Business Summit: Fostering Economic Resiliency in Latino Cities and Communities
- 2023 Aspen Latino Business Summit: Seizing the Next Economy
- Roundtable Convening: U.S. Small Business Administration

*Note: This map depicts the continental United States. Aspen Latinos conducted no programming in Alaska or Hawaii during 2022-2023.

Aspen Latino Business Summit

Washington D.C., 2022 and 2023

The [Aspen Latino Business Summit](#) serves as a premier platform, connecting local leaders with national networks, federal policymakers, and influential investors. The summit highlights innovative and successful strategies for advancing Latino-owned businesses, focusing on key areas such as capacity building, access to capital, supplier diversity, e-commerce and digitalization, and workforce development.

**Over
400**

cross-sector leaders and practitioners from across the U.S. participated in the Business Summits.

**80+
Speakers**

from the public, private, and nonprofit sectors led action-oriented discussions.

**80%
of Attendees**

reported being very satisfied with their 2023 Latino Business Summit experience.

IMPACT IN ACTION: LEADERS' PERSPECTIVES

"Aspen Latinos & Society is really an incredible platform to bring people together for radical collaboration. We want to make sure that as we're building the future of our economy we're including the changing face of entrepreneurship, which is Latino entrepreneurs."

—Hon. Isabella Casillas Guzman, 27th Administrator of the U.S. Small Business Administration



- 1 Left to right: Anisha Joshi (*The Coca-Cola Company*), Abraham Tueme (*Coca-Cola Southwest Beverages*), and Juli Amaya (*The Pinnacle Group*)
- 2 Julie Chavez Rodriguez (*White House Office of Intergovernmental Affairs*)
- 3 Left to right: The Honorable Henry Cisneros (*American Triple I and Former U.S. Secretary of HUD*) and Dep. Secretary Don Graves (*U.S. Department of Commerce*)
- 4 Shena Ashley (*Capital One*)
- 5 Left to right: Nina Vaca (*The Pinnacle Group*), Amb. Gaddi H. Vasquez (*Aspen Latinos Advisory Board Chair*), Domenika Lynch (*Aspen Institute*), and Nely Galán (*Galán Entertainment*)
- 6 Alba Castillo Baylin (*The Coca-Cola Company*)

NATIONAL CONVENINGS



Advancing Economic Mobility Summit

Los Angeles 2022 and New York City 2023

The [Advancing Economic Mobility \(AEM\) Summit](#) cultivates action-oriented partnerships to accelerate economic mobility for Latinos. As a nonpartisan event, it serves as a platform for amplifying impact, fostering peer learning, and sparking innovation. The summit features the unveiling of McKinsey & Company's annual Economic State of Latinos in America report, providing crucial data and insights on the financial progress of Latinos across the nation.



McKinsey & Company
Knowledge partner

IMPACT IN ACTION: LEADERS' PERSPECTIVES

“Financial institutions have a lot to gain by investing in the Latino community since this community is 20% of the U.S. population and growing. Investing means following Latino consumer growth trends, and following a consumer base that is eager to drive more wealth creation and looking for products that better meet their needs.”

– Lucy Perez, Senior Partner, McKinsey & Company

- 1 Amb. Gaddi H. Vasquez (*Aspen Latinos Advisory Board Chair*) in New York
- 2 Left to right: Fidel Vargas (*HSF*), Jorge A. Plasencia (*Republica Havas Group*), Jason Marczak (*The Atlantic Council*), Xavier Gutierrez (*Arizona Coyotes*), Maria Elena Salinas (*Journalist*), Miriam Rivera (*Ulu Ventures*), Domenika Lynch (*Aspen Institute*), Joaquin Castro (*U.S. Rep. TX-20*), Adrienne Arsht (*The Atlantic Council*), Cesar Conde (*NBCUniversal News Group*), and Amb. Gaddi H. Vasquez (*Aspen Latinos Advisory Board Chair*) in New York
- 3 Gabriel “Fluffy” Iglesias (*Comedian and Actor*) in Los Angeles
- 4 Left to right: Dan Porterfield (*Aspen Institute*), Woody L. Hunt (*Hunt Companies, Inc.*), Domenika Lynch (*Aspen Institute*), José E. Feliciano (*Clearlake Capital Group*), and Laysha Ward (*Target*) in Los Angeles
- 5 Elliot Gerson (*Aspen Institute*) in New York

Over 340

cross-sector leaders and practitioners from across the U.S. participated in the AEM Summits.

More than 60

from the public, private, and nonprofit sectors led action-oriented discussions.

92% of Attendees

reported being very satisfied with their 2023 AEM experience.

White House Initiative Latino Economic Summit

In 2022, the Aspen Institute partnered with the [White House Hispanic Initiative on Advancing Educational Equity, Excellence, and Economic Opportunity for Hispanics](#) to host six Latino Economic Summits nationwide. These summits convened federal policymakers, national experts, and local leaders to discuss the substantial influx of federal investments, including those from the Bipartisan Infrastructure Law, CHIPS and Science Act, and Inflation Reduction Act aimed at driving an equitable economic recovery. Presentations were focused on driving policy discussions locally and expanding public private partnerships.

