



# First Coast Hispanic Chamber of Commerce

## 2014 and Beyond

*Forging the future and creating value at every turn*



# First Coast Hispanic Chamber of Commerce

The Jacksonville area is growing rapidly. People are coming here for the outstanding lifestyle and career opportunities. The First Coast Hispanic Chamber of Commerce (FCHCC) wants to engage and position our business community for great success and growth in a new economic era. FCHCC creates value, and leads the Hispanic community in business, entrepreneurship, and quality of life in Northeast Florida.

**Vision.** The vision of the organization is to be recognized as the premier Hispanic Chamber of Northeast Florida for building successful partnerships that encourage business growth.


**Mission.** The mission of the organization is to positively impact the regional economy by creating value, promoting and facilitating the success of Hispanic-owned businesses and by engaging the community at large.

*“The illiterate of the 21<sup>st</sup> century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn.” – Alvin Toffler*

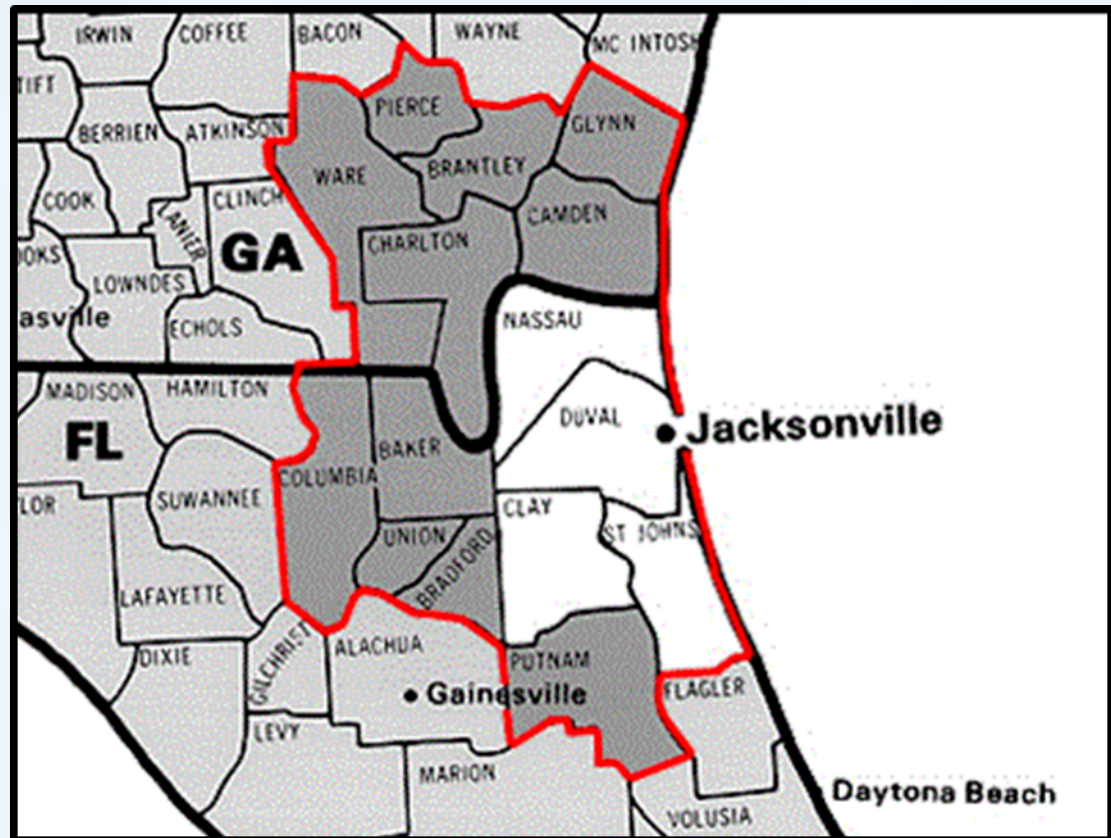


# Market Analysis: Jacksonville

## Jacksonville

Primary 

Secondary 





# Market Analysis: Jacksonville

- Population: 1,356,343
- Average HHLD income: \$47,762
- One or more children in HHLD: 502,228 (37%)
- Market value of owned home: \$147,906
- Men: 48.6%    Women: 51.4%
- Age ranges
  - 18-34                      29.7%
  - 18-49                      54.8%
  - 25-54                      53.6%
- Level of education
  - High school or less    45.9%
