

National Latino Congreso

The Politics and Policy Convention of the Latino Community

National Convening Organizations

January 19, 2009

Hispanic Federation
www.hispanicfederation.org

Honorable John Cook
Mayor

League of United Latin American Citizens
www.lulac.org

City of El Paso
2 Civic Center Plaza
El Paso, Texas 79901

Mexican American Legal Defense and Educational Fund
www.maldef.org

Dear Mr. Cook:

Mexican American Political Association
www.mapa-ca.org

On behalf of the Conveners of National Latino Congreso, we'd like to request support from the City of El Paso for the 2009 Congreso. The National Latino Congreso will be in El Paso from March 20-22, 2009. Since 2006, the National Latino Congreso has brought together Latinos from all walks of life- from grassroots community members to national elected officials- to create a united Latino agenda on a variety of issues. In 2008, the 1,200 attendees came from 15 states plus Washington, D.C. and Mexico.

National Alliance of Latin American & Caribbean Communities
www.nalacc.org

The Congreso is convened by nine major national organizations in an unprecedented show of coordination and unity:

National Day Laborer Organizing Network
www.ndlon.org

- Hispanic Federation (HF);
- League of United Latin American Citizens (LULAC);
- Mexican American Legal Defense and Educational Fund (MALDEF);
- Mexican American Political Association (MAPA);
- Southwest Voter Registration Education Project (SVREP);
- National Alliance of Latin American and Caribbean Communities (NALACC);
- National Hispanic Environmental Council (NHEC);
- National Day Laborers Organizing Network (NDLON); and
- William C. Velasquez Institute (WCVI)

National Hispanic Environmental Council
www.nheec.org

Southwest Voter Registration Education Project
www.svrep.org

We respectfully request underwriting from the City of El Paso in the amount of \$100,000 of our \$300,000 budget. Funds will cover items such as:

- Space at the Convention Center for meetings, meals, and gatherings;
- Printing of the 2009 National Latino Congreso program and Delegate packets with resolutions, approx 1,000;
- Printing of 2009 National Latino Congreso signage and banners;
- Food and beverage fees and costs for National Latino Congreso Breakfasts (2) and Luncheons (3) for approx 500 people;
- Translation services and translation equipment, and
- Audio Visual package for National Latino Congreso breakout sessions, workshops and events scheduled;

The Congreso appreciates your assistance through public, private and/or in-kind funding to our fiscal sponsor the William C. Velasquez Institute (WCVI).

Clearly, the NLC filled a sorely missed void: that of a space in which all sectors of the Latino community could join together to network, dialogue, develop, debate, learn, and decide on important courses and directions for local, state, national, and global policy tactics, strategies and initiatives.

Thank you for your consideration of our request. We are anxious to speak with you. You may contact Patricia Gonzales at 210-922-3118 with your questions and for additional information.

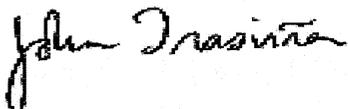
Sincerely,



Lillian Rodriguez Lopez
President
Hispanic Federation



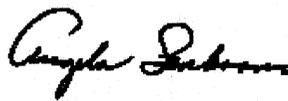
Rosa Rosales
President
League of United Latin
American Citizens (LULAC)



John Trasviña
President & General Counsel
Mexican American Legal Defense and
Educational Fund (MALDEF)



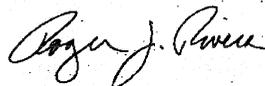
Nativo Lopez
President
Mexican America Political Association (MAPA)
Hermandad Mexicana Latinoamericana



Angela Sanbrano
President
National Alliance of Latin American and Caribbean
Communities (NALACC)



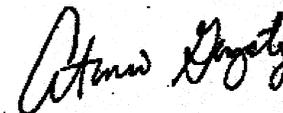
Pablo Alvarado
President
National Day Labor Organizing Network



Roger Rivera
President
National Hispanic Environmental Council (NHEC)



Lydia Camarillo
Vice President
Southwest Voter Registration Education Project (SVREP)



Antonio González
President
William C. Velásquez Institute (WCVI) &
Southwest Voter Registration Education Project (SVREP)

NATIONAL LATINC CONGRESO

Memorandum

To: Congreso Conveners
Fr: Antonio Gonzalez
Re 2009 National Latino Congreso
Dt: January 13, 2009

For the 2009 Congreso, each day will be organized as follows:

Themes and Schedule

March 20th: Justice for Immigrants

Morning Hearings/Workshops
Luncheon
Afternoon Hearing/Workshops
Reception and Dinner

March 21st: Economic Recovery/Stimulus for the Latino Community

Breakfast
Morning Hearings/Workshops
Luncheon
Afternoon Hearings/Workshops
Plenary Session

March 22nd: Climate Change and Health care issues

Breakfast
Morning Hearings/Workshops
Luncheon
Plenary Session

Top invited speakers:

Obama Cabinet Secretaries: Janet Napolitano, Hilda Solis, Ken Salazar
Texas Speaker of the House Joe Strauss
Hon. Henry Cisneros, Hon. Bill Richardson

Rates

Rates have been reduced for each pass:

Basic endorser pass: \$150, after March 6th \$200, this is for 1 delegate and 10 observers. This pass includes meals for the delegate.

Student endorser pass: \$75, \$100 after March 6th, this pass includes meals for the 1 voting delegate. Under this pass 10 observers may attend meetings and plenaries.

Individual observer pass: \$75, \$125 after March 6th

MEMORANDUM

DATE: January 14, 2009

TO: Honorable Mayor and Council, City of El Paso

FROM: William Blaziek, General Manager, Convention and Visitors Bureau

SUBJECT: **National Latino Congreso**

The National Latino Congreso is planning their fifth annual conference to be held at the El Paso Convention Center March 20 – 22, with plans to host the event in El Paso through 2012. Organizers are hoping to attract regional political representatives such as Representative Reyes, Governor Perry and Governor Richardson.

The Congreso has been held annually, since 2005, at the Sheraton and Westin Bonaventure Hotel, in Los Angeles. The Congreso is supported by the League of Latin American Citizens (LULAC), the Mexican American Political Association (MAPA) and the National Alliance of Latin American and Caribbean Communities.

The 2008 event history provided by Congreso organizers details that this event attracted 1,900 attendees, but only 30 hotel room nights were used at the conference hotel. This indicates that the attendees were largely from the drivable Los Angeles market and did not represent a significant economic impact as dictated by the hotel room night usage.

The local organizers of the Congreso applied to the County of El Paso for \$100,000 in Hotel Occupancy Tax (HOT) Funds. The Commissioners Court authorized the Congreso to be reimbursed for out of town marketing expenses for the Congreso up to \$60,000.

The Congreso is seeking similar support from the City of El Paso. In my recent meeting, I have cautioned that the event history does not indicate this event will have a large economic impact although organizers are certain that hotel usage will be significant as they draw delegates from California, New Mexico, Texas and other states. We remain optimistic about the multiple year commitment of the conference however, historical data does not reflect their projections at this time. Some monetary support for this event could be granted as a reimbursement based on actual room nights used in El Paso following the event.

In an effort to streamline the process of future requests for HOT funding, we are preparing draft policies for discussion at the upcoming appropriate Legislative Review Committee meeting.

cc: Joyce A. Wilson, City Manager
Deborah Hamlyn, Deputy City Manager – Quality of Life Services
Kathy Dodson, Director of Economic Development