LATINOS
STATEWIDE

MADISON – MARCH 14, 2022

Rolando Rodriguez

Marcus Theatres

Board Chair, Hispanic Collaborative

PLANNING COMMITTEE

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David Aragon, Accomplished Business Consulting
Ricardo Ayala, Associated Bank
Lily Alvarado, WWBIC
Genero Baez, Milwaukee County
Wendy Baumann, WWBIC
Jacki Black, Marquette University
Maritza Contreras, American Family Insurance
Lucia Galezewski, Community Leader
Caroline Gomez-Tom, Covering Wisconsin
Kevin Kuschel, City of Milwaukee
Alberto Maldonado, UW-Milwaukee RHC
Samantha Maldonado, Kohl's
Gladys Manzanet, Northwestern Mutual
Natanael Martinez, WEDC
Francesca Mayca Wegner, HPGM
Citlali Mendieta-Ramos, Antigua Latin Inspired Kitchen
Stephanie Mercado, Michels Corporation
Teresa Mercado, Mexican Fiesta/WHSF
Darryl Morin, Forward Latino
Kelsey Otero, Marquette University
Alderman Jose Perez, City of Milwaukee 12th District
Patricia Ruiz Cantu, City of Milwaukee
Ann Stadler, UW-Whitewater
Irma Yepez-Klassen, Zilber Family Foundation

