



HISPANIC HERITAGE — MONTH —



IMPACTS HISPANIC HAVE IN US

Economic Contributions

- spending power of \$1 trillion
- 65.6% Hispanic adults partipate in workforce compared to 60% of white adults
- Latino-owned businesses grew by 34%

Political Representation

- Hold important political offices at the federal, state, and local levels

Educational Achievements

- Hispanic post-secondary enorllment has more than doubled since 2000

Arts, Music & Entertainment

- Hispanic artists, musicians, and actors have achieved worldwide recognition & have enriched American culture with their talents and creatvitiy



WHO'S READY FOR THE SUPERBOWL?

Hispanic culture has significantly influenced the U.S. in areas including food, where dishes like tacos and salsa have become mainstream, and music and dance, with genres such as salsa and reggaeton achieving nationwide popularity.



“THEY WANT TO TAKE MY RIVER AND MY BEACH TOO
THEY WANT MY NEIGHBORHOOD AND GRANDMA TO LEAVE
NO, DON'T LET GO OF THE FLAG NOR FORGET THE LE-LO-LAI
‘CAUSE I DON'T WANT THEM TO DO TO YOU WHAT THEY DID TO
HAWAII,”

- 1st Latino solo artist to perform
 - 4th Latino performer
- Top 10 Artist streaming on Spotify
 - Over 100 billion streams

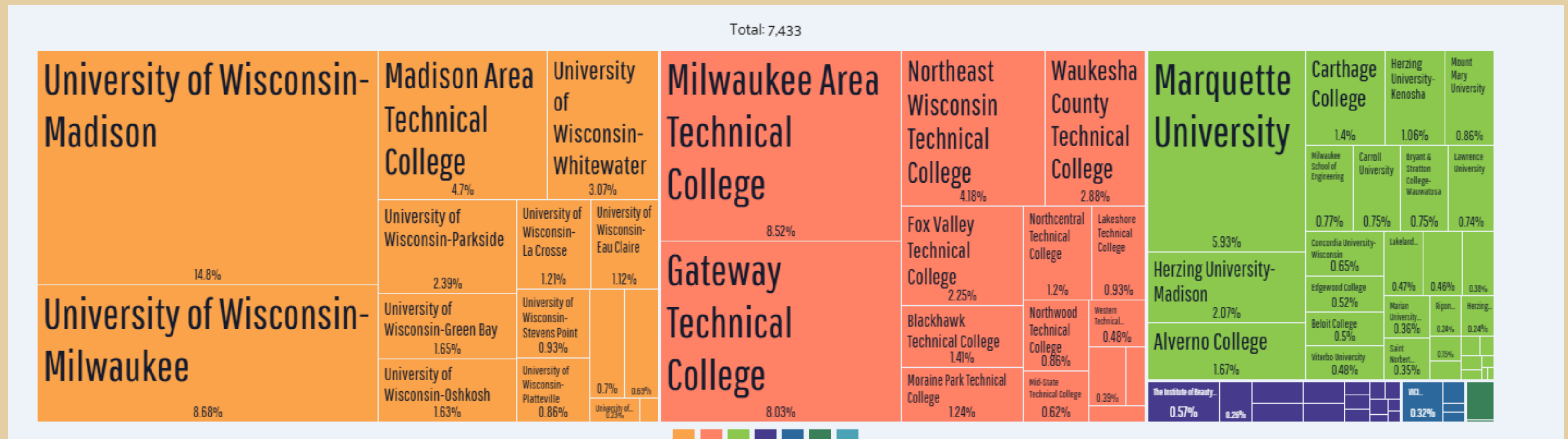


EDUCATIONAL IMPACTS

Despite the barriers many face:

**Hispanic post-secondary enrollment
has more than doubled since 2000.**

- Lack of diverse educators
- Weak teacher relationships
- Lack of financial support
- Racism & stereotypes



Influential Latinos in the US



Sonia Soto Mayor

Born to Puerto Rican parents. Princeton graduate.

Served as Southern New York District Court.

Has taught at NY Law School and Columbia Law.

A Supreme Court justice since 2009. First Hispanic justice and third woman to serve.

Sotomayor is known for her passionate stance on civil liberties and the rights of marginalized communities, often earning her the nickname "the people's justice".





**Ellen
Ochoa**

Influential Latinos in the US

Born in Los Angeles. Granddaughter to Mexican immigrants. Whose parents faced discrimination. She was not taught Spanish for fear of discrimination, and the thought of protection for her.

Graduated from San Diego State University where she studied Physics.

Ellen got a research job at Sandia National Laboratories in Livermore, California after she received her doctorate. Her work on computers and information processing helped develop computer systems for space travel. Outside of work, she obtained a pilot's license to fly small planes.

