

Hispanic American
Socio-Economic
Landmarks Indicators

HASEL-I™



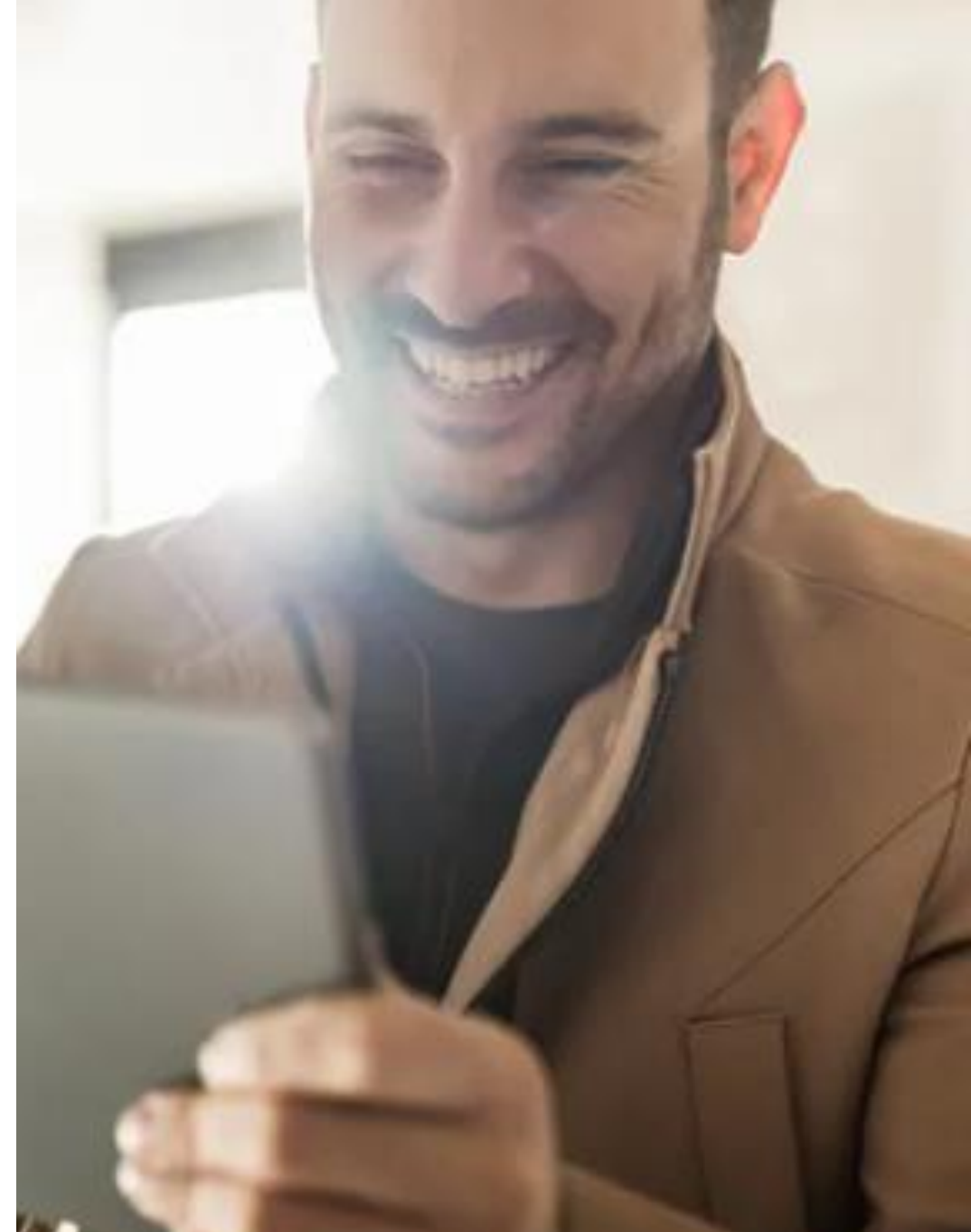
Building America ...

The Hispanic American Socio-Economic Landmarks Indicators (HASEL-I) is a groundbreaking benchmark designed to measure, track, and highlight the substantial contributions of Hispanic American workforce and businesses to the U.S. economy.

By providing a standardized benchmark, HASEL-I aims to highlight the progress, trends, and potential of this vital socio-economic sector.

Hispanics roots run deep in Virginia, dating back the first settlement attempts in 1570 by Jesuit missionaries, naming the Chesapeake Bay as Bahía de Santa María*. Today, Hispanic Americans are a driving force that fuels Virginia economy.

* *The Spanish Jesuit Mission in Virginia 1570 - 1572 – Published By The Virginia Historical Society (1953)*





BUILDING AMERICA ...