Over 2,000
participants

6
major cities
selected

13
federal
agencies



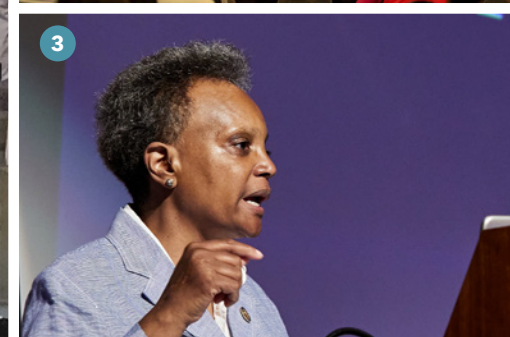
- 1 First Lady of the United States, Dr. Jill Biden in Denver
- 2 Left to right: Khalilah Harris (U.S. Office of Personnel Management), Melody Gonzales (White House Hispanic Initiative), and Domenika Lynch (Aspen Institute) in Atlanta
- 3 Mayor Lori Lightfoot in Chicago



Aspen Latinos and U.S. Hispanic Chamber of Commerce: Salon Dinners

In 2022, Aspen Latinos collaborated with the United States Hispanic Chamber of Commerce to host six exclusive salon dinners, engaging over 200 C-suite executives from the public and private sectors. These intimate gatherings brought together influential leaders committed to strengthening the business economy in Latino-majority cities across the country. The collaboration aimed to strengthen a national network of leaders through strategic and impactful dialogue.

- 1 Left to right: Event guest and Dorene Dominguez (Vanir) at Salon Dinner in El Paso
- 2 Left to right: Event guest, Tim Fallon (The Coca-Cola Company), Andrea Sáenz (Chicago Community Trust Foundation), and Martin Cabrera (Cabrera Capital) at Salon Dinner in Chicago
- 3 Aspen Latinos and USHCC Salon Dinner in Chicago
- 4 Left to right: Victor Arias (The Diversified Search Group), Emilio Estefan (Estefan Enterprises Inc.), Ramiro Cavazos (USHCC) and event guests at Salon Dinner in Miami



THOUGHT LEADERSHIP

The American story is built on the richness of diverse communities and lived experiences. Aspen Latinos is dedicated to elevating and promoting inclusive narratives about American Latinos. This ensures that the media, policymakers, and decision-makers fully recognize and value the significant contributions Latinos make to the U.S. economy and society.

Advancing Community-Informed Thought Leadership

Over
2,500

visitors accessed our publications

Over
400

participants attended our expert-led virtual programming and master class series

10

original reports and blog posts published

Aspen Latinos initiatives and publications featured in:

Comcast Newsmaker

Federal Reserve Bank of Dallas

Government Technology News

HTTP Digital Success Summit

MasterCard LatinNext Summit

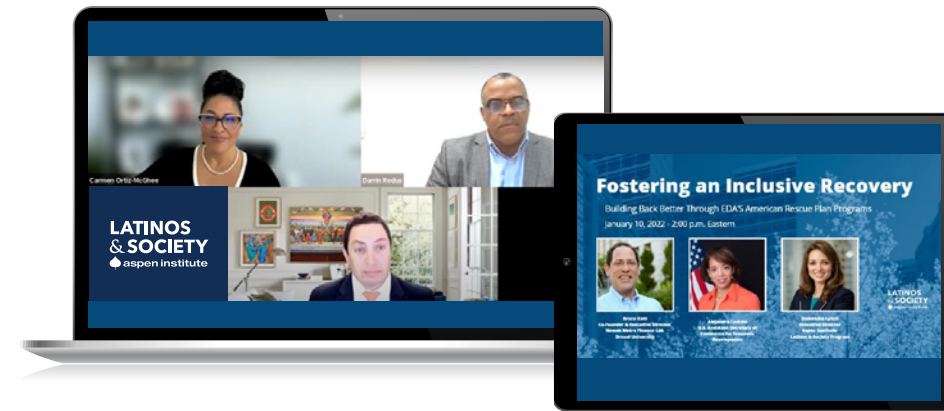
Miami Herald

SXSW

WorkingNation

The Master Class Series

The Master Class series provides local leaders with an accessible platform to connect with renowned experts. Our virtual programming combines expert insights with practical strategies, to equip practitioners with the latest insights into economic trends and evidence-based best practices.



Featuring:

U.S. SBA: Federal Contracting Opportunities

U.S. EDA - Deploying the American Rescue Plan: Inclusive Recovery Strategies

UpSkill - America Initiative: Pathways to Digital Skills for Latino Workers

National Association of Investment Companies (NAIC): Raising Public and Private Capital to Build Community Wealth

Research

Through our proprietary research and collaborations with strategic partners, we focus on uncovering the economic realities impacting our communities and identifying barriers that hinder Latinos from fully participating in and advancing within the economy. Together, these efforts provide a roadmap for actionable strategies that drive sustainable economic development and long-term prosperity.



SPOTLIGHT PUBLICATION

Principles for Latino Digital Success

Recognizing the impact of the digital divide on social equity and economic opportunity, Congress approved a series of unprecedented investments to bridge this gap and ensure every American can fully participate in the digital economy.

In response, Aspen Latinos developed the [Principles for Latino Digital Success](#)—guidelines designed to shape effective digital equity initiatives and provide a strategic roadmap to maximize the long-term impact of federal investments in digital inclusion efforts.

THE ASPEN EXPERIENCE

The Aspen Institute empowers leaders to move from success to significance through its world-class leadership programs. Exclusive scholarship opportunities offer selected Latino executives and emerging leaders financial support to participate in the Institute's public events, policy roundtables, leadership seminars, and other high-impact convenings.

Through our two signature scholarships, we allocated:

Over \$300,000
awarded in scholarships.

Over 65

outstanding leaders were selected to participate in world-class Aspen Institute programming.

