

To: **Mayor and City Council**
From: **Ryan Schroeder, City Manager**
Date: **September 14, 2020**

Recognition of Hispanic Heritage Month

BACKGROUND INFORMATION:

Hispanic Heritage Month recognizes and celebrates the contributions Americans tracing their roots to Spain, Mexico, Central America, South American and the Spanish-speaking nations of the Caribbean have made to American society and culture. The observance was born in 1968 when Congress authorized President Lyndon Johnson to issue an annual proclamation designating National Hispanic Heritage Week. In 1988, lawmakers, and President Ronald Reagan, expanded it to a month long celebration, stretching from September 15 to October 15.

Hispanic Heritage Month starts on September 15, as a historically significant day that marks the anniversary of independence of five Latin American countries: Costa Rica, El Salvador, Guatemala, Honduras and Nicaragua. The designated period is also a nod to those from Mexico and Chile, which celebrate their independence on September 16 and September 18, respectively.

The Hispanic population of the United States as of July 1, 2019, is 60.6 million making people of Hispanic origin the nation's largest ethnic or racial minority. Hispanics constituted 18.5% of the nation's total population (source: Vintage 2019 Population Estimates). This represents a significant increase from the 2000 census which registered the Hispanic population at 35.3 million or 13% of the total U.S. population.

Nearly 20 percent of all college students between the ages of 18-24 are Latinos, making them the largest racial or ethnic minority group on college campuses. Nearly one in four public school students in the United States is Latino and that number is expected to rise to nearly 30 percent in the next decade.

With an annual purchasing power of \$1.4 trillion, Hispanic Americans own more than 4,700,000 firms that support millions of jobs and contribute more than six hundred billion in revenue to the economy of the United States.

On July 27, 2020 consensus of Council was direction to recognize Hispanic Heritage Month locally. This recognition is in alignment with the Strategic Initiatives of this City Council which recognize and support the diverse cultural heritage of this community.

STAFF RECOMMENDATION:

By motion, approve the enclosed resolution.