



2023



GNTHCC ANNUAL REPORT

Our mission at GNTHCC is to connect businesses and create a supportive community while fostering cultural awareness and providing opportunities for growth.



Gilberto Atayde

Executive Director

GNTGCC 2023

Ladies and gentlemen, as we reflect on the remarkable strides made by our organization in the year 2023, we find ourselves at the intersection of growth, opportunity, and a profound responsibility to give back to our community. This system, this collective effort, has evolved, thanks to the unwavering belief of countless individuals who recognize its critical importance.

In this year of progress, we've harnessed the power of numbers, the strength that comes from unity, to build something truly extraordinary. It's not just an evolution; it's a revolution of ideas, a movement propelled by the shared conviction that what we're creating is not just for today, but a platform that will shape the landscape of tomorrow.

Together, we stand on the precipice of greatness, and through our collective efforts, we will forge ahead, creating a platform that serves as a beacon of progress, a testament to what we can achieve when we unite with a common purpose. The journey ahead is promising, and I am confident that, as a community, we will continue to rise to the occasion and build a brighter future for all.

Gilberto Atayde

"Coming together is a beginning, staying together is progress, and working together is success." - Henry Ford

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TOP SPONSORS 2023



City Bank



GNTHCC STRATEGIC PRIORITIES

Vision Statement

Foster a thriving community through abundant resources and growing businesses, promoting prosperity for all. We aim to create an inclusive and empowering environment where everyone feels valued, heard, and important. Through our helpful, well-connected, and culturally diverse community, we bring significant value and opportunities for growth.



Innovación 2030

Our strategic plan, called “Innovación 2030,” is based on four core priorities:



Business Leadership Education

Provide quality educational opportunities and professional development resources.



Cultural Awareness

Cultivate inclusivity and celebrate Hispanic culture through our events to help close diversity, equity, and inclusion gaps.



Workforce Development

Foster prosperity through workforce improvement and talent pipeline development.



Economic Development Advocacy

Collaborate with members, advocates, and policymakers to enhance and foster economic development.

GNTHCC CASTING A LEADERSHIP SHADOW-100 Community Influencers

GNTHCC would like to recognize the 100 community leaders of 2023 that have impacted our community, impacted our chamber initiatives, and are examples of community leaders in North Texas. Each one has contributed some value to our initiatives.

Accasia Martinez	Diana Rodriguez	Minerva Rodriguez
Adriana Fierro	Diego Barquera	Gerard Ibarra
Agnes Medina	Eddie Army	Hailey Pham
Alejandro Martinez	Edward Lopez	Jason Dyer
Ana Maricela Garcia	Eliud Jimenez	Jordan D' Silva
Angel Guerrero	Elizabeth Gloria	Jose Gonzalez
Ara Grimaldo	Emma Trevino	Maria Carreon
Ariel Lopez	Evelyn Zermeno	Michelle Ochoa
Arnulfo Garza	Jaime Victor Papa	Michelle Villegas Tapias
Ashley Lopez	James Sackey	Naomi Gonzales Bermea
Barbara Aguilar	Jason Hernandez	Nick Karr
Barbara Ruiz Quintana	Jasmine Hunt	Pablo Figueroa
Bill Chinn	Jana Lynne Sanchez	Paloma Bermudez
Brandyn Harris	Jennifer Ayn	Pedro De Leon Jr
Brenda Bolden	Joe Guerra	Ramiro Luna-Hinojosa
Brianna Gonzales	Johanna Navarro	Raul G Lara
Briseydi Briano	John Benson	Rebecca Goss
Carlos Salazar	John Martinez	Regina Montoya
Carolina Karr	John Silva	Ricardo Chiu
Cesar Jaramillo	Joey Rodriguez	Roy Lopez
Claudio Muller	Jordan L. Walker	Ruben Cortes
Conrad Arrambide III	Jorge Baldor	Silvia Elizabeth Martinez
Craig Chambers	Juan Diaz	Sol Villasana
Cristal Retana Lule	Juan Ponce de Leon	Suzette Alva
Cristina Dolores Garrido	Justin Chatman	Tashunda Scott
Cynthia Gomez	Kareena Rambocus	Terrance Thomas
D'Andre Allegra	Leti-Hector Cavazos	Tesina Painter
Daniel Gomez	Maria Melendez	Tony Fleo
Danny Fragoso	Mariana Adame	Victoria Delgadillo
Dara Rossi	Marina Castro	VR Small
David Barrientos	Mary Dominguez Santini	Wes Jurey
David Contreras Jr.	Mary McClure	Will Rodriguez
David Hernandez	Michael Azcona	
David Herrera	Michelle Yates	