42

first-generation leaders.

Attended 40

unique Institute seminars and programs, such as these:

ANDE Annual Conference

Aspen Socrates Seminar

Aspen Executive Leadership Seminar

Aspen Ideas Festival

Aspen Rising President's Fellowship

Aspen Food Leaders Fellowship



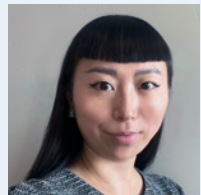
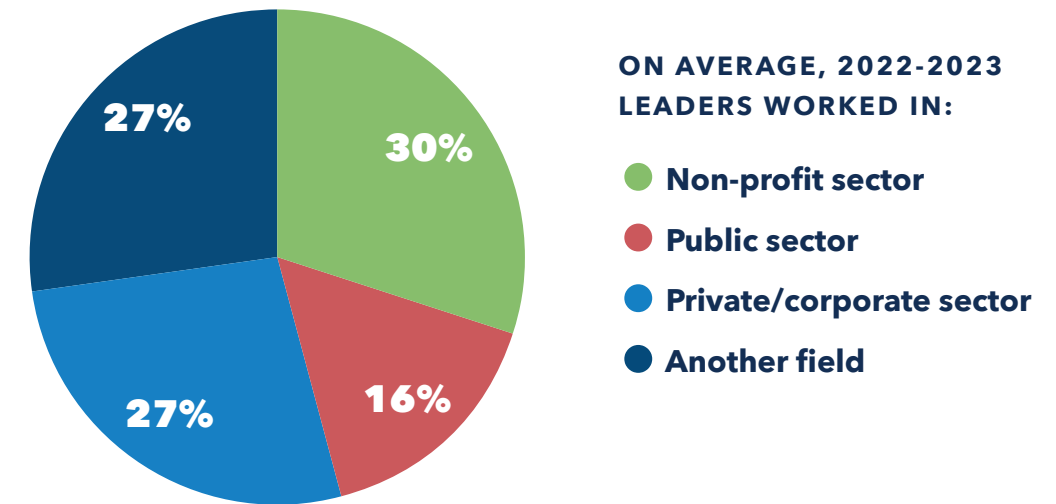
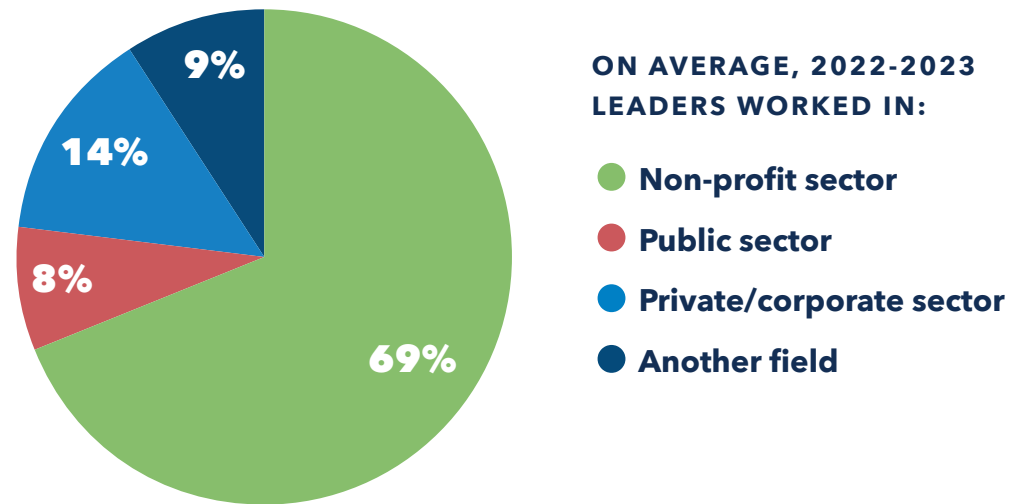
- 1 Aspen Institute's Executive Leadership Seminar in Colorado
- 2 In Aspen with Dan Porterfield, Aspen Institute President and CEO
- 3 Aspen Latino Business Summit in Washington D.C.
- 4 Alumni Roundtable in El Paso
- 5 Salon Dinner in El Paso

Woody & Gayle Hunt-Aspen Fellows Experiences

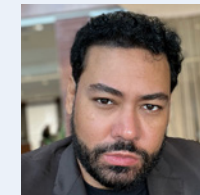
The [Hunt-Aspen Fellowship](#) cultivates a new generation of global leaders dedicated to advancing the common good in the Borderplex Region. This prestigious program provides fellows opportunities to expand their networks and enhance the leadership skills needed to create meaningful, lasting change in their communities.

Ricardo Salinas Scholarship

The [Ricardo Salinas Scholarship](#) provided a transformative opportunity to increase the representation of Latinos and Mexican nationals in Aspen Institute programs. The Salinas Scholarship program concluded in 2022. From 2015 to 2022, the Salinas scholarship awarded \$1.2 million to support 400+ leaders across the country to participate in a wide range of seminars, convenings, and fellowships across the Institute's programs.



Cathy Chen-Arriaga
 Founder & Executive Director, Fab Lab El Paso
 Aspen Ideas Festival Fellow (2023)



César Vargas
 Award-Winning Writer, Advocate, and Strategist
 Participant in Aspen Words (2023)

“The emphasis on fostering meaningful dialogues and promoting cross-sector collaboration resonated with our mission at Fab Lab. Engaging in conversations with thought leaders at Aspen Ideas expanded my knowledge and fueled my passion for driving positive change in the tech education landscape.”