As of 2022, the Hispanic population in the United States has reached an unprecedented 60.3 million individuals, representing nearly one-fifth of the entire population*.

This significant demographic shift marks a distinct increase from 1980, when Hispanics made up just 7% of the U.S. population, numbering 14.8 million.*

Yet it wasn't until the latter part of the 20th century that the U.S. Census began to systematically recognize and count this group separately.

This change reflects broader societal shifts towards the complexities involved in categorizing ethnic and racial identities in a nation as diverse as the United States.

Hispanic Americans in numbers

34 %

Hispanic-owned business
growth in the past decade

3.3 m

Hispanic-owned businesses
as of 2012

5 m

Hispanic-owned businesses
as of 2023

\$2.8 t

Economic output of
Hispanic-American
businesses

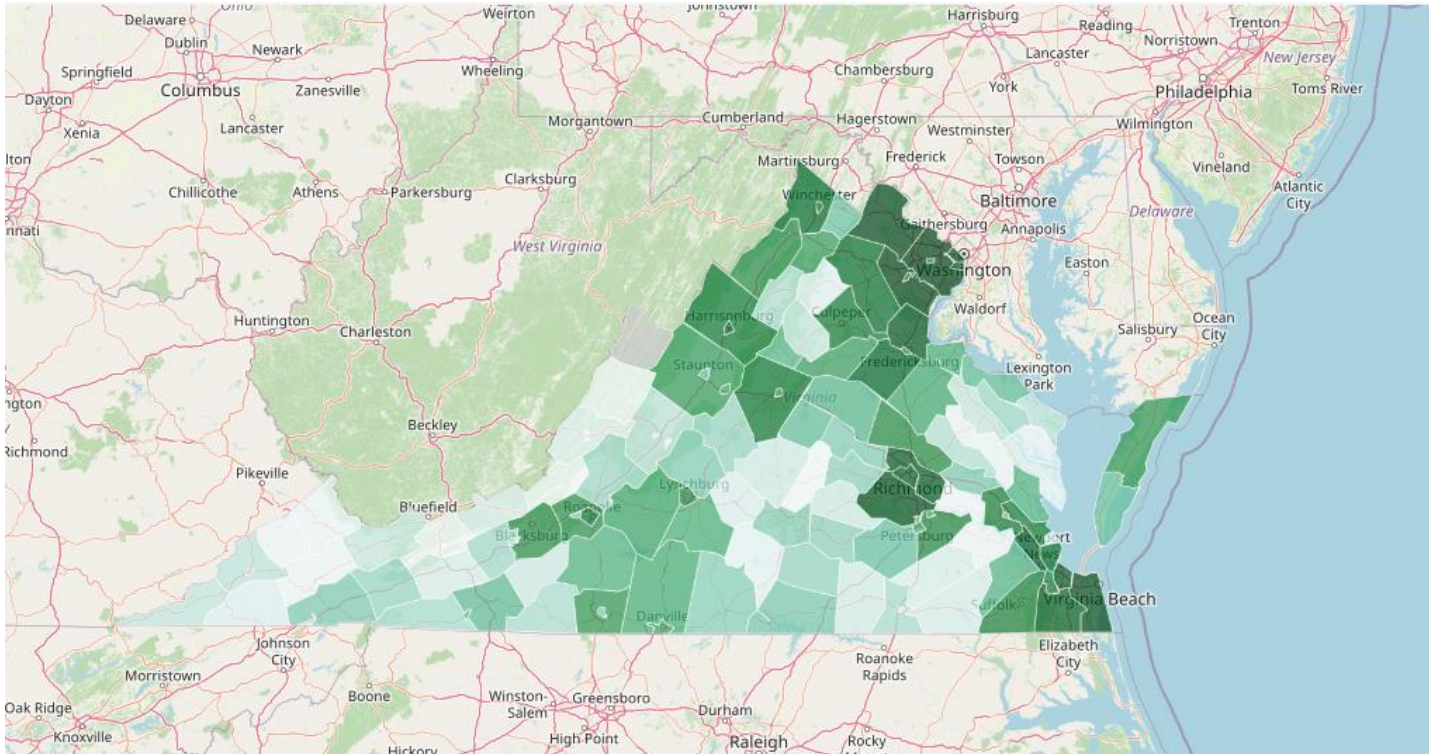
25 %

New entrepreneurs in 2021
were Hispanic-American

25 %

Average Hispanic-American
employer saw increase
in revenues over the pandemic

Hispanic Americans in Virginia



Top Counties

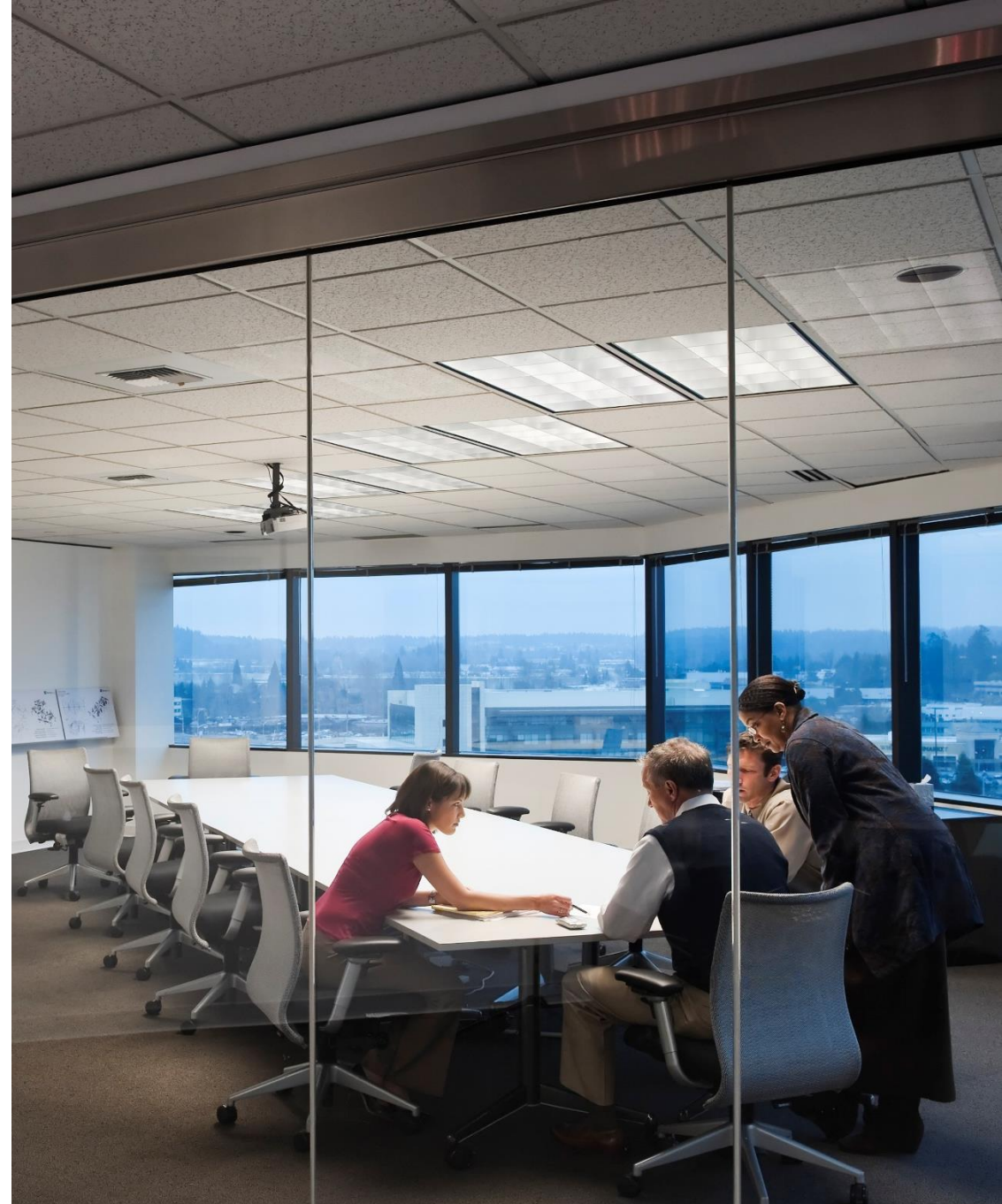
- **Fairfax County: 188,036**
- **Prince William County: 116,959**
- **Loudoun County: 56,839**
- **Virginia Beach city: 39,273**
- **Arlington County: 36,594**
- **Chesterfield County: 34,175**
- **Alexandria city: 26,086**
- **Stafford County: 21,754**
- **Norfolk city: 20,591**
- **Henrico County: 19,839**

Building a robust socio-economic model

In our quest to fully understand and enhance the socio-economic dynamics within the Hispanic community, our initiative is designed to construct a comprehensive dataset that mirrors the real-life experiences, challenges, and opportunities faced by this vibrant demographic.

The model will arm business leaders, policymakers, educators, and community advocates with the insights needed to foster meaningful development and equitable opportunities.

- **Economic Contributions:** Focus on employment rates, income levels, business ownership, and contributions to the GDP segmented by sectors such as services, technology, agriculture, and small business enterprises.
- **Healthcare:** Examine access to healthcare, health comorbidities, and common health concerns among Hispanic populations.
- **Educational:** Collect data on educational levels, school enrollment ratios, and access to educational resources.
- **Housing and Urban Development:** Gather information on homeownership rates, housing conditions, and urban vs. rural living.