LATINOS
STATEWIDE

Nancy Hernandez

Hispanic Collaborative

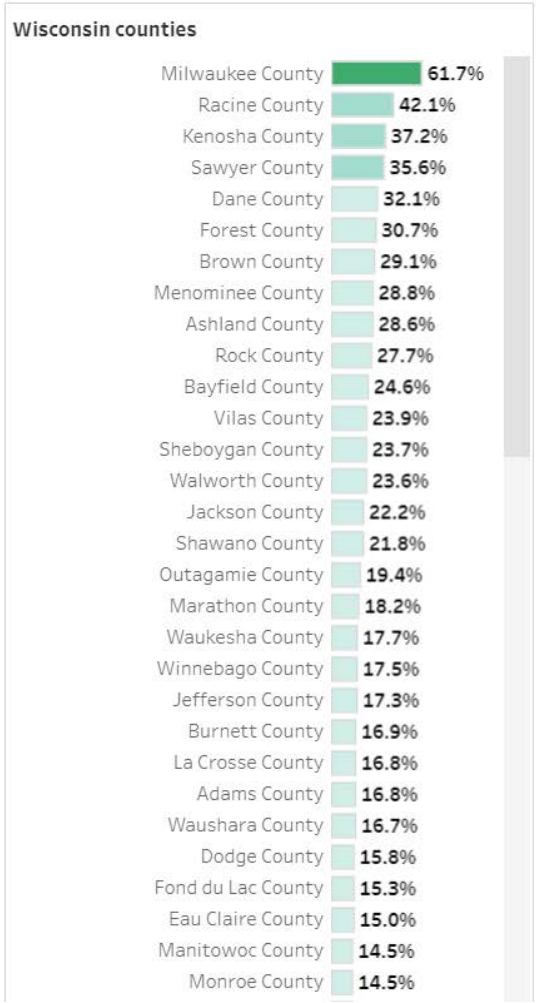
DEMOGRAPHIC OVERVIEW

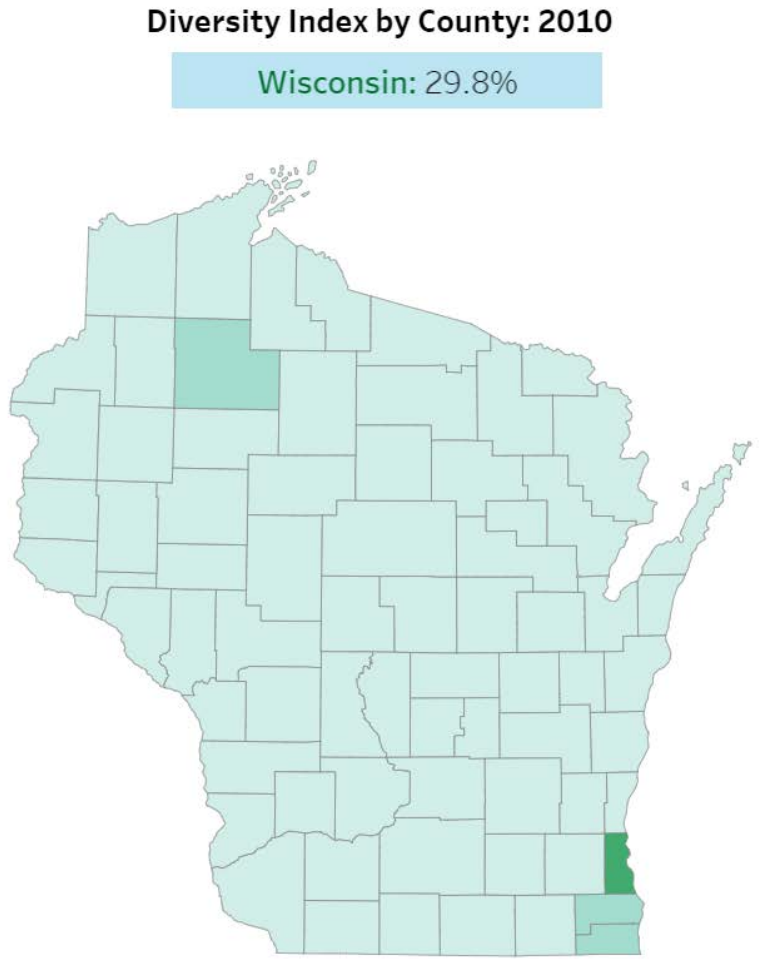
LATINOS IN WISCONSIN

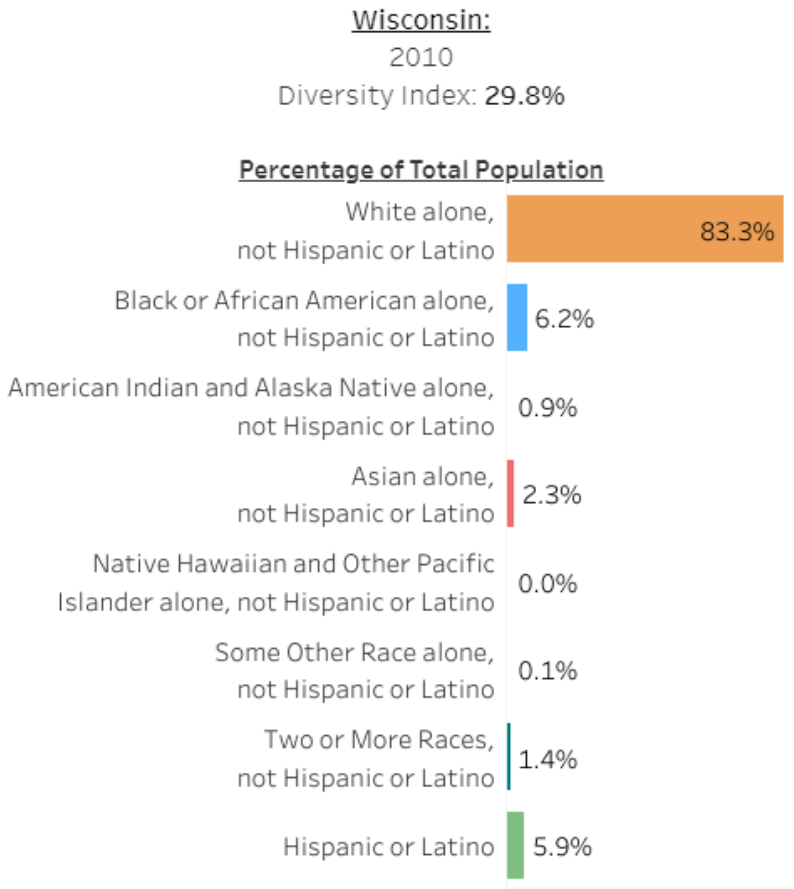
#WisconsinLATINO22

DEMOGRAPHIC OVERVIEW

2010 DIVERSITY DATA

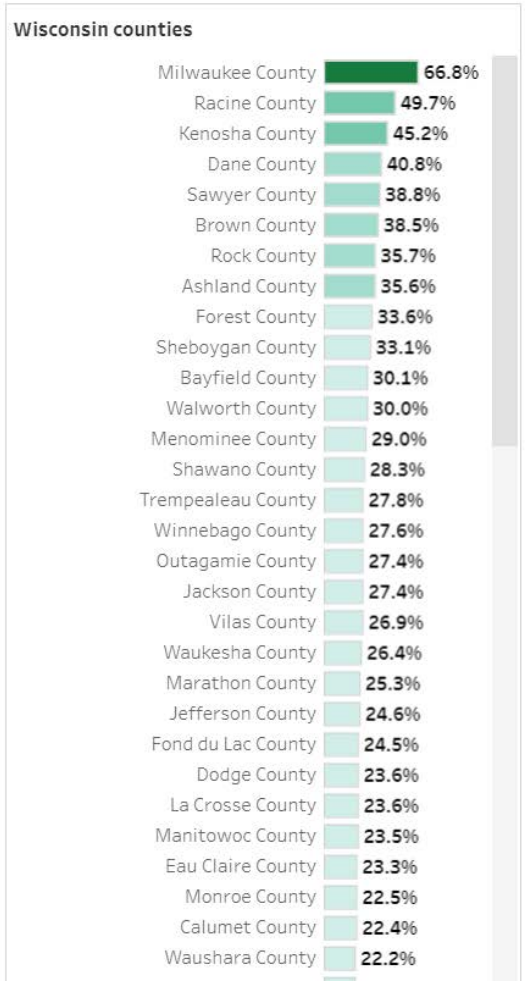