  - Any college              54.1%
  - College grad            21.8%
  - Postgraduate degree   8.7%
- Ethnic origin
  - Spanish/Hispanic origin    91,680 (6.8% of total pop)
  - White                              968,887 (71.4%)
  - Black/African American    243,442 (17.9%)
  - Asian American              18,708 (1.4%)
  - Other                              33,616 (2.5%)
- Marital status
  - Married                              52.8%
  - Single                                26.6%
  - Widowed                          7.1%
  - Legally separated            1.9%
  - Divorced                            11.6%
- Employment status
  - Employed full-time            535,247 (39.5%)
  - Employed part-time          187,098 (13.8%)
  - Not employed                    633,998 (46.7%)



# Market Analysis: Jacksonville Metro Area

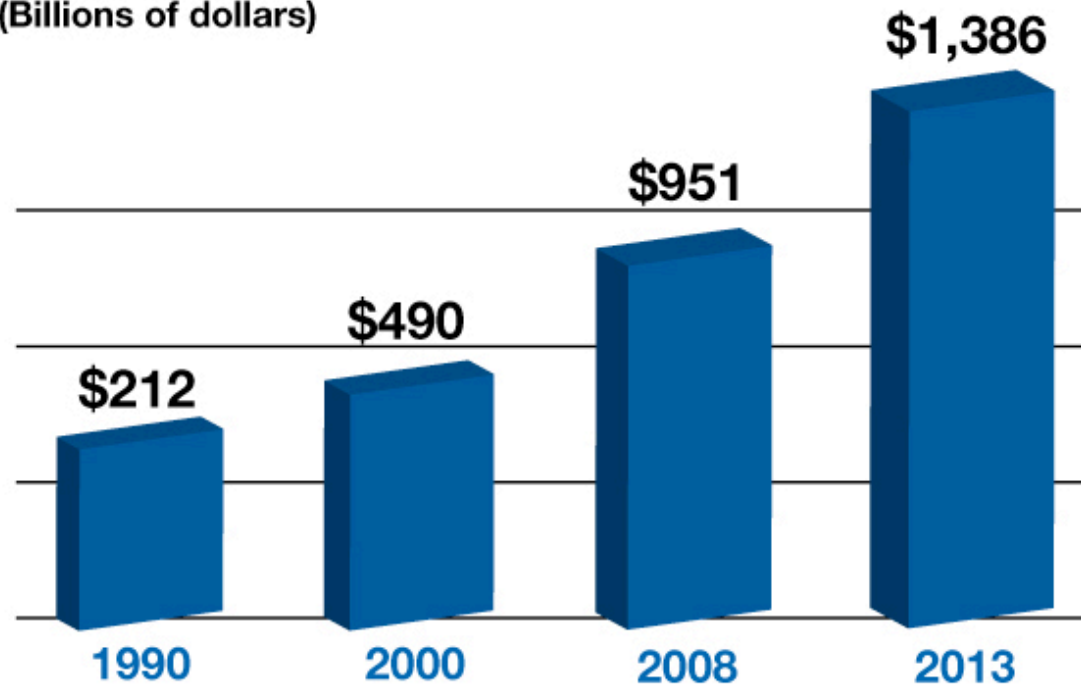
- Number of Businesses: 74,496
  - Number of Businesses < \$1MM Revenue: 47,447
  - Number of Businesses \$1MM to \$5MM Revenue: 14,532
  - Number of Businesses \$5MM to \$50MM Revenue: 4,092
  - Number of Businesses \$50MM to \$500MM Revenue: 370
  - Number of Businesses > \$500MM: 46
- 
- Number of Businesses with Hispanic Executives: 2,144
  - Number of Businesses with Hispanic Executives < \$1MM Revenue: 1,295
  - Number of Businesses with Hispanic Executives \$1MM to \$5MM Revenue: 422
  - Number of Businesses with Hispanic Executives \$5MM to \$50MM Revenue: 162
  - Number of Businesses with Hispanic Executives \$50MM to \$500MM Revenue: 24
  - Number of Businesses with Hispanic Executives > \$500MM Revenue: 9