Impact

- **Economic Development:** Help businesses and investors identify opportunities for growth and collaboration within the Hispanic community.
- **Community Support:** Enable community organizations to tailor their programs based on the specific needs and challenges identified through data insights.
- **Policy Marking:** Provide empirical data to guide effective policy-making aimed at enhancing the quality of life for Hispanic Americans.
- **Educational Resources:** Inform educational strategies and resource allocation to better serve Hispanic students and communities.



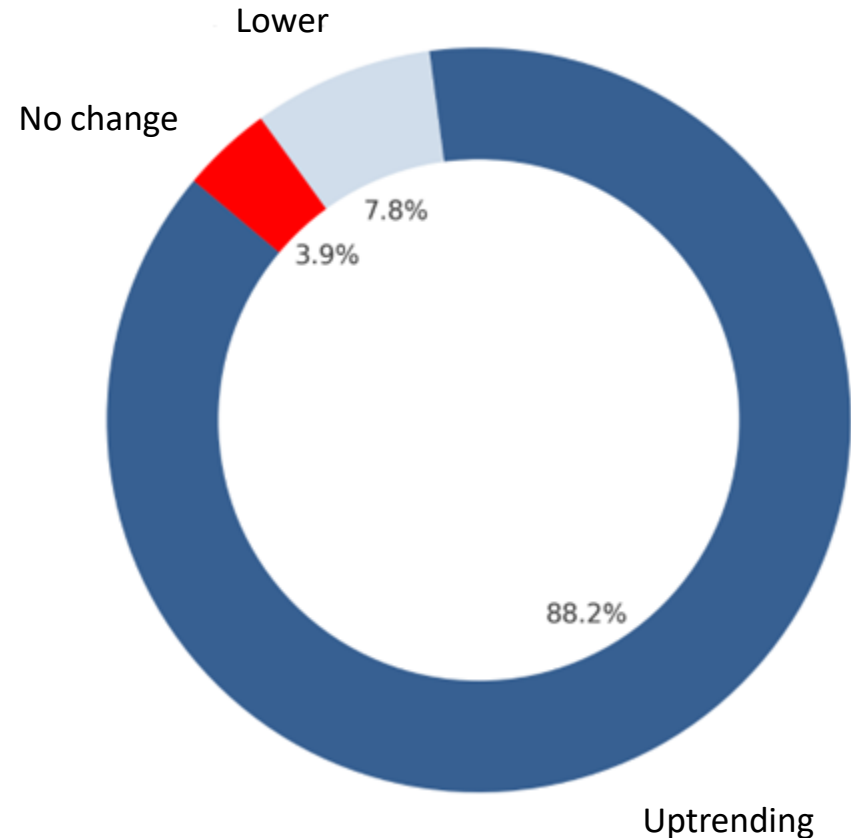
Unemployment Behavior – July 2023 to June 2024

Although nationally the unemployment rate remains low (4.3%), in approximately 88% of the states the unemployment rate has been rising, **potentially impacting the Hispanic community, since approximately 53% of Hispanics are located in regions where the unemployment rate exceeds 4.3%.**

Particularly in the state of California, there is a substantial increase in Unemployment, falling to Rank 49 out of 51 states (including Washington, DC)

