

For Your Consideration

Gastonia's Latin community is the blueprint for inclusion, community and perseverance, with over 30 countries making up the demographic; we are a rich amalgamation of ethnicities, food, music and traditions. In celebration of our accepting and diverse culture we'd like to extend an invitation to Fuse and the Honey Hunters to the Latin Heritage Festival at the Rotary Pavilion on October 10. This festival is an opportunity for Gastonia and surrounding municipalities to experience one of the most important events in the Latin community, a family reunion. Festival organizers have pulled from their own traditions to create an event that represents multiple Latin communities. Thank you again and we hope you consider sponsoring.

Baseball and Latinos

- Gaston County has grown and continues to grow at a faster pace than North Carolina as a whole
- Those with two or more races saw their numbers increase almost 300 percent, from 3,784 to 15,109, an increase of 11,325 people.
- Gaston's Hispanic population grew 12,204 (64.4%), and now numbers 20,068.
- The popularity of baseball in these countries is surging – it is the No. 1 sport in the Dominican Republic, Venezuela, Cuba and No. 2 in Mexico.
- "When you speak about baseball, it speaks to Latinos on both sides of their being," Rolón said. "There's a question of identity and how that is mixed between your country of origin and the country that you are part of and you live in. That is very much a fabric of baseball."
- The staggering growth in the Hispanic fandom of baseball is not really all that surprising. On the one hand, Hispanics are most likely to be baseball fans when compared to other ethnic groups. Based on data from Statista, 60% of Hispanics are "casual" or "avid" baseball fans, compared to 58% of Whites and 46% of African-Americans.
- Culturally, Latinos tend to live life with zest, passion, and emotion and this certainly translates to baseball where Latino players are making the game fun. This, in turn, not only drives more Latino fandom for our national pastime but also attracts new younger non-Hispanic fans who are critical for the long-term growth of the game.

Citations

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Gaston County's Latin community is the blueprint for inclusion, community and perseverance, with over 30 countries making up the demographic; we are a rich amalgamation of ethnicities, food, music and traditions. In celebration of our accepting and diverse culture we'd like to extend an invitation your business to the Latin Heritage Festival at the Rotary Pavilion on October 10. This festival is an opportunity for Gastonia and surrounding municipalities to experience one of the most important events in the Latin community, a family reunion. Festival organizers have pulled from their own traditions to create an event that represents multiple Latin communities. Thank you again and we hope you consider sponsoring.

Latinx as Consumers

- Gaston County has grown and continues to grow at a faster pace than North Carolina as a whole
- Those with two or more races saw their numbers increase almost 300 percent, from 3,784 to 15,109, an increase of 11,325 people.
- Gaston's Latinx population grew 12,204 (64.4%), and now numbers 20,068.
- The Latinx community has become a key contributor to our economic growth, labor force, and electorate impact, more so than any other population segment.
- Covid-19 taught us the importance of having a deeper understanding of the consumers we serve. True success now relies heavily on building better relationships with your consumers. The key to creating a better brand experience — from introduction to purchase and beyond, relies on engaging and motivating consumers to the point where they are genuinely excited about products and services.
- From 2010 to 2019, Hispanics' buying power increased 69% compared with 41% of non-Hispanics.
- Latinx consumers are now the youngest ethnic group in America with the median age being 28. Realizing their youth is crucial for advertisers as it influences their media consumption habits, the technology they use, their abundance in prime spending years, and much more. Latinos— especially in the younger age groups of the U.S. population — are also increasingly more diverse than older Americans. As a matter of fact, almost half of the U.S. millennial population will be multicultural by 2024.

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Latinx Voters

- Gaston County has grown and continues to grow at a faster pace than North Carolina as a whole.
- Those with two or more races saw their numbers increase almost 300 percent, from 3,784 to 15,109, an increase of 11,325 people.
- Gaston's Latinx population grew 12,204 (64.4%), and now numbers 20,068.
- Almost half of the U.S. millennial population will be multicultural by 2024.
- The Latinx community has become a key contributor to our economic growth, labor force, and electorate impact, more so than any other population segment.
- Every 30 seconds, a Latinx person turns 18 and becomes eligible to vote, according to Census Bureau data. According to historian Geraldo Cadava, there are a million more eligible Latino voters this election cycle than there were in 2016.
- Despite their increased presence in the U.S., a little less than half of eligible Latinx voters turned out back in 2016, a number well below Black and White ones.
- Latinx voters have seldom been taken seriously by electoral politics. Sure, they've been courted by Democrats and Republicans alike — but that often takes the form of Hispandering.
- And they don't want the media's attention on their community to only come around every four years, either.
- Genuine engagement, outreach and support is the key to motivating Latinx voters

Sources

The Latinx Vote Comes Of Age, Code Switch, NPR series

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Gaston County's Latin community is the blueprint for inclusion, fellowship and perseverance, with over 30 countries making up the demographic; we are a rich amalgamation of ethnicities, food, music and traditions. In celebration of our accepting and diverse culture we'd like to extend DHHS an invitation to the Latin Heritage Festival at the Rotary Pavilion on October 10. This festival is an opportunity for Gastonia and surrounding municipalities to experience one of the most important events in the Latin community, a family reunion. Festival organizers have pulled from their own traditions to create an event that represents multiple Latin communities. Thank you again and we hope you consider attending.

Latinx in Our Community

- Today, with over 18 percent of residents in the US being Latinxs, we must be particularly tenacious in our advocacy for representation and resources.
- Gaston's Latinx population grew 12,204 (64.4%), and now numbers 20,068.
- Almost half of the U.S. millennial population will be multicultural by 2024.
- Just this year Gaston DHHS created the position of Latinx Outreach Coordinator which is currently filled by Diana Willman from Cali, Colombia. Capt. Nancy Brogdon became the GCPD's first Latina captain and only its third female captain with her recent promotion.
- The Center for American Progress found that Latinx people were "1.7 times more likely to contract COVID-19 than their non-[Latinx] white counterparts, as well as 4.1 times more likely to be hospitalized from COVID-19 and 2.8 times more likely to die from COVID-19."
- According to US census data, 2019, 73.3 percent of whites lived in property that their families owned. By contrast, the Latinx homeownership rate in 2019 was 47.5 percent.
- Nonprofit Latinx leaders must grapple with only one percent of philanthropic dollars being directed to Latinx nonprofits. With 60.5 million Latinxs in the US, it is critical that we occupy seats at the tables of nonprofits and institutions whose policies, funding, and direct services will impact the Latinx community for the decades to come.

Sources

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