# First Coast Hispanic Chamber of Commerce

## U.S. Hispanic Buying Power

(Billions of dollars)



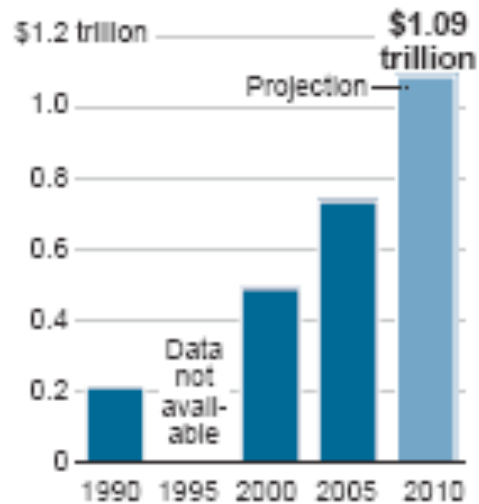


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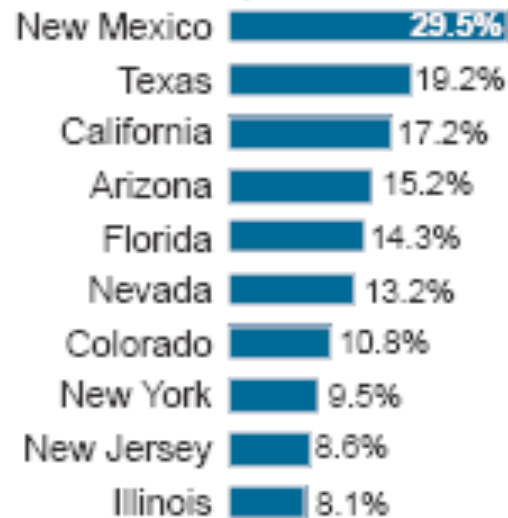
## Banking on the Hispanic market

As the U.S. Hispanic population grows, so does its buying power, something that is making financial service providers and other industries sit up and take notice.

U.S. Hispanic disposable income, 1990 to 2010



Hispanic share of 2005 statewide disposable income



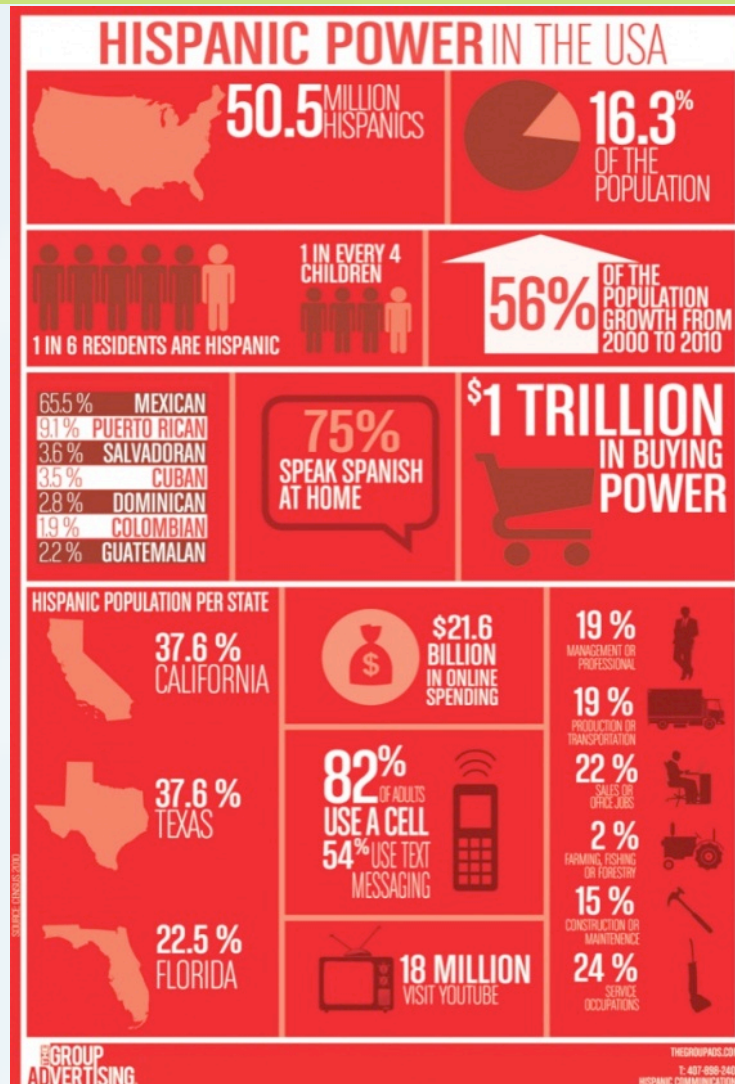
SOURCE: Selig Center for Economic Growth, University of Georgia