“What made my Aspen Words experience truly exceptional was the sense of community that emerged among the participants. We became a close-knit group, and was reminded of the power of collaboration and being part of a creative and intellectual community. Aspen Words has enriched my understanding of storytelling and deepened my commitment to using my voice to address important issues within the Latinx community and society at large.”

CITIES IN ACTION

Aspen Latinos recognizes the diversity and complexity within the Latino diaspora, spanning different geographies, from urban hubs to rural communities. By applying a racial equity lens to our ecosystem-building efforts, we ensure that proposed solutions are data-driven, community-informed, and reflective of the lived experiences of Latinos across various regions.

Aspen City Action Lab: Delivering Collective Impact

Launched in 2021 in partnership with Drexel University's Nowak Metro Finance Lab and Forward Impact, the Aspen City Action Lab was established to strengthen Latino business ecosystems in seven Latino-majority communities, fostering inclusive growth and building intergenerational and community wealth.

Over its three-year journey, the City Action Lab convened national and local leaders, organizations, and funders to address the unique needs of each community. The initiatives were designed to be scalable and replicable nationwide. Each participating city was supported by co-anchor teams consisting of an established nonprofit organization and a city or county government, ensuring effective stakeholder engagement and successful implementation.

As a national convener with a focused, place-based approach, the City Action Lab empowered communities to take bold steps toward economic recovery, resilience, and sustainable long-term growth.

-  **Chicago**
-  **El Paso**
-  **Miami**
-  **Philadelphia**
-  **Phoenix**
-  **San Antonio**
-  **San Bernadino**



Hon. Isabella Casillas Guzman, 27th Administrator of the U.S. Small Business Administration

Shown on opposite page:
(left) CSUSB President Tomas Morales

(right) San Antonio Action Lab Anchor Partner Janie Barrera (*Liftfund*)

The Action Lab's capacity-building approach was anchored in three core pillars:



Though the Aspen City Action Lab concluded in 2023, its legacy lives on through the strengthened ecosystems, collaborative frameworks, and scalable solutions it championed, continuing to inspire inclusive growth and opportunity nationwide.



 Chicago

16
organizations
Number of organizations represented

Anchor Partners:
Cook County - Bureau of Economic Development and the Illinois Hispanic Chamber of Commerce
Data Partner:
Brennan School of Business at Dominican University

Chicago City Action Lab

The Chicago Action Lab Steering Committee implemented a three-tiered strategy to strengthen the local business ecosystem through initiatives operated by the Illinois Hispanic Chamber of Commerce (IHCC). These include:

The Latino Business Policy Institute: Advocates for policies and legislation at all levels of government, supporting the growth and success of Latino businesses in Illinois.

The Procurement Academy: Equips Latino small businesses with the skills and tools needed to compete for public and private contracts.

CORAMA/Contract Radar: A machine-learning platform designed to streamline access to government and corporate contracts. This innovative technology enables businesses to identify contracting opportunities up to 70 times faster. As a result of CORAMA, IHCC was invited to the 13th World Chambers Congress in Geneva, Switzerland.



IHCC President & CEO Jaime di Paulo. Courtesy of IHCC



Courtesy of IHCC's CORAMA

- Funders:**
- Bank of America
 - Chicago Community Foundation
 - Cook County
 - Illinois Hispanic Chamber of Commerce
 - MasterCard Center for Inclusive Growth
 - Surdna Foundation
 - The Coca-Cola Company
 - The Ewing Marion Kauffman Foundation

- Participating Organizations:**
- Bank of America
 - Carmona Strategic Solutions
 - Chicago Department of Business Affairs and Consumer Protection
 - Hispanic Alliance for Career Enhancement (HACE)
 - Hispanic American Construction Industry Association (HACIA)
 - Illinois Hispanic Chamber of Commerce

- Instituto del Progreso Latino
- Local Initiatives Support Corporation (LISC)
- Nova Driving
- Rodriguez Media Communications Inc.
- Self-Help Second Federal Credit Union
- Toro Construction Corp.
- University of Illinois at Chicago - Great Cities Institute

 Miami

18
organizations
Number of organizations represented

Anchor Partners:
Catalyst Miami and Prospera
Data Partner:
The Jorge Perez Metropolitan Center at Florida International University

Miami City Action Lab

The Miami Action Lab Steering Committee established a community hub to coordinate activities among service providers and implement a collective impact strategy. To guide business support initiatives, the committee developed a blueprint for action featuring strategic recommendations to promote the growth of diverse and immigrant-owned small businesses in Miami-Dade County.

- Funders:**
- Bank of America
 - Miami Foundation
 - Surdna Foundation
 - The Coca-Cola Company
 - The Ewing Marion Kauffman Foundation
 - The Morales Family Foundation

- Participating Organizations:**
- Ascendus
 - Bank of America
 - Cargo International Consolidators Inc.
 - City of Doral
 - Florida International University, College of Business
 - LM Genuine Solutions, LLC
 - Miami Dade College
 - Miami-Dade County, Office of Economic Development
 - Moffat, Beasley, & Co., CPAs
 - Morales Capital
 - Neo Broadband Inc.
 - ShadeFLA
 - The Allapattah Collaborative CDC
 - The Knight Foundation



Left to right: De'Sean Weber (Catalyst Miami) and Michaeljohn Green (Miami-Dade County)



Left to right: Margueritte Ramos (ShadeFLA), and Myrna Sonora (Prospera).