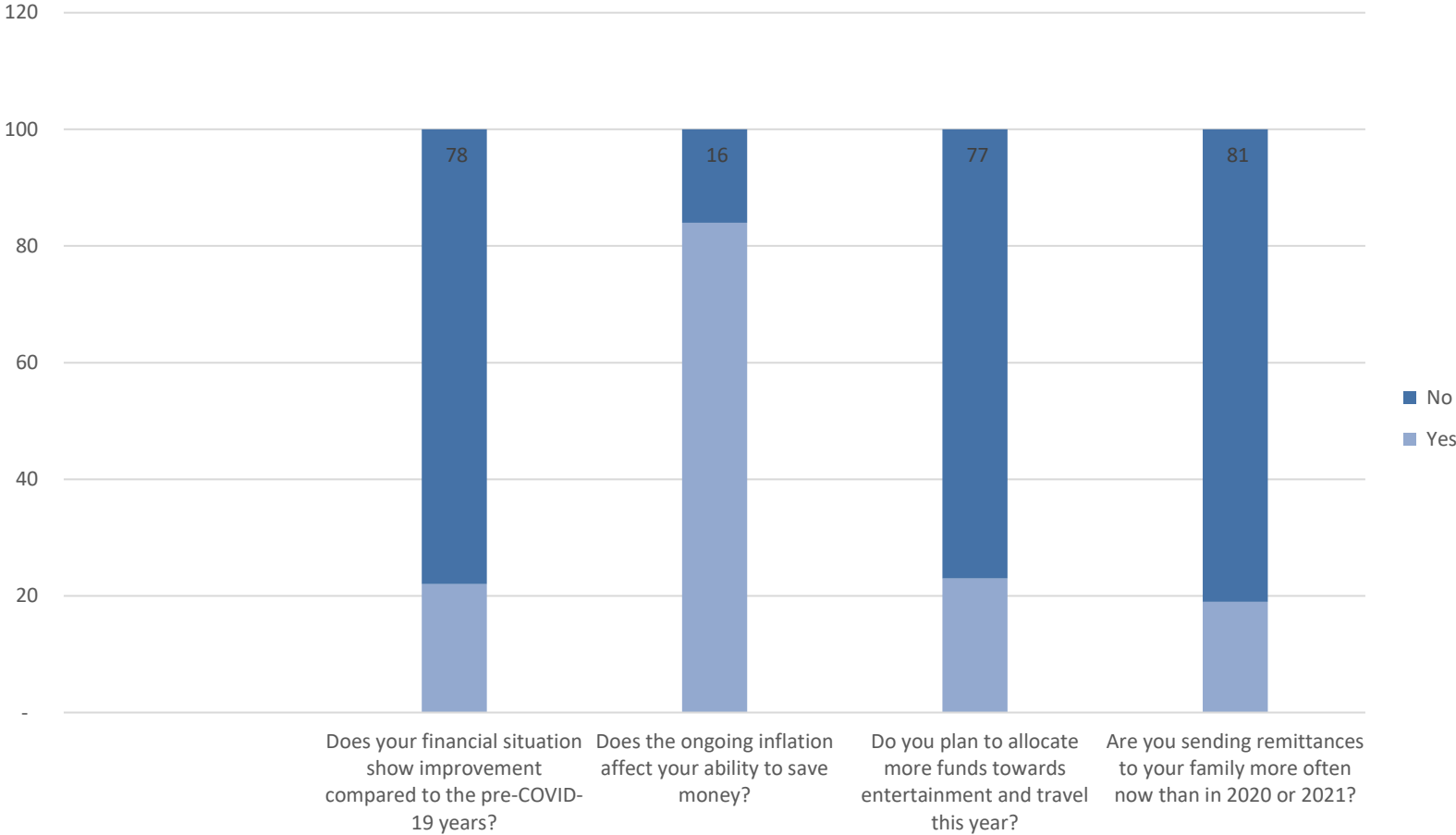
Insights:

- 32% of Unemployment Claims are rejected
- 25% of new job positions are created by the Government
- Changes in data collection at the Department of Labor
- More than 12 consecutive downward revisions