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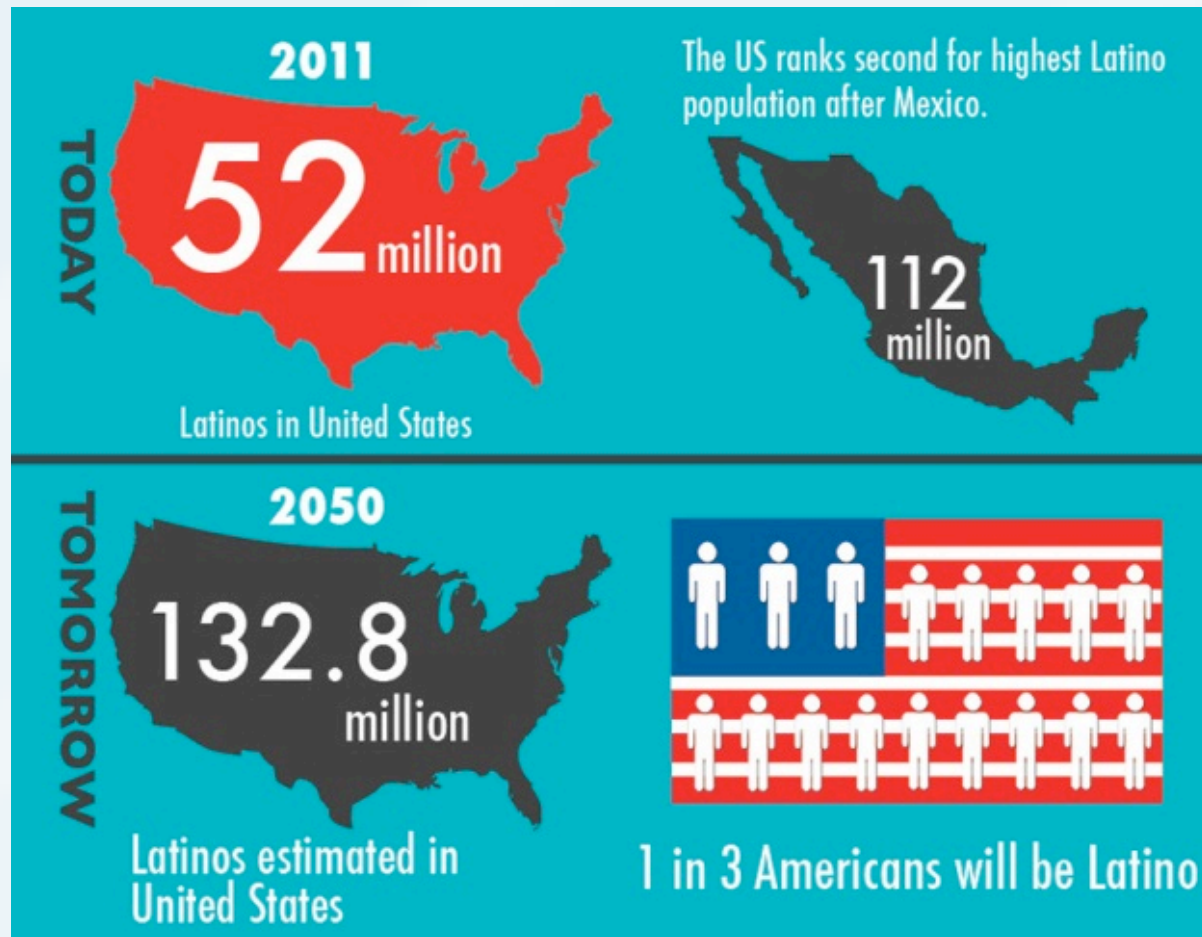
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- **Key questions to think about:**
  - How do you become the employer of choice for Hispanics?
  - How will you capture the opportunity in these rapidly growing emerging markets?
  - Do you have in place, or plan on developing a recruiting and retention strategy for Hispanics?
  - Do you have a plan for developing Hispanics' business acumen?
  - Have you implemented a Hispanic affinity group?