Left to right: Gloria Martinez and Edmerson Vasquez (Neo Broadband)



Miami Action Lab Member Lisa Martinez (LM Genuine Solutions)

Phoenix

Anchor Partners:
Chicanos por la Causa

Data Partner:
Nowak Metro Finance Lab at Drexel University

12
organizations
Number of organizations represented

Phoenix City Action Lab

The Phoenix Action Lab Steering Committee proposed an equitable, place-based corridor development and anti-displacement strategy to address the impact of the South-Central Light Rail extension on Latino businesses. The plan included a displacement fund for businesses pursuing ownership, a technical assistance program, and a marketing campaign to raise awareness and support for the initiative.

- Funders:**
- Arizona Community Foundation
 - Arizona Coyotes
 - Bank of America
 - Chicanos Por La Causa
 - Greater Phoenix Leadership
 - Surdna Foundation
 - The Coca-Cola Company
 - The Ewing Marion Kauffman Foundation

- Participating Organizations:**
- Arizona Community Foundation
 - Bank of America
 - Better Business Bureau
 - Chicanos por la Causa
 - City of Phoenix
 - Emerging Airport Ventures
 - Local First Arizona
 - Maricopa Community Colleges District, Workforce and Economic Development
 - Nowak Metro Finance Lab at Drexel University
 - Prestamos Women’s Business Center
 - Promise Arizona
 - State of Arizona, Office of Tourism



U.S. SBA Latino Prosperity Tour in Phoenix. Photo by Joel Angel Juarez/The Republic



Phoenix Action Lab Members



Phoenix Action Lab Member Lisa Urias (Arizona Office of Tourism)

Philadelphia

Anchor Partners:
Esperanza

Data Partner:
Nowak Metro Finance Lab at Drexel University and The Reinvestment Fund

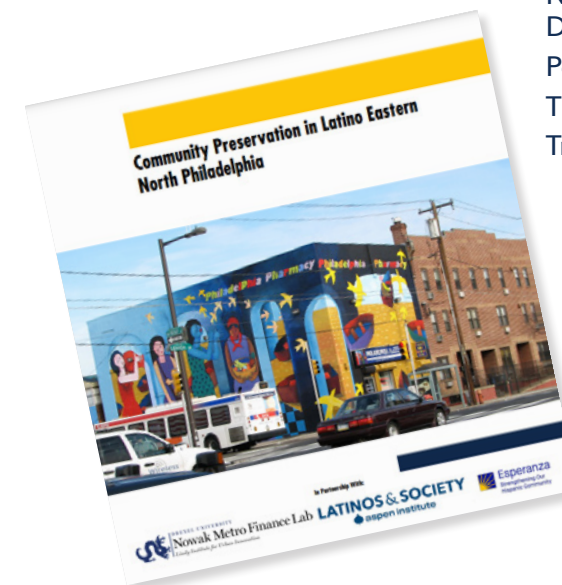
9
organizations
Number of organizations represented

Philadelphia City Action Lab

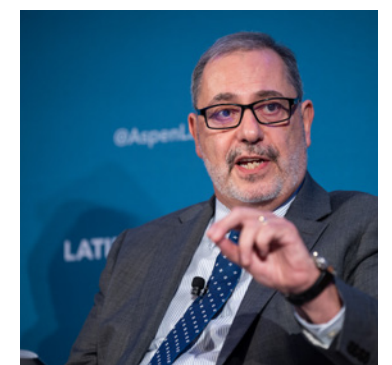
In collaboration with Esperanza and the Nowak Metro Finance Lab at Drexel University, the Philadelphia Action Lab Steering Committee developed the [Economic Preservation Districts Toolkit](#). This comprehensive report outlines strategies, programs, and policies to preserve Latino cultural communities and support small businesses in Eastern North Pennsylvania, with an emphasis on scalability for nationwide application.

- Funders:**
- Comcast NBCUniversal
 - Surdna Foundation
 - The Ewing Marion Kauffman Foundation

- Participating Organizations:**
- City of Philadelphia, Department of Commerce
 - East Boston Community Development Corporation
 - Esperanza
 - HACE CDC
 - Illinois Main Street
 - Nowak Metro Finance Lab at Drexel University
 - Policy Kinetics
 - The Reinvestment Fund
 - Trust Neighborhoods



Economic Preservation Toolkit Presentation at Esperanza



Philadelphia Action Lab Anchor Partner Rev. Luis Cortes (Esperanza)

San Bernardino

Anchor Partners:
California State University - San Bernardino and City of San Bernardino

Data Partner:
Inland Empire Center for Entrepreneurship

18
organizations
Number of organizations represented



San Bernardino Action Lab Steering Committee at White House Initiative Latino Economic Summit

San Bernardino City Action Lab

In the fall of 2023, the City of San Bernardino and California State University, San Bernardino, launched the [Downtown San Bernardino Entrepreneurial Resource Center \(ERC\)](#). The ERC offers comprehensive training, technical assistance, and resources to empower small business owners and entrepreneurs throughout the Inland Southern California region.

The City of San Bernardino committed \$1.87 million over three years to support the ERC, complemented by a \$1.9 million investment from the Inland Empire Center for Entrepreneurship (IECE), ensuring sustained support for entrepreneurial growth and development.