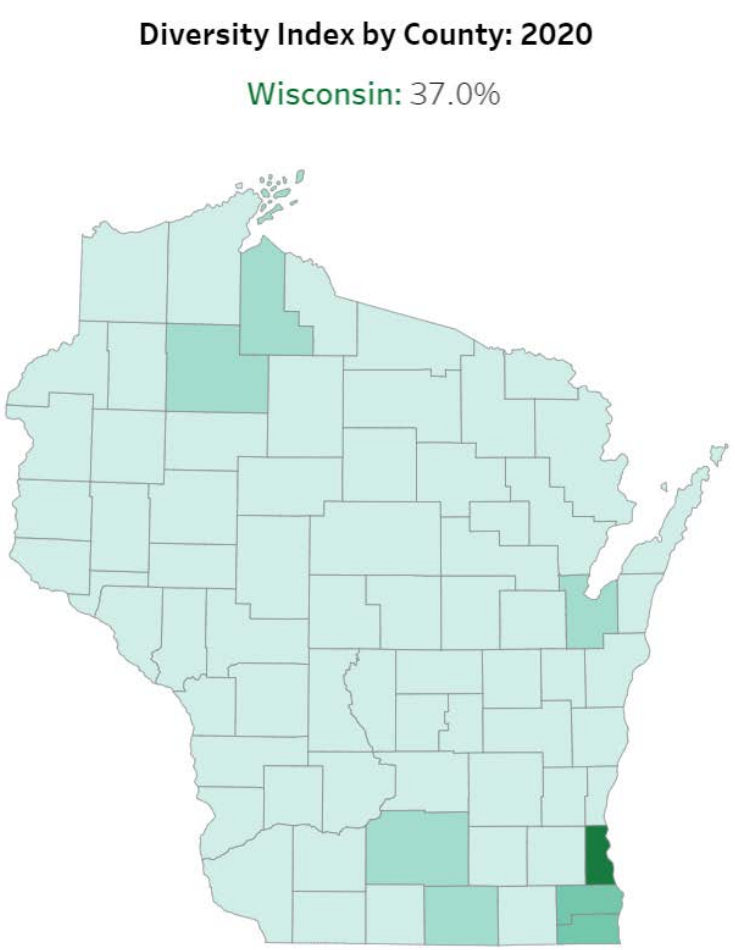


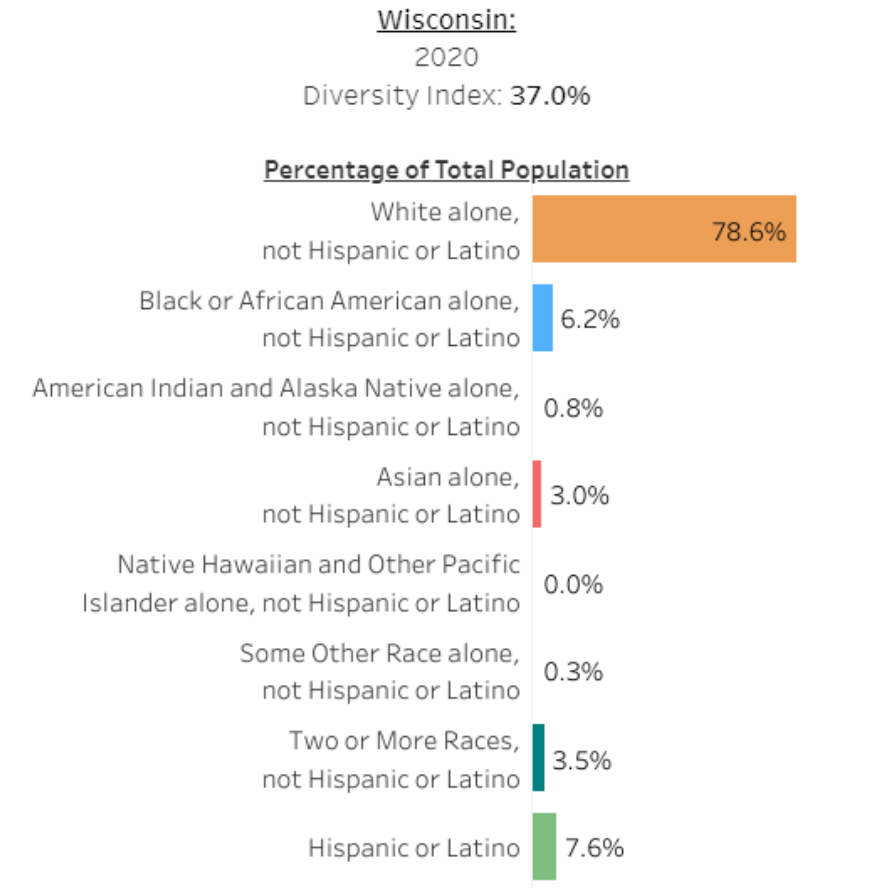


DEMOGRAPHIC OVERVIEW

2020 DIVERSITY DATA







DEMOGRAPHIC OVERVIEW

TOP % LATINO COUNTIES

2010		2020
13.3%	MILWAUKEE COUNTY (+3%)	**16.3%**
11.8%	KENOSHA (+2.7%)	**14.5%**
11.5%	RACINE (+2.6%)	**14.1%**
5.8%	TREMPELEAU (+7.1%)	**12.9%**
10.3%	WALWORTH (+1.5%)	**11.8%**
7.3%	BROWN (+2.5%)	**9.8%**
7.6%	ROCK (+2.1%)	**9.7%**
6.6%	JEFFERSON (+1.7%)	**8.3%**
5.9%	DANE (+2%)	**7.5%**
5.5%	SHEBOYGAN (+1.8%)	**7.3%**

DEMOGRAPHIC OVERVIEW

TOP LATINOS COUNTIES % BA+

OZAUKEE	**29.0%**
EAU CLAIRE	**27.9%**
DANE	**24.0%**
WAUKESHA	**20.3%**
LACROSSE	**20.1%**
TREMPELEAU	**18.9%**
SAUK	**15.5%**

