

Council Worksheet

Agenda Item Title: Proclamation of Hispanic Heritage Month

Presenters, (titles):

Eduardo Ramos, He/Him, Policy Advisor, Metro

Supporters in attendance:

Betsy Rodriguez Ruef, She/Her, Community Engagement Manager, City of Tualatin

Amparo Agosto, She/Her, Community Engagement Manager, TriMet

Jairo Rios-Campos, He/Him, Recreation Manager, PlayEast! (Wood Village City Councilor)

Ricardo Palazuelos, He/Him/El, Bilingual Community Outreach Specialist, Washington County

Anna Quintrell, She/Her, Neighborhood Liaison, City of Vancouver, WA

Contact for this worksheet/presentation:

Eduardo Ramos, He/Him, Policy Advisor, Metro

Purpose/Objective

For the purpose of proclaiming September 15 through October 15 in 2023, and all future years, as Hispanic Heritage Month in the Portland Metro region to celebrate the rich culture and identity of Latine and Hispanic people, and their transformative contributions to the culture and prosperity of our region.

Background

Hispanic Heritage Month is nationally observed and was first celebrated in 1968 as Hispanic Heritage Week under President Johnson. It was expanded by President Reagan in 1988 to cover a 30-day period starting on September 15 and ending on October 15.

The Latinos in Government Alliance (LIGA), a group of government and non-profit professionals, developed this proclamation to highlight the economic, social, and political contributions of the Latine and Hispanic communities in the Portland Metro region. These communities have played, and continue to play, a seminal role in the success of Oregon's economic, social, and political life. Latine and Hispanic folks drive the economy with a over \$3 billion in purchasing power and they create jobs through a variety of small businesses.

In 2023, Metro and LIGA celebrate "Prosperidad para Todos," a vision for shared prosperity and stability for Latine and Hispanic communities in the Portland Metro region. This concept addresses efforts being led by LIGA members in jurisdictions across Metro and emphasizes the need to create space for historically excluded Latine and Hispanic people. The "Prosperidad para Todos" vision calls on us to find more ways to invest and collaborate to support this community.

Cynthia Gomez, Director of Community and Civic Impact at Portland State University, has dedicated her entire career to this "Prosperidad para Todos" vision. Cynthia is an exceptional leader who has positively impacted the lives of countless students and their families in our region. She is a trailblazer and catalyst for stronger, substantive representation. She is being specifically identified for her leadership in sponsoring this vision. (Details: Attachment B)

The recognition of this month elevates the accomplishments and challenges faced by Latine and Hispanic communities, today and historically. Metro and its partner jurisdictions should continue to invest in and strive to understand and support these communities to deliver more equitable outcomes for all residents in the region.

LIGA and Metro invite the community to celebrate Hispanic Heritage month at one or more of the many events being hosted throughout the region.

What packet material do you plan to include, if any?

- Recognition of Cynthia Carmina Gomez and schedule of celebrations across the Metro region (Attachment 1)