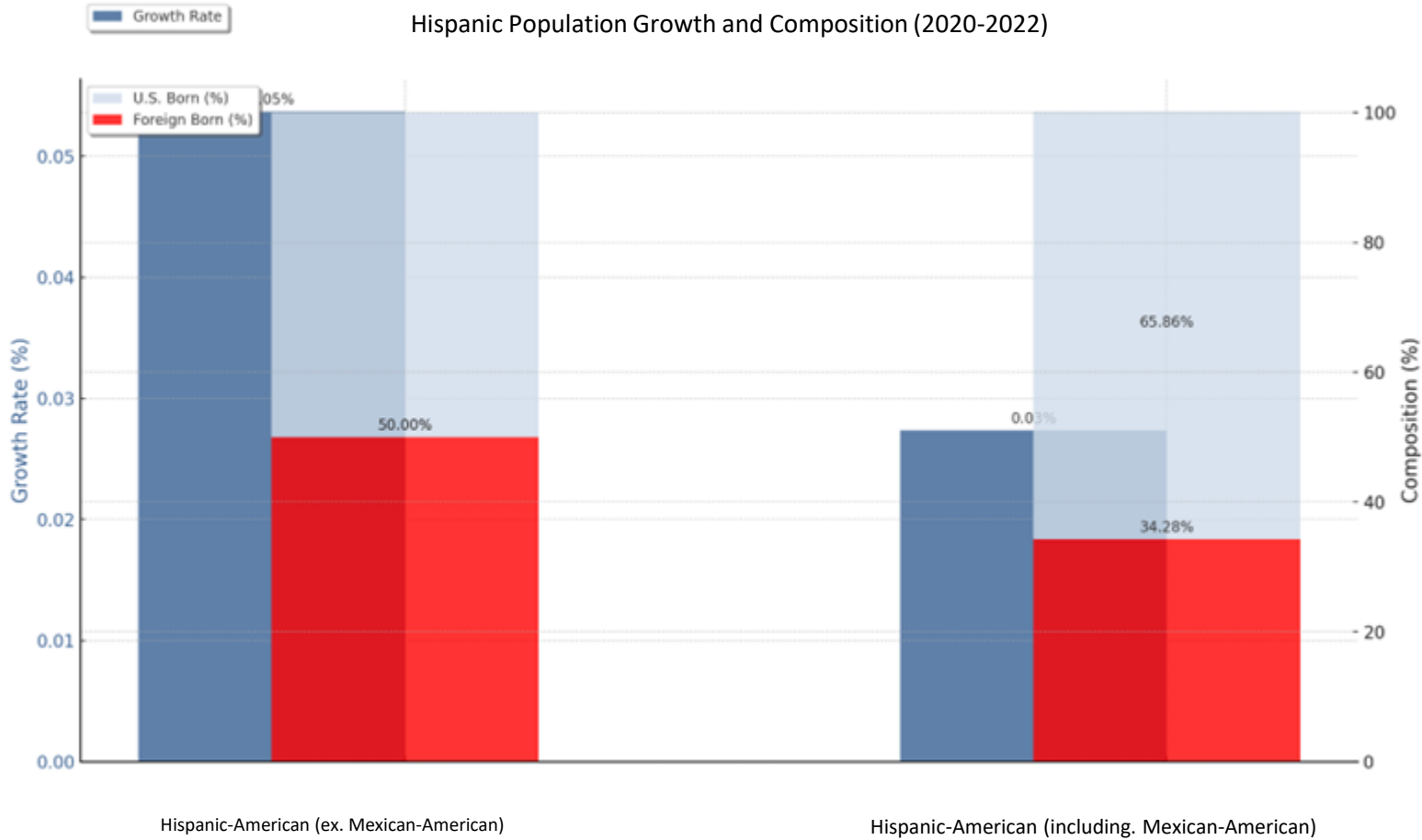
Cross-reference: US Bureau of Economic / US Department of Labor

Hispanic Americans sentiment impacting Remittances



Survey conducted in partnership with Wealthing & New York Women's Chamber of Commerce, based on 2,000 participants in the New York City area during the month of May 2023 and May 2024.

Demographics – Born in the U.S.