In 1991 she became an astronaut and in 1993 she became the first Latina astronaut.



Influential Latinos in the US



Jose Hernandez

Born August 7, 1962 in French Camp, California.
Considers Stockton, California, to be his hometown.

Received his masters Electrical & Computer
Engineering, University of California

Developed quantitative x-ray film imaging analysis
techniques that allowed for the development of human
tissue absorbed dose models useful for medical imaging
applications.

In 2001, Hernandez joined the Johnson Space Center, in
Houston, Texas



WI ECONOMIC CONTRIBUTIONS

Wisconsin, report found that immigrants paid \$3 billion in federal, state and local taxes 2022 & held \$3.3 billion in spending power

Despite the Latino population making up 6% of WI in 2023. Latino owned business made up 3.3%



WISCONSIN
LATINO
Chamber of Commerce



**Nowadays 500,000
Latinos lives in
Wisconsin, 8% of the
population**

**250,000 half of Latino
population in WI has been
naturalized US citizens**



**Average Latino in WI is:
Young (25 y/o)
a parent
employed
and born
in Wisconsin.**

PRISCILLA A. PRADO

Representative (D-Milwaukee)

Represents the 9th District, covering
Milwaukee's southside.

Previously served as the Treasurer for the
Wisconsin Latino Chamber of Commerce.



Influential Latinos in Wisconsin

Influential Latinos in Wisconsin



Yadira Rein



**Latina Lawyer and
First person of color to serve
as a Judge in Outagamie
County**

Influential Latinos in Wisconsin



:
Lead mechanical engineer at Sierra Nevada Corp. He has worked for the past 20 years designing equipment and systems to grow plants in space. His work has made their way into NASA on 9 different projects for them.

**Guillermo Tellez-
Giron**

Influential Latinos in Wisconsin



Director at Voces de la Frontera, Wisconsin's largest grassroots Latine membership organization. He leads a statewide coalition of immigrant communities, university students, and allies across communities.

