



**LatinCouver**  
The Latin American Plaza in BC

# 2017 ANNUAL REPORT

JANUARY TO DECEMBER 2017

**PREPARED BY**

*LatinCouver Cultural & Business Society*

# MESSAGE FROM THE PRESIDENT OF THE BOARD OF DIRECTORS



Congratulations to our exceptionally impressive members, volunteers, employees, partners, advisors and the whole Latincouver team for the successes and growth you have brought to this organization and the communities it serves over the past year. Each year, the Latincouver team and our supporters continue to impress with contributions that turn visions into reality and improve exponentially on the programs and opportunities Latincouver provides to its members and our communities. This has been an impressive year and we thank you all for the invaluable contributions you have made to connecting business, promoting culture, supporting our communities and empowering people.

The depth of programs Latincouver offers to its members and the public remains impressive and continues to grow, whether through the Latin-Canadian Professional Network, ExpoPlaza Latina, Inspirational Latin Awards or the newly minted the Latin Plaza Hub. These programs all contribute in their unique way to empowering, connecting and celebrating Latin Americans, entrepreneurs, business and all those who benefit from our programs, through the exchange of support, ideas, innovation and education.

We successfully delivered our programs this past year with professionalism and ingenuity, as we tightened operations, improved security and safety, and made strategic choices to make the events safe and successful celebrations of Latin American culture in Vancouver. More recently, the development of the Latin Plaza Hub has not only provided us a wonderful new home, but has greatly increased our ability to foster professional growth and allow people and businesses to access the tools, opportunities and connections they need to achieve their personal and professional goals. It has also brought to life the vision of Latincouver as a social and economic hub, or plaza, for the thousands of Latin Americans and Latin enthusiasts who we support, both in BC and globally.

The contributions of everyone involved in the events and programs over the past year has been heartwarming to behold and we are continuously impressed by the professionalism, work-ethic and innovation that each of you bring to your roles. It is a team we are proud to be a part of.

On behalf of the Board of Directors of Latincouver Cultural and Business Society, we thank all of you for another year of positive and long-lasting contributions, and we look forward to working with you this coming year in continued service to our community and members.

Yours truly,

A stylized, handwritten signature in blue ink, appearing to read 'B. Brock', with a long, sweeping horizontal line extending to the right.

**Brendan W. Brock**

President, Board of Directors

Latincouver Cultural and Business Society

# MESSAGE FROM THE EXECUTIVE DIRECTOR

*“Somos Caminantes, que cruzan fronteras, perseguimos sueños rompemos barreras, somos inmigrantes que mueven banderas de muchos colores lejos de la tierra que nos vio nacer “*

*“We are walkers that cross frontiers we chased dreams, we breaking boundaries , we are immigrants that wave flags from different colors from far away from the land that saw us born....” AnaMaria Posada*



Along with rest of Canada, we celebrated Canada's 150th anniversary, and this made 2017 a special year for Latincoover. Our main goal was to invite our community to take part in this important commemoration and present how the rich diversity of Canada makes this beautiful country a great place to call home. Included in some of the main activities we organized were StoryTelling from Latinos, stories from individuals about their arrival and experience in Canada as a new immigrant and A Youth Video Contest to present the perception from a new generation about being immigrants in Canada. We supported the edition of the first Latin American Prologue about the history of the Latin American Consulates in Vancouver, and a Photo Exhibition of our community in Vancouver. We joined in the City of Vancouver's 150 Canada Reconciliation event.

I am positive that our involvement and the leadership position that we took in this important celebration helped us to continue to accomplish our mission in creating socio-economic space to promote relationships and cultural exchange among Latin Americans and the Canadian mosaic.

Also in 2017 we learned an important lesson from the the loss of our cash sales during Carnaval del Sol. It was an expensive lesson but as a team we came together to solve the problem and we discovered that we needed to take responsibility for our decisions and the roles each of us took. We may have had a setback, but we also learned that what doesn't kill us makes us stronger. In spite of the lost, the team came together to find new ways to raise money for the organization. We all worked harder, and working with our fundraiser Manager Linda Purcell, we were able to achieve an increase of 57% in funding through grants.