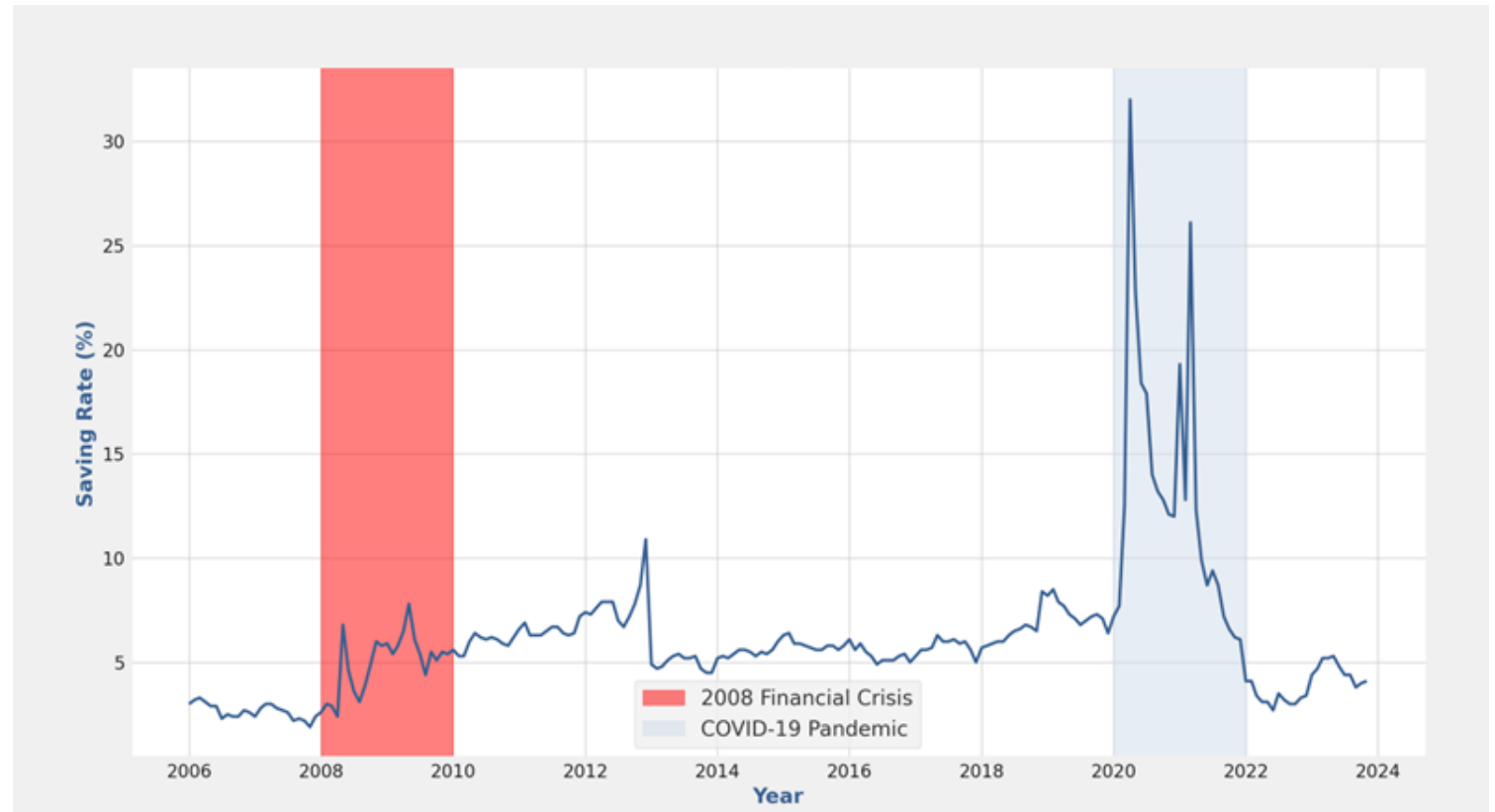


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U.S. Personal Saving Rate (2006-2024)

The personal saving rate in the United States has circled back to levels last seen during the 2008 financial crisis, according to recent data. This trend signifies a return to cautious financial behavior reminiscent of past economic downturns.

During the COVID-19 pandemic, saving rates had surged to unprecedented heights, driven by reduced spending opportunities and significant governmental financial interventions. However, the latest figures from 2024 suggest that, despite the end of the acute phases of the pandemic, economic uncertainties continue to influence American financial behavior profoundly.



Business Model

Sponsorships

- **Corporate Engagement:** Proactively approach corporations and other entities with diversity initiatives to explore sponsorship opportunities.
- **Grants:** Seek grants from foundations and organizations that actively support the growth and development of Hispanic businesses.

Partnerships

- **Financial Collaboration:** Establish partnerships with financial institutions that have shown a keen interest in supporting Hispanic enterprises, leveraging their resources and networks.

Subscription Services

- **Premium Content Offerings:** Provide subscription-based premium analytics and detailed reports tailored to the needs of businesses, investors, and policymakers interested in the Hispanic market.



Business Model

Platinum Premium Sponsorship Annual Package - \$ 25,000 (Quarterly Updates) Benefits:

- **Full Data Access:** Comprehensive access to all datasets collected through the initiative, including analysis, and insights.
- **Exclusive Insights:** Early access to all research reports and studies before they are released to the public, including a quarterly executive summary highlighting key findings.
- **Custom Data Analysis:** Tailored data analysis and reports specific to the sponsor's industry or interest area, delivered with actionable insights.
- **Participation in Research Design:** Opportunity to collaborate on the design of specific surveys or studies, ensuring alignment with the sponsor's strategic goals.
- **Exclusive Webinars:** Invitation to exclusive webinars where researchers discuss detailed findings and trends, providing deeper insights.
- **Branding on Reports:** Sponsor's logo prominently featured on all reports and studies published during the sponsorship period.
- **Consultative Access:** Two dedicated strategy sessions with the research team to explore how the sponsor can best leverage the data in their business operations.
- **ERGs Analytics:** Dedicated to leveraging data to empower Employment Resource Groups by providing actionable insights that enhance employee engagement, promote diversity, and drive business outcomes.



Business Model

Gold Sponsorship Annual Package - \$ 20,000 (Quarterly Updates) Benefits:

- **Extensive Data Access:** Access to detailed datasets and full reports from all studies and surveys conducted during the sponsorship period.
- **Early Report Access:** Early access to major reports, with a summary briefing tailored to the sponsor's interests.
- **Custom Report:** One customized report focusing on a specific area of interest to the sponsor, derived from the broader data collected.
- **Interactive Data Sessions:** Participation in interactive online sessions where researchers walk through key findings and answer sponsor-specific questions.
- **Branding on Key Reports:** Sponsor's logo featured selected key reports released during the year.
- **Consultative Meeting:** One strategy meeting with the research team to discuss the implications of the data for the sponsor's business.