San Bernardino Mayor Helen Tran and President Tomas Morales (*California State University - San Bernardino*) at the opening of the San Bernardino ERC

With support from the Nowak Metro Finance Lab at Drexel University and with funding by the James Irvine Foundation, the San Bernardino Action Lab developed an [Investment Playbook](#)—a strategic roadmap for local stakeholders to create an integrated downtown revitalization plan focused on catalyzing community wealth building. The playbook outlines specific, costed projects and aligns them with federal, state, and private capital investments, providing a practical guide for scalable implementation.



Left to right: Amanda Hernandez and Cory Hodges (*City of San Bernardino*)

Funders:

- Bank of America
- City of San Bernardino
- James Irvine Foundation
- Latino Community Foundation
- Surdna Foundation
- The Ewing Marion Kauffman Foundation
- Vanir Group of Companies Inc.

Participating Organizations:

- AmPac Business Capital
- Bank of America
- CSUSB
- Chicanos por la Causa
- City of San Bernardino
- San Bernardino Community College District
- Esri
- Inland Coalition for Immigration Justice
- Inland Empire Community Foundation
- Inland Empire Center for Entrepreneurship
- Inland Empire Small Business Development Center
- Jack H. Brown College of Business and Public Administration
- Just San Bernardino
- Making Hope Happen Foundation
- San Bernardino County Supplier Diversity Programs / Disadvantaged Business Enterprise Program
- University of California - Riverside
- Vanir Group of Companies Inc.

📍 El Paso

Anchor Partners:
City of El Paso - Department of Economic and International Development and El Paso Chamber of Commerce Foundation

Data Partner:
Hunt Institute for Global Competitiveness at The University of Texas at El Paso (UTEP)

19

organizations
Number of organizations represented

El Paso City Action Lab

The El Paso Action Lab Steering Committee launched the [Business One-Stop Shop \(BOSS\) Program](#) to empower small and micro businesses, entrepreneurs, and foreign direct investors in El Paso County, Texas.

The BOSS provides business education, technical support, and tailored financial products to enhance access to services, and sustainable business growth. To address financing gaps, the City of El Paso committed over \$12 million in funding with an additional \$2 million in private-sector financing.

As a result of the BOSS, the City of El Paso was awarded the International Economic Development Council (IEDC) 2024 Excellence in Economic Development Gold Award.



El Paso Action Lab members



Funders:
Arizona Community Bank of America
Rockefeller Foundation
Surdna Foundation
The Ewing Marion Kauffman Foundation
Woody and Gayle Hunt Family Foundation

Participating Organizations:
Aztec Contractors
Bank of America
Better Business Bureau Paso Del Norte
Blackstone Launchpad at UTEP
Border Business Consultants
City of El Paso
El Paso Chamber of Commerce Foundation
El Paso Community College, Small Business Development Center
El Paso Hispanic Chamber of Commerce

High Desert Capital
Hunt Institute for Global Competitiveness at UTEP
LiftFund
Medical Center of the Americas Foundation
PeopleFund
Pioneers 21
Project Vida
San Cruces Angels
STTE Foundation
U.S. SBA, El Paso District Office

📍 San Antonio

Anchor Partners:
American Triple I and LiftFund

Data Partner:
Small Business Development Center at The University of Texas at San Antonio (UTSA)

18

organizations
Number of organizations represented

San Antonio City Action Lab

The San Antonio Action Lab Steering Committee launched [ESTAR West \(Entrepreneurs and Small Businesses Thriving Alongside Residents\)](#), a coalition of cross-sector leaders and community partners dedicated to fostering a thriving ecosystem for small businesses on the Westside.

The initiative's eight core programs have secured city support and millions in funding while actively working to raise \$25 million for a real estate fund. The fund is designed to acquire commercial and city-owned properties, as well as housing, on the Westside, with a focus on prioritizing community ownership and preservation.



San Antonio Mayor, Ron Nirenberg. Courtesy of La Prensa Texas



San Antonio Action Lab Steering Committee

Funders:
Amegy Bank
American Triple I
Bank of America
Jefferson Bank
LiftFund
Prosper West
River City Credit Union
San Antonio Chamber
San Antonio Area Foundation
Surdna Foundation
Truist
The Coca Cola Company
The Ewing Marion Kauffman Foundation

Participating Organizations:
Active Capital
American Triple I
Bank of America
City of San Antonio
Collaborative Initiatives
Esperanza Peace and Justice Center
Geekdom
H-E-B
Jefferson Bank
Javilud LLC
LiftFund
OCI Group
Prosper West San Antonio

San Antonio Hispanic Chamber of Commerce
SAY Si
Small Business Development Center at UTSA
Truist

Procurement Playbooks for Success

Over three years, the Aspen Institute Latinos and Society Program, in partnership with Drexel University's Nowak Metro Finance Lab, leveraged the growing procurement economy to drive small business growth, prioritizing socially and economically disadvantaged owners.

Fueled by unprecedented federal investments—such as the American Rescue Plan, Infrastructure Investment and Jobs Act, CHIPS and Science Act, and Inflation Reduction Act—this initiative aimed to harness transformative resources to scale small and minority-owned businesses, building wealth for owners, workers, and communities.

To support these efforts, Procurement Playbooks were developed as action-research tools, equipping local leaders with data-driven insights, practical policies, and strategic recommendations to address procurement challenges and promote systemic change.

**OVER
3
years**
leveraged the growing
procurement economy to
drive small business growth



SupplySA (San Antonio)

Spearheaded by U.S. Representative Joaquin Castro and former U.S. HUD Secretary Henry Cisneros, [SupplySA](#) evolved from an initiative to a standalone nonprofit organization with the participation of over a dozen CEOs of public entities. SupplySA simplifies procurement processes by standardizing systems and creating a centralized support hub for small businesses. SupplySA was underwritten by the San Antonio Area Foundation.