DEMOGRAPHIC OVERVIEW

TOP LATINOS COUNTIES MEDIAN HH INCOME

WAUKESHA	**$55,123**
BUFFALO	**$52,500**
WASHINGTON	**$50,810**
POLK	**$50,412**

DEMOGRAPHIC OVERVIEW

HIGHEST LATINOS COUNTIES POVERTY

MARATHON	**48.0%**
MILWAUKEE	**38.7%**
ROCK	**38.1%**
KENOSHA	**35.3%**
DANE	**33.1%**
OUTAGAMIE	**33.0%**
RACINE	**32.6%**
BROWN	**31.9%**

Maritza Contreras

American Family Insurance

Q1

What about the data that you heard surprised you? Does the information about Latinos in your region match the information about Latinos in the whole state- and is that a challenge or opportunity?

Q2

Does the data/information you heard point to opportunities for us to work collaboratively on issues? What are those things and how do you think that collaboration should look or what benefit is there to collaborating?

Q3

Data helps us tell the story of Latinos and helps us make the case for investment and resources. What data do you think is important to track at the local level that would help our Latino communities? How about at the state level? Is any of that data/information being collected now? Who could assist with collecting it and how would we do it?

COLLABORATION

LATINOS IN WISCONSIN

#WisconsinLATINO22

CASE STUDY

LATINO COMMUNITY FOUNDATION OF COLORADO

CASE STUDY

LATINO COMMUNITY FOUNDATION OF COLORADO

- Community supporting endowment
- All Hispanic CBO's in state signed a $100MM CARES Act request
- Yearly grants to CBO's
- Capacity building, leadership development, funding & philanthropy

CASE STUDY

HISPANIC SERVING INSTITUTIONS- NOW

Hispanic Serving Institution
Network of Wisconsin

CASE STUDY

Hispanic Serving Institution Network of Wisconsin

HISPANIC SERVING INSTITUTIONS- NOW

- 9 higher education institutions seeking to achieve HSI status
- Share information and best practice
- Bring in national experts
- Defining what it means to be a Hispanic SERVING Institution

CASE STUDY

NATIONAL LATINO MUSEUM

FRIENDS OF
THE NATIONAL MUSEUM OF THE
AMERICAN
LATINO

CASE STUDY

FRIENDS OF THE NATIONAL MUSEUM OF THE AMERICAN LATINO

NATIONAL LATINO MUSEUM

- Bipartisan effort since 1993 to pass legislation to clear the way
- Private support and latino leaders joined the effort
- 2017 legislation following the AA museum model
- 2021 appropriations were allocated
- Molina Family Latino Gallery opens in 2022 with a full museum to follow

Q4

What key Latino issue do you feel begs our collaboration in order to see urgent and necessary change? What would be hard about collaboration? What is stopping us? How would we start?

Electeds & Government

Governor Dodge Room

Alderman Jose Perez, Milwaukee
Alder Julia Arata-Fratta, Fitchburg

Education

Military Ridge Room

Carlos Salazar, UW-Oshkosh
Jennifer Lopez, Carmen Schools

Latino Entrepreneurship

Blue Mound Room

Nelson Soler, Latino Chamber of SEW, LEN

Community Organizations

Badger State Room

Laura Gutierrez, United Community Center
Baltazar de Anda Santana, Latino Academy of the Workforce Development