VOICE OF GNTHCC MEMBERS

GNTHCC prioritizes member input to shape our initiatives. Thriving on member feedback, we're delighted to announce our commitment to further refine how we address members' needs. Additionally, we're thrilled about our collaboration with [The Hispanic Project](#), a non-profit organization focused on conducting research in Hispanic community. Together, we aim to develop targeted programs for 2024, leveraging both qualitative and quantitative research. Our focus is on catering to diverse Hispanic generations, including immigrant Hispanics, 1st generation, and 2nd generation+ individuals.



3



Focus Groups

8



Research Interviews

41



Surveys

92%



NPS Score

12



Professional Observations

3



Membership Project Proposals Implemented

MEASURING ECONOMIC IMPACT 2024

In 2023, GNTHCC has been constructing a platform geared toward enhancing the economic impact within the Hispanic community of North Texas. To keep our chamber partners abreast of our progress, we're introducing Bi-Annual Reports from our RTA in 2024. These reports will encompass essential Key Performance Indicators, serving as a foundational framework for gauging economic impact throughout 2024.

Online Reach	NPS Score	Members to Member Connections	Event Attendees
Membership Retention %	New Membership	Members engaged in Advocacy Initiatives	Businesses engaged in Contract Bids
Business Registrations	Capability Statements Created	New Businesses Minority Certified	Food Vendor Permits
Mentorship Hours	Volunteer Hours	Career Development Plans Created	Resume Reviews
Business Plans Completed	Entrepreneurship Certifications	Goals Met by Business owners through GNTHCC Coaching	Career Placement
Scholarship \$ Raised	New Living Wage Jobs Created	Increase Accessibility into Health Coverage	Business Valuations
Goals met by Student Membership	Business Funding to Members	Health & Wellness Check	Business Relocations to North Texas

GNTHCC 3rd Annual 5 de Mayo Fiesta

Business Expo



On May 6th, 2023, our dynamic team of **35+** dedicated volunteers orchestrated the GNTHCC 2nd Annual 5 de Mayo Fiesta—an extraordinary event that captivated the hearts of our community. From January to April, our strategic campaign resonated with a vast online audience, reaching over **60,200** individuals. The event boasted an impressive turnout of 1,200 residents who enthusiastically supported our **54** vendor booths, showcasing the products and services of our local businesses. The festive atmosphere was elevated with captivating guest performances, including mariachi and ballet folklórico. Attendees enjoyed the chance to win over **\$1,000** in prizes, while our team assisted first-time vendors in navigating the complexities of obtaining food permits. In parallel, we successfully conducted our inaugural Scholarship Fundraiser, where Briseydi Briano was crowned the first GNTHCC Queen. Notably, she raised over **\$3,000** for the GNTHCC foundation, earning a well-deserved scholarship of **\$1,800** for her chosen school.

Food Vendor
Permits

16

Scholarship
\$ Raised

\$3,061

Online
Reach

60k

Event
Attendees

+1.2k

Volunteer
Hours

+400

Conociendonos Networking Events

Member to
Member
Connections

+100

Volunteer
Hours

+196

Event
Attendees

+560

Online
Reach

+30k

Experience the vibrant tapestry of Hispanic culture at GNTHCC Networking events—where the essence of our heritage is intertwined with delectable food, soulful music, and meaningful connections. These gatherings serve as a melting pot of resources tailored for business owners, offering a rich blend of inclusivity and opportunity. Our largest networking event, graced by **176** attendees, featured insightful discussions by Dan Hunt and Gina Miller on the significance of the World Cup to our community. Facilitated by our dedicated ambassadors, board members, and volunteers, these events become platforms for fostering robust connections within our membership. Each networking soirée is uniquely curated, boasting a specialized marketing campaign that ensures sponsors garner maximum visibility in our culturally enriching initiatives.