Business Model

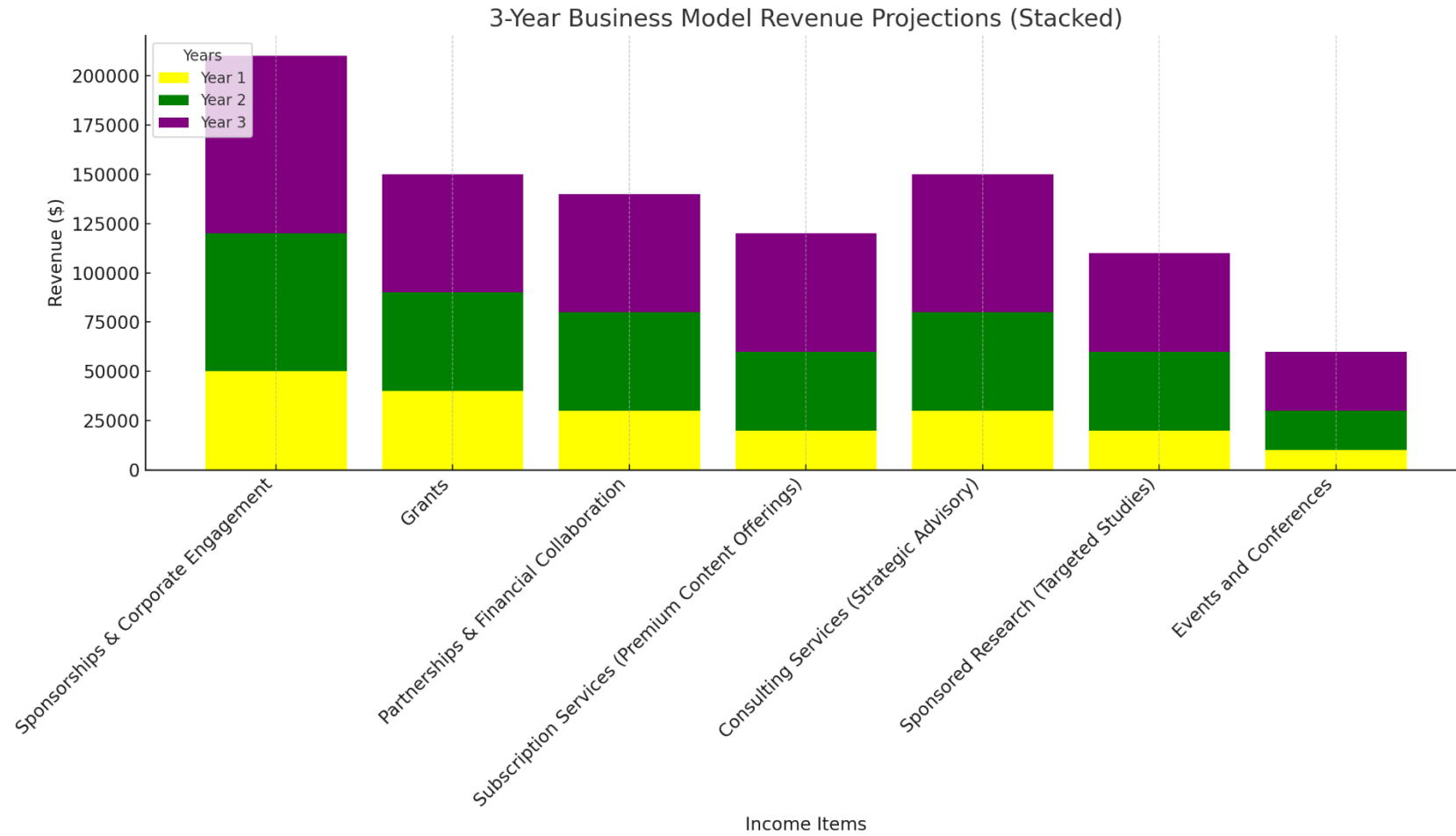
Silver Sponsorship Package - \$ 10,000 (Semi-Annual)

Benefits:

- **Selective Data Access:** Access to summary analytics and executive summaries of key reports from the initiative.
- **Report Access:** Access to all publicly available reports at the time of release, with a focus on trends and high-level insights.
- **Sponsor Briefing:** Invitation to a sponsor-only briefing session where key findings from the latest reports are discussed.
- **Branding on Summary Reports:** Sponsor's logo included in the executive summary of key reports.



Business Model



A dark, high-angle photograph of a city skyline at dusk or dawn. The image is mostly in shadow, with a few lights visible on the buildings. The word "Gracias..." is overlaid in the center in a white, sans-serif font. The background shows a dense urban landscape with various skyscrapers and buildings, including the Empire State Building on the left. The sky is a mix of dark blue and orange, suggesting the time is either early morning or late evening. The overall mood is somber and reflective.

Gracias...