Olivia Travieso (OCI Group).
Courtesy of San Antonio Report



The UTSA Procurement Academy, launched in December 2023, complements SupplySA effort by providing capacity building, technical assistance, and mentoring to small enterprises. The academy graduated its inaugural cohort of 24 businesses, advancing SupplySA's mission to maximize procurement opportunities tied to federal investments such as the Bipartisan Infrastructure Law.

Supply El Paso

Building on the SupplySA framework, [Supply El Paso](#) focuses on strengthening the local supply chain and supporting businesses in key sectors, including defense, energy, and manufacturing. The initiative expands procurement opportunities through public-private partnerships and provides strategies to help businesses navigate procurement processes effectively. Supply El Paso was underwritten by the Rockefeller Foundation.



- 1 Left to right: Dante Acosta (U.S. SBA), Radhy Miranda (Rockefeller Foundation), Domenika Lynch (Aspen Institute), Woody Hunt (Hunt Companies Inc.), Mirella Craigo (City of El Paso), El Paso Mayor Oscar Leeser, El Paso Interim City Manager Cary Westin, and Bruce Katz (Drexel University) at the Supply El Paso Presentation
- 2 Left to right: Henry Cisneros (American Triple I), Cindy Ramos-Davidson (El Paso Hispanic Chamber of Commerce), and Rep. Joaquin Castro (TX- 20th District)
- 3 SupplySA meeting. Courtesy of San Antonio Report.

LATINO DIGITAL SUCCESS

The Latino Digital Success Initiative provides digital equity practitioners, educators, and policymakers with the research, tools, and strategies needed to address gaps in Latino digital upskilling ecosystems. By fostering equitable access to resources and skills, this initiative empowers Latino communities to fully participate and thrive in the digital economy.

Key Outcomes

- Federal Support for the Affordable Connectivity Program (ACP):** Aspen Latinos was awarded a two-year federal grant to support outreach for the FCC's Affordable Connectivity Program (ACP). Through strategic collaborations with trusted community organizations, these efforts were aimed at boosting ACP enrollment rates in Latino communities.
- Bilingual Outreach:** Deployed bilingual, culturally tailored outreach materials to Aspen Latinos' national network, ensuring that the messaging resonated with Latino households and encouraged enrollment.
- Interactive Latino-ACP Data Tool:** Developed a dynamic data tool to help community organizations effectively identify and target eligible households for ACP enrollment, optimizing resource allocation.
- Community Convenings:** Convened local organizations and leaders to address specific community needs, share best practices, and explore opportunities to amplify ACP outreach efforts at the local level.

- 1 NTIA Administrator Alan Davidson
- 2 Diego Deleersnyder (Aspen Institute)
- 3 Frankie Miranda (Hispanic Federation)
- 4 Left to right: Mara Reardon (NTIA), Miami-Dade County Mayor Daniella Levine Cava, Alejandro Roark (FCC), and Mark Colón (NTIA)

Latino Digital Success Task Force

The [Latino Digital Success Task Force](#) brings together a brain trust of cross-sector leaders dedicated to inspiring action from companies, workforce organizations, and elected officials. The task force focuses on equipping Latino communities to thrive in an increasingly digital workplace and business environment.

The Task Force includes representatives from:

- Blackstone Charitable Foundation
- Code for America
- Comcast Corporation
- Goodwill Industries International
- Google.org
- JPMorgan Chase PolicyCenter
- Kapor Center
- National Skills Coalition
- Opportunity @ Work
- Per Scholas
- Society for Human Resource Management
- White House Initiative on Advancing Educational Equity, Excellence, and Economic Opportunity for Hispanics



1 Left to right: Amanda Bergson-Shilcock (National Skills Coalition), Priscilla Delgado Argeris (FCC), April McClain-Delaney (NTIA), Amanda Renteria (Code For America), and Juan Otero (Comcast Corporation)

2 Hector Mujica (Google.org) at the Latino Digital Success Summit



Latino Digital Success Summit

In collaboration with Miami-Dade College, Aspen Latinos hosted the [Latino Digital Success Summit](#) to increase awareness of federal resources and strategies for Latino digital inclusion. The event brought together over 35 federal officials and local digital leaders to exchange knowledge, strengthen partnerships, and identify collaborative opportunities for advancing digital inclusion nationwide. A highlight of the summit was the unveiling of the Aspen Principles Report, which outlines actionable steps to accelerate Latino digital success and foster equitable participation in the digital economy.