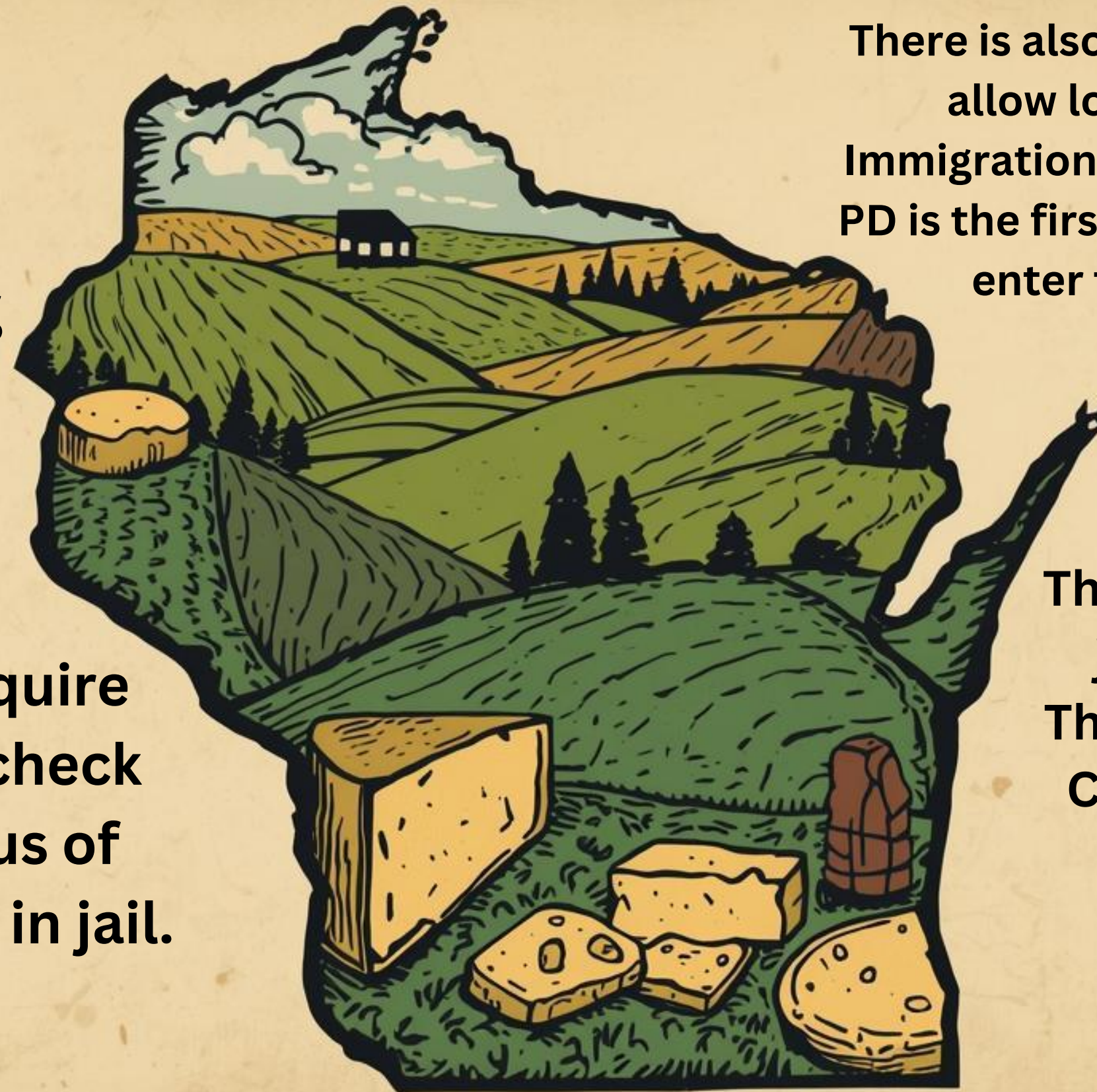
Luis Velasquez



What challenges is the Hispanic Community facing in WI?

**In March 2025
Assembly Bill 24
(AB24 passed
and is now waiting
Consideration in
the Senate.**

**This bill would require
Sheriffs office to check
immigration status of
individuals booked in jail.**



**There is also Agreement 287 (G) that
allow local officer perform
Immigration-related Duties. Palmyra
PD is the first WI municipal agency to
enter to this agreement.**

**The are four Sanctuary
jurisdictions in WI.
They are Dane County,
City of Madison, City
of Milwaukee and
Shawano County**

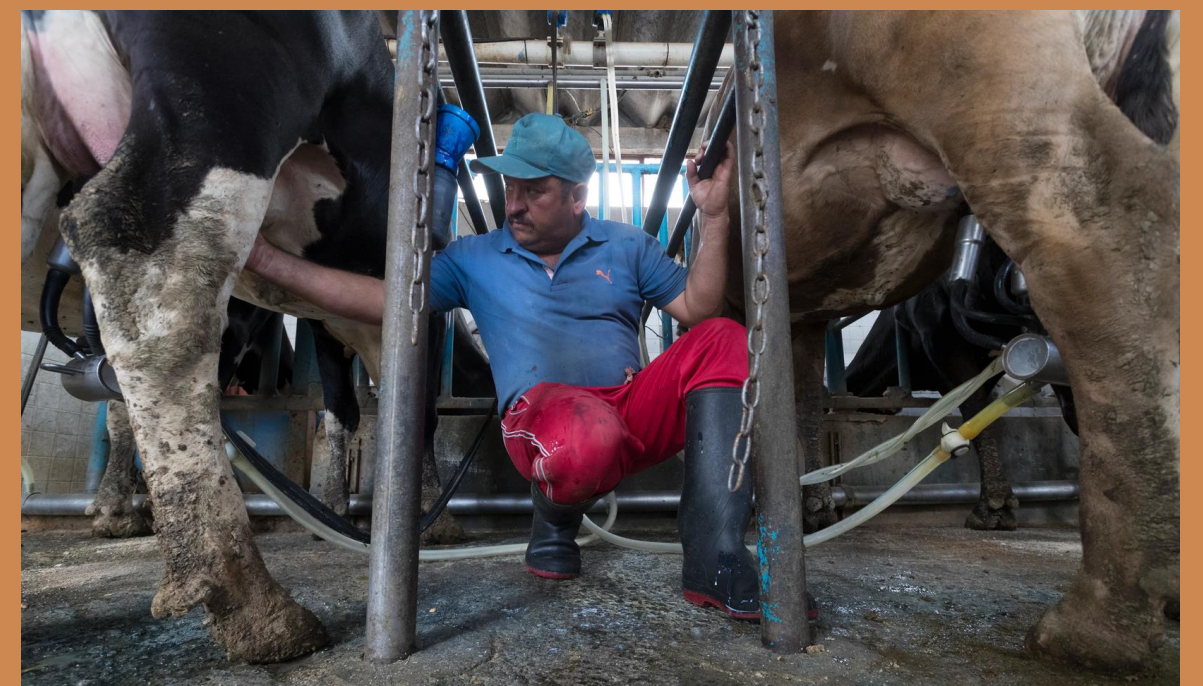
**70% of labor on dairy farms in the
state is performed by immigrants.
Many of whom are undocumented.**

**In 2022, Wisconsin's dairy industry
generated \$52.8 billion in industrial
revenues**



You can't have that

**Without
this....**





YOU CANT HAVE OUR CULTURE
YOU CANT HAVE OUR POWER

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