GNTHCC



Dan Hunt & Gina Miller

Bienvenidos Onboarding

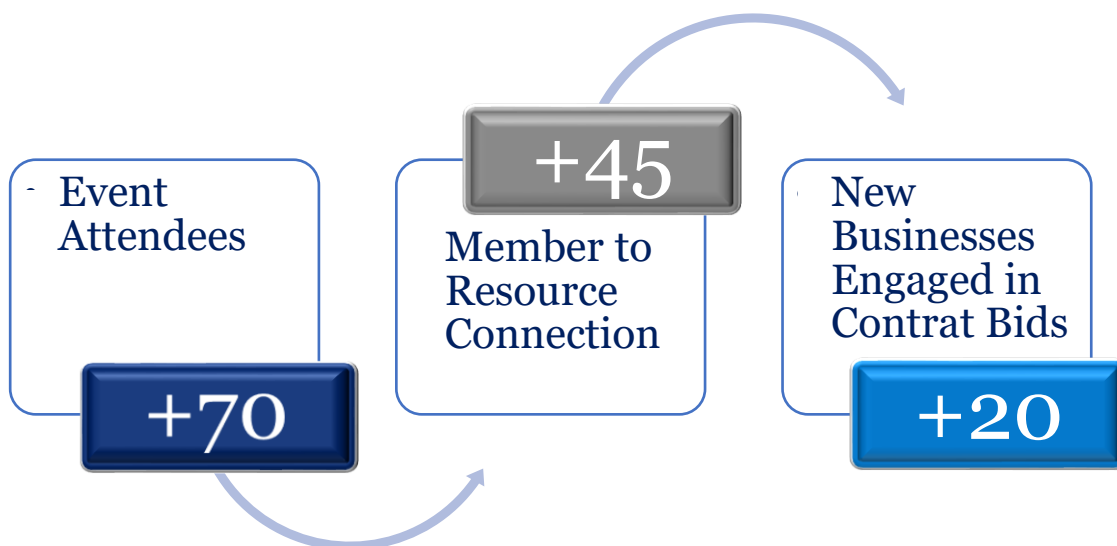


Dr. Gerard Ibarra



Dr. Juan Diaz

This year marked the inception of our Bienvenidos Onboarding events, featuring two dynamic sessions where new members had the opportunity to capture a professional marketing headshot, seamlessly join our member directory, and make introductions within the group. The sessions covered crucial topics, including insights on minority certifications, GNTHCC resources, comprehensive business valuations, the significance of fostering relationships with bankers, and an exploration of our entrepreneurship program. As a token of our warm welcome, participants received their GNTHCC New Member certificate.



Unidos Round Tables



The Unidos Roundtable, an exclusive membership event, serves as a platform for providing chamber updates and featuring expert guest speakers who delve into current business trends affecting North Texas. It's a valuable opportunity to gather feedback from our members, helping us understand their needs and areas for improvement. In a recent session, we were honored to have Mihaela Plesa share insights on the 88th legislative session.



Leadership Development



GNTHCC



Latinos in Architecture Dallas

We extended our entrepreneurship program in collaboration with Dallas College, and this year marked the initiation of our inaugural board retreat. The retreat was a dynamic session where board members gained insights into chamber initiatives, explored coaching and development strategies, discussed overarching strategy, and emphasized the significance of a Hispanic Chamber of Commerce. The agenda also covered Robert's Rules of Order, a Bylaws update, and underscored the importance of fostering the rise of more Hispanic leaders in North Texas.