# First Coast Hispanic Chamber of Commerce

- Creating value for our community through training and educational programs that will create positive economic and social value for employers and our community at large:
  - English as a second language
  - Dressing for success
  - Small business certification with the following modules:
    - How to write a business plan
    - How to apply and get credit approved
    - Go to market strategy and creating alliances
  - Transition training program for veterans
  - For employers and law enforcement: conversational Spanish and understanding the Hispanic culture.
  - Sales and Networking training
  - Starting an Import/Export business



# First Coast Hispanic Chamber of Commerce

## The Chamber will deliver additional value through:

- Monthly business luncheons provide an opportunity to network, hear from our Key Note speaker series, and enjoy lunch in a wonderful professional setting “The University Club”... Sponsorship opportunities available.
- Monthly Professional Networking Events, sponsorship opportunities available.
- Speed Networking sessions, sponsorship opportunities available.
- Promotional opportunities on our website.
- Participation in our Educational and Training programs.
- Access to other members.



# First Coast Hispanic Chamber of Commerce

## Annual membership levels

• Student	\$ 25.00
• IM - Individuals not representing a business	\$ 150.00
• Non-Profit (NP) 1 [501(c)3] - 25 or less employee	\$ 200.00
• Non-Profit (NP) 2 [501(c)3] - 26 or more employees	\$ 300.00
• Small Business - 49 or less employees	\$ 300.00
• Mid-size Business - 50 to 100 employees	\$ 500.00
• Large Corporation 1 - 101 to 1,000 employees	\$ 1,500.00
• Large Corporation 2 – 1,001 or more employees	\$ 2,500.00
• Leadership Trustee	\$ 5,000.00
• Strategic Partner	\$15,000.00

The **First Coast Hispanic Chamber of Commerce (FCHCC)** is Jacksonville's premier Hispanic chamber. With a 20 year history within the city, our focus is to be the gateway between the Hispanic business community and the business community at large.

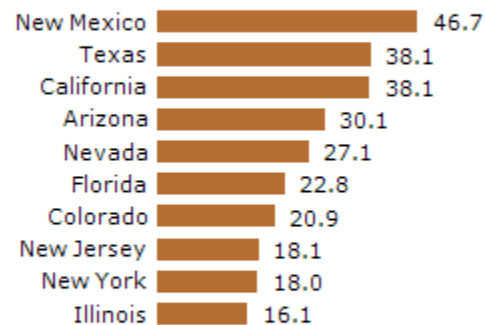




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Hispanic/Latino Americans are very racially diverse, and as a result form an ethnic group, rather than a race. Hispanic/Latino Americans represent 16.88% of the U.S. population according to the U.S. Census Bureau 2012 American Community Survey B03001. Over the last decade, some of the fastest growing Latino populations are in the Southeastern U.S.

**Figure 4**  
**Hispanic Shares of State Populations,**  
**2011**  
(%)



Note: The states shown are the 10 largest by Hispanic share of the state population.

Source: Pew Research Center tabulations of the 2011 ACS (1% IPUMS)

PEW RESEARCH CENTER

**We hope you see value in supporting FCHCC and would be honored to have you as an active member of our organization.**

**- Andrew P. Russell, President/CEO**