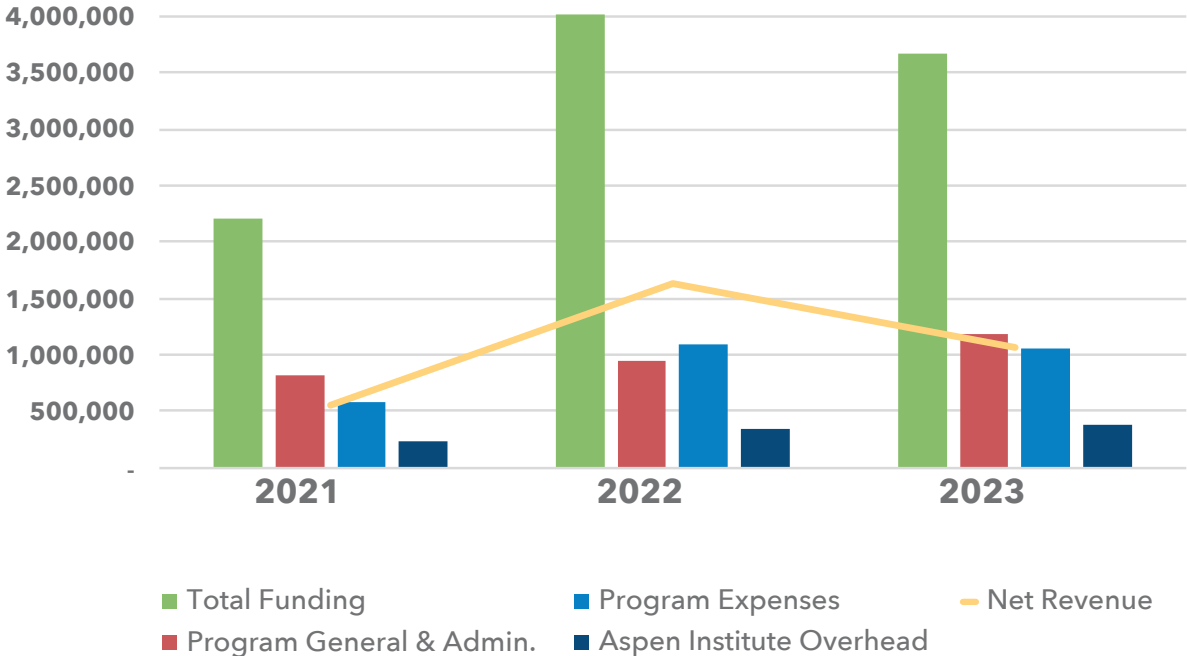
Financial Highlights

The Aspen Latinos and Society Program achieved remarkable growth, with funding increasing by 82% from 2021 to 2022 to reach \$4 million. Although funding declined slightly by 8% in 2023 to \$3.67 million, the program continues to drive meaningful impact through the Aspen Institute’s hallmark approach: nonpartisan dialogue, action-oriented research, and convenings that shape narrative change on both national and regional levels.

We are deeply grateful to our strategic partners—Bank of America, Google.com, Comcast Corporation, Target, The Coca-Cola Company, Woody & Gayle Hunt Family Foundation, Surdna Foundation, and the Ewing Marion Kauffman and Rockefeller Foundations—whose generous contributions empower us to advance economic mobility for Latino communities.

FUNDING INCREASED 82% from 2021 to 2022 to reach \$4M

Latinos & Society Program Financial Dashboard - CY 2021 - 2023



Support

Latinos represent nearly 1 in 5 Americans and contribute a remarkable \$3.7* trillion to the U.S. Gross Domestic Product (GDP), positioning them as the fifth-largest economy globally, surpassing countries like the United Kingdom and India.

As a vital and growing segment of the population, Latinos are essential drivers of the nation’s economic prosperity. Despite these significant contributions, substantial opportunities remain untapped. Achieving economic parity for Latinos could generate an additional \$2.3 trillion in economic output, creating transformative benefits for families, businesses, and the nation as a whole.

We believe that unlocking this potential requires a focus on three key areas:

- **Business Ownership and Entrepreneurship:** Empowering Latinos to start, scale, and sustain successful enterprises.
- **Digital Skills:** Bridging the digital divide to ensure Latinos thrive in an increasingly technology-driven economy.
- **Leadership Development:** Equipping current and future leaders to drive intergenerational wealth and advance U.S. global competitiveness.



Your partnership is critical in helping us drive meaningful, systemic change for Latino communities nationwide. There are two impactful ways to give:

Sponsorships: Collaborate with us to sponsor initiatives that foster economic inclusion, leadership, and innovation.

Donations: Make a direct contribution to fuel programs that empower practitioners, emerging leaders, businesses, and communities.



Together, we can shape a future where Latinos not only thrive but also amplify their contributions to the nation’s prosperity and global leadership! Support our work today!

*UCLA/California Lutheran University 2024 U.S. Latino GDP report

ADVANCING ECONOMIC MOBILITY



With Gratitude

The Aspen Institute creates meaningful impact thanks to the generous contributions of our donors. The following list of donors reflects contributions from January 1, 2022 to December 31, 2023, including all gifts, grants, in-kind donations, and non-charitable sponsorships of \$1,000 or more from individuals, corporations, foundations, and government entities.

\$500,000 to \$1,000,000

Bank of America

Federal Communications Commission - ACP Grant

Google.org

The Coca-Cola Company

The Ewing Marion Kauffman Foundation

\$100,000 to \$499,999

Comcast NBCUniversal

Grupo Salinas

Hispanic Scholarship Fund

MasterCard Center for Inclusive Growth

Surdna Foundation

Target

The James Irvine Foundation

The Rockefeller Foundation

The Woody-Gayle Hunt Family Foundation

Wells Fargo

U.S. Hispanic Chamber of Commerce

\$50,000 to \$99,000

California Healthcare Foundation

Capital One

McKinsey & Company

\$25,000 to \$49,000

BlackRock

CPS Energy

Creative Artists Agency

Latino Community Foundation

City of San Bernardino

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\$10,000 to \$24,999

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Verizon

Weingart Foundation

\$5,000 to \$9,999

Aprende Institute

Arizona Coyotes

Chicanos Por Las Causa

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Uber

\$1,000 to \$4,999

Altura Capital

San Antonio Chamber of Commerce

Rodrigo Garcia

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**LATINOS
& SOCIETY**
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