Corporate Leaders

Starkweather Creek

Rolando Rodriguez, Marcus Theatres
Cesar Pinzon, American Family Insurance

WELCOME BACK

LATINOS STATEWIDE
#WisconsinLATINO22

Vanessa Llanas

Deputy Director, Office of the Governor-Milwaukee

LATINOS STATEWIDE

#WisconsinLATINO22

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Corporate Leaders

Rolando Rodriguez, Marcus Theatres
Cesar Pinzon, American Family Insurance

Representative Greta Neubauer

66th Assembly District

PANEL DISCUSSION

ELECTED OFFICIALS

Alderman
Jose Perez
Milwaukee

Alder Julia
Arata-Fratta
Fitchburg

Alderman Joe
Maldonado
Fitchburg

Supervisor Fabi
Maldonado
Racine

Alder Jocasta
Zamarripa
Milwaukee

LATINOS STATEWIDE

#WisconsinLATINO22

Governor Tony Evers

46th Governor of Wisconsin

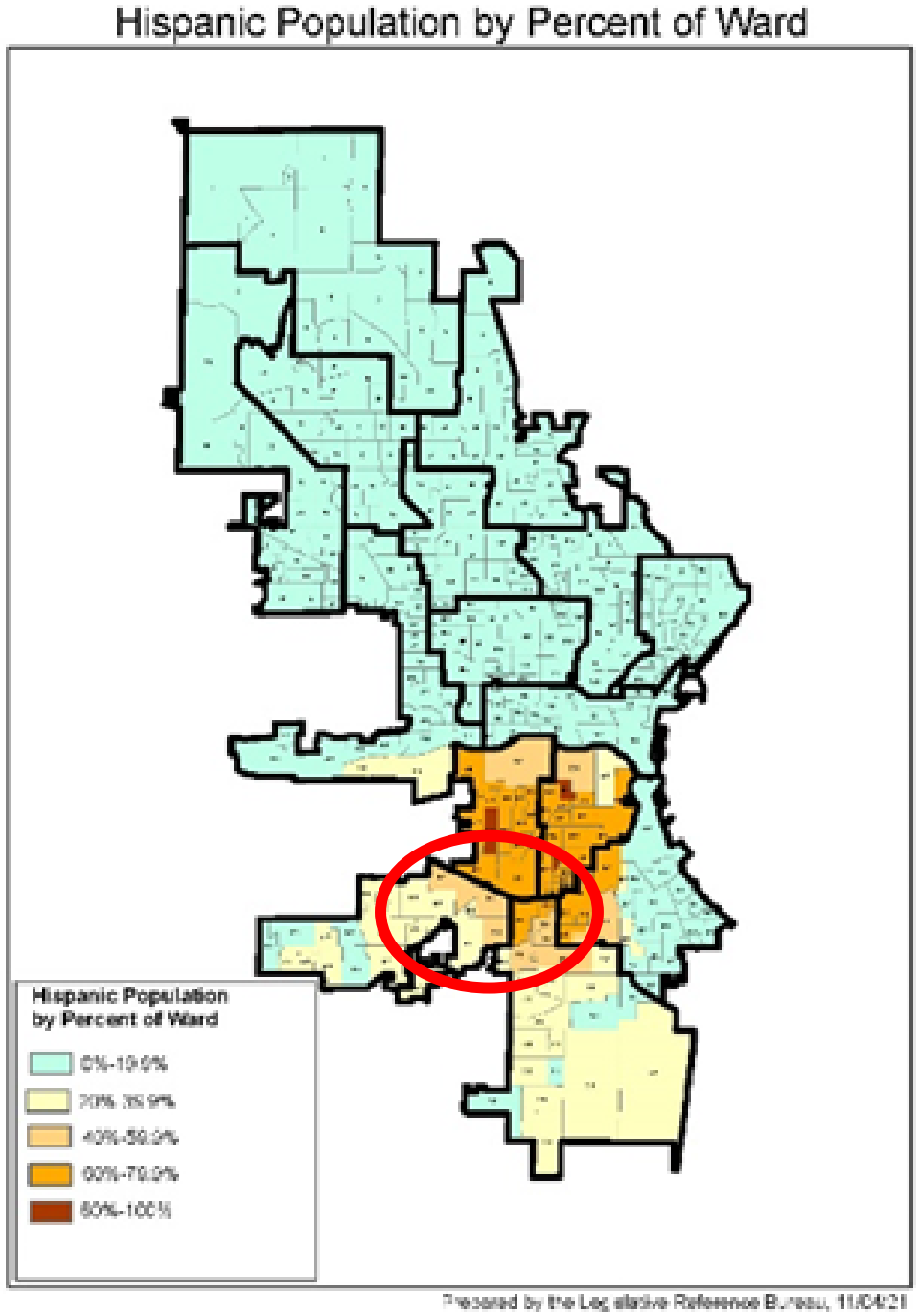
REDISTRICTING/CARES/ARPA

LATINOS IN WISCONSIN

#WisconsinLATINO22

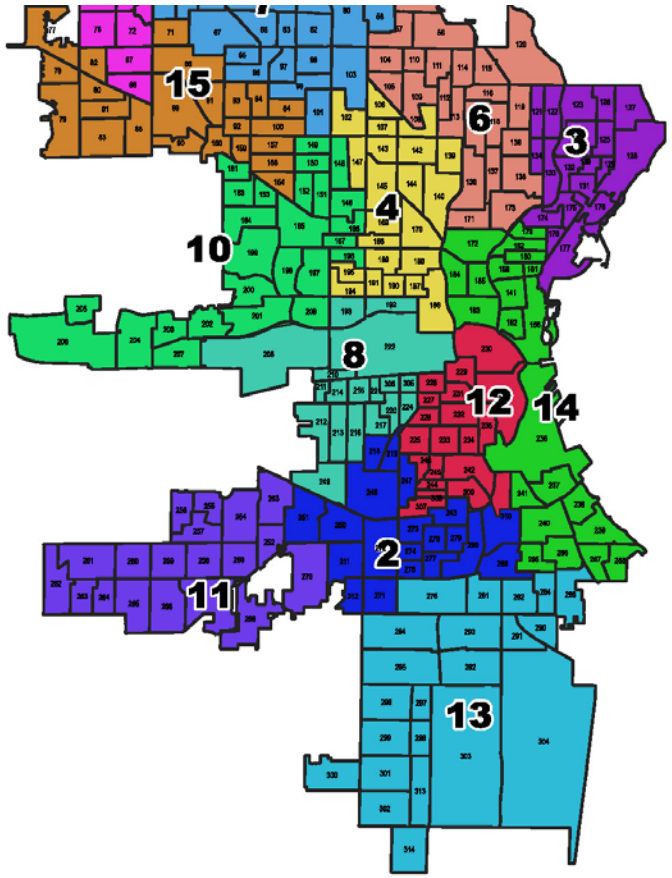
REDISTRICTING

LATINOS IN WISCONSIN

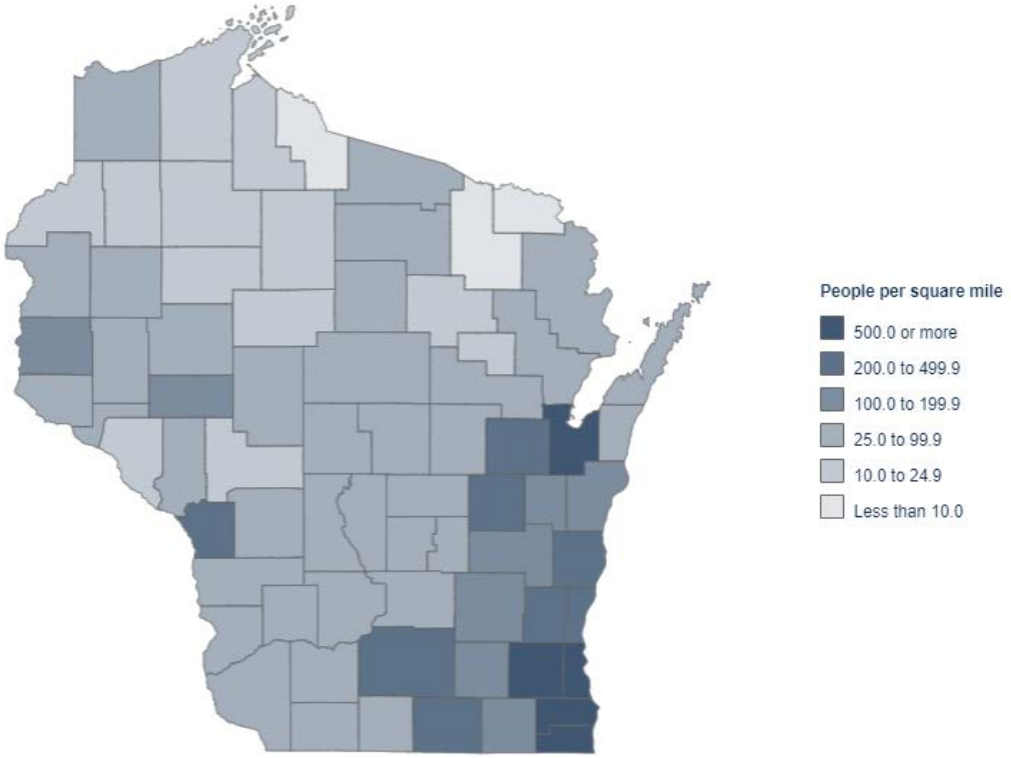


REDISTRICTING

MKE CASE STUDY



STATE OF WISCONSIN
2010 – 2020 CENSUS
POPULATION UPDATE