Education 2023

Robert's Rules of Order

Personal Branding

Social Media Marketing

Introduction to Artificial Intelligence

How to deliver Development Coaching

Food Vendor Permits

Franchising your Business

Business Credit Building

Banking Practices

John D' Silva Incubator

Real Estate & Wealth

Entrepreneurship at Dallas College

Community Engagement



GNTHCC's primary focus was on enhancing visibility within the community.

Numerous organizations extended invitations, recognizing the potential for GNTHCC's participation in events that fostered trust and encouraged more of our members to actively engage in the community. We're delighted to share that this year, we actively participated in over **41** events, providing opportunities to connect with numerous remarkable community leaders!



Mayor Robert (Bob) Dubey



Francisco De La Torre



Becky G

Cultural Awareness



As an organization, our commitment to integrating culture into the business environment continues to expand. This strategy fosters cultural understanding and business collaboration across North Texas, creating connections between diverse communities and the rich Hispanic culture. This year marked the introduction of our inaugural Health and Wellness fair, "Posadas." Inspired by a common tradition in Mexico and Latin America, Posadas involves a symbolic re-enactment of a family's journey to find shelter for the night, representing the search for a place for the birth of baby Jesus. Following the re-enactment, the hosting home traditionally distributes "Bolo" (goody bags) to everyone in attendance. Posadas was strategically launched before the holidays to emphasize the importance of maintaining health during the festive season.

Our organization also received recognition for Hispanic Heritage Month with an official Resolution from Dallas County. Additionally, we inaugurated our Latinas in Progress Episode, featuring inspiring Latina leaders discussing how culture influenced their success.

Moreover, we actively participated in a networking event alongside fellow chambers of commerce and Hispanic-led organizations, including the McKinney Chamber of Commerce, Latinos Magazine, Regional Hispanic Contractors Association, Fort Worth Hispanic Chamber of Commerce, After8toEducate, Latino Arts Project, Social Venture Partners, Rev Jen Group, and the South Dallas Employment Project.

Economic Development Advocacy

GNTHCC has taken an active role in the Texas Hispanic Chamber of Commerce Coalition and the South Dallas Employment Project. Together, we've become a strong advocate for our membership, actively promoting enhanced growth within the Hispanic business community, thereby contributing to closing diversity, equity, and inclusion gaps.

Cards in Support

4

Oral Testimonies

4

Written Testimonies

3

State Agencies Meetings

10

State Rep. Meetings

14

Senator Meetings

5

[See THCCC Summary](#)

[See SDEP Summary](#)



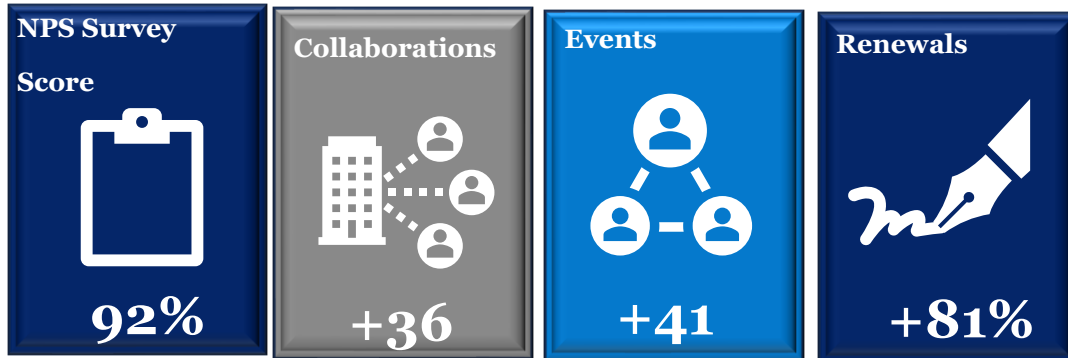
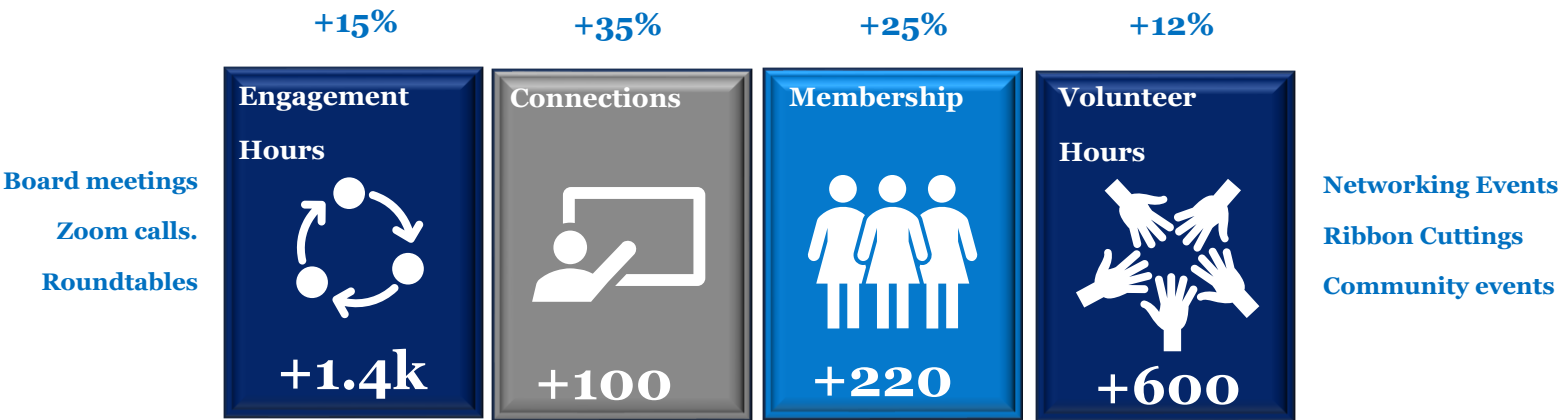
THCCC Presidents & Texas Associations of Business



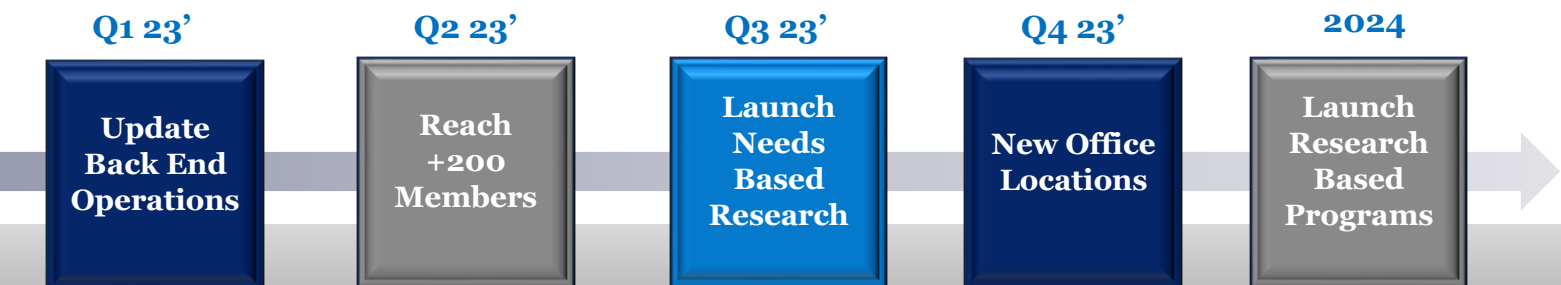
Wes Jurey & Michael Hinojosa

By the Numbers

% GROWTH 2023-2024



GNTHCC MILESTONES



2023 Board of Directors



Acela Gomez Garrett
Board Chair



Juanita Lopez
Vice Chair



Andres Gonzales
Treasurer



Jonathan Menjivar-Lopez
Secretary



Julia Garrido
Education Chair



Chris Rocha
Marketing Chair



Roque Moreira
Parliamentarian