Carnaval del Sol was once again a great success for the organization. We brought in over 455 artists, 350 Volunteers, tens of thousands of attendees and we increased our revenue from \$254,299 to \$354,862 (almost 35% increase in spite of our lost). A big part of our success was having Pilar Hansen as the Project Manager, she was very good at managing the team, and her professionalism and passion for the project resulted in another great event. Carnaval del Sol today is an event that the local community looks forward to and appreciates how it unites our community.

We had a great year in 2017, and I really believe that having a strong team has helped us maximized our results. This was the first year we hired two permanent employees as well as creating a budget for additional contractor positions. Having Fabian Montenegro and Juliana Fiallo for the last 3 years as my right hand has helped us build a stronger organization.

We Believe in Empowering our volunteers and our Latin Community by building stronger foundations, and connecting them with new opportunities and a strong circle of friends. In 2017 we had over 365 volunteers, and one day they will be leaders within our city.

# MESSAGE FROM THE EXECUTIVE DIRECTOR

We Believe in Promoting Culture by organizing Carnaval del Sol and showcasing many artists who use this event as a springboard for their artistic careers. In 2017 a Colombian singer Nacho Vargas started performing during Music on Wheels and is now the lead singer at Tabasko Band.

We Believe in Connecting businesses by organizing business networking events and spaces where business leaders can develop and nurture new business relationship. The New Pacific Nexus and Woman in the Americas in Innovation and Technology brought a new perspective on how to create new business throughout the Americas.

We Believe in Supporting our community by providing information in our social media channels and newsletters. In addition, we supported great causes like the Mexican Earthquake and others, including presenting our Christmas event "GivingBack".

2018 is going to be a great year, since we will be celebrating our 10 year anniversary. We have a year of activities scheduled, and we are starting a new initiative which is called Sol Fiesta - we are planning to have six fiestas. This will help us promote the brand of Carnaval del Sol throughout the year. We also will be partnering with the 10 most influential Hispanics in Canada to organize Inspirational Latin Awards.

We at Latincover, are definitely tireless walkers who are ready to cross any frontier to chase our common dream of building a Plaza that will provide leverage to our community and a strong voice for what we have to bring to this beautiful country we call home.

Sincerely,



**Paola V. Murillo**

Executive Director

Latincover Cultural and Business Society



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# WHO WE ARE & WHAT WE DO



## WHO WE ARE

LatinCouver is a non-profit organization that brings together Latin Americans and Latin enthusiasts, creating a socio-economic space to promote relationships and cultural exchange.

As the largest Latin American organization in BC, LatinCouver creates physical and virtual spaces that allow Latin American culture, entrepreneurship, art, and social interaction within a Canadian context.

## WHAT WE DO

We play an important role connecting thousands of people creating a vast network that can be compared to the public square or, as it is common said in Latin America, la plaza. The plaza is the social and economic hub of a city and is the heart of the community.

## OUR MISSION

LatinCouver creates a socio-economic space to promote relationships and cultural exchange among Latin Americans and the Canadian Mosaic.

## OUR VISION

We want to create physical and virtual spaces to allow for Latin American culture, business, and social interaction within a Canadian context to build a strong community while we support each other to grow in British Columbia

# OUR BOARD OF DIRECTORS AND ADVISORY BOARD

## BOARD OF DIRECTORS



**Brendan Brock**  
President



**Sandra Sallovitz**  
Secretary/Treasurer



**Samaya Cortez**  
Member at Large



**Christa Copeland**  
Member at Large

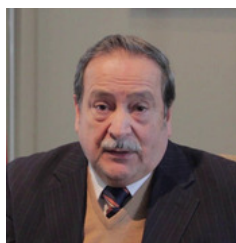


**Melquiades Lima**  
Member at Large

## ADVISORY BOARD MEMBERS



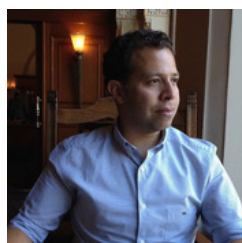
**Francisco A. Perello**



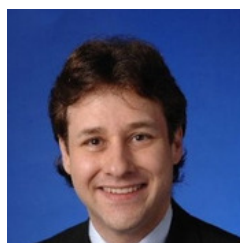
**Honorary Consul  
Antonio Arreaga**



**Glenn Sigurdson**



**Marshall Gallardo**