WISCONSIN

2010	5,686,986
2020	5,893,718
Net Change	**+206,732**

Top Three Population Categories

Caucasian	-104,393
Hispanic	**+111,234**
African American	+15,610

2010 – 2020 CENSUS

POPULATION UPDATE

SEVEN-COUNTY AREA

2010- 2020 Net Change	**+28,117**
Hispanic	***+47,565***
Caucasian	***-82,025***

REDISTRICTING

MKE CASE STUDY

- Where is the growth coming from- population and geography?
- Do our representative boundaries divide us or strengthen us?
- Are there new voting age majority districts?
- Are there growth areas that need cultivation/attention?

CARES ACT / ARPA

LATINOS IN WISCONSIN

GRANTS ANALYZED

• We’re All In Phase 1	$65MM
• We’re All In Phase 2	$130MM
• We’re All In Phase 3 (restaurants)	$45MM
• Tomorrow Grant	$303MM
• Live Entertainment Venue Grant	$17MM
• Cultural Grant	$15MM
• NonProfit Grant	$15MM
• Beyond the Classroom Grant	$50MM
• Rental Assistance Grant	$35MM
• Equitable Recovery Grant	$87MM

GRANTS ANALYZED

No data provided included race/ethnicity

- Correlating to high Hispanic areas

Large numbers of awardees statewide

- Milwaukee analysis when appropriate
- 21% Equitable Target

WE'RE ALL IN

$240 MILLION

• We're All In Phase 1	$1.76MM
• We're All In Phase 2	$4.84MM
• We're All In Phase 3 (restaurants)	$2.42MM
Equitable Gap	**$9,008,835**

TOMORROW GRANT

$303 MILLION

Equitable Gap	**$8,798,817**

SPECIALTY GRANTS

$240 MILLION

• Venue	$969K
• Cultural	$1MM
• Non Profit	$189K
• Beyond the Classroom	$900K
Equitable Gap	**$3,085,500**

RENTAL ASSISTANCE

$35 MILLION

Equitable Gap	**$1,016,365**

EQUITABLE RECOVERY

$87 MILLION

Equitable Gap	**$4,472,148**

EQUITABLE GAP TO LATINOS

$26.4 MILLION

Samantha Maldonado

Kohls Corporation

Q1

What surprised you about the redistricting case study? How important is this issue to our community and what should we be doing now?

Q2

This public investment of CARES/ARPA dollars is the biggest investment we will see in our lifetime. It is clear that our Latino individuals, businesses, organizations, and our issues have not received the investment necessary or due to our communities. What should we do about this?

OPEN DISCUSSION

LATINOS STATEWIDE

THANK YOU

MADISON – MARCH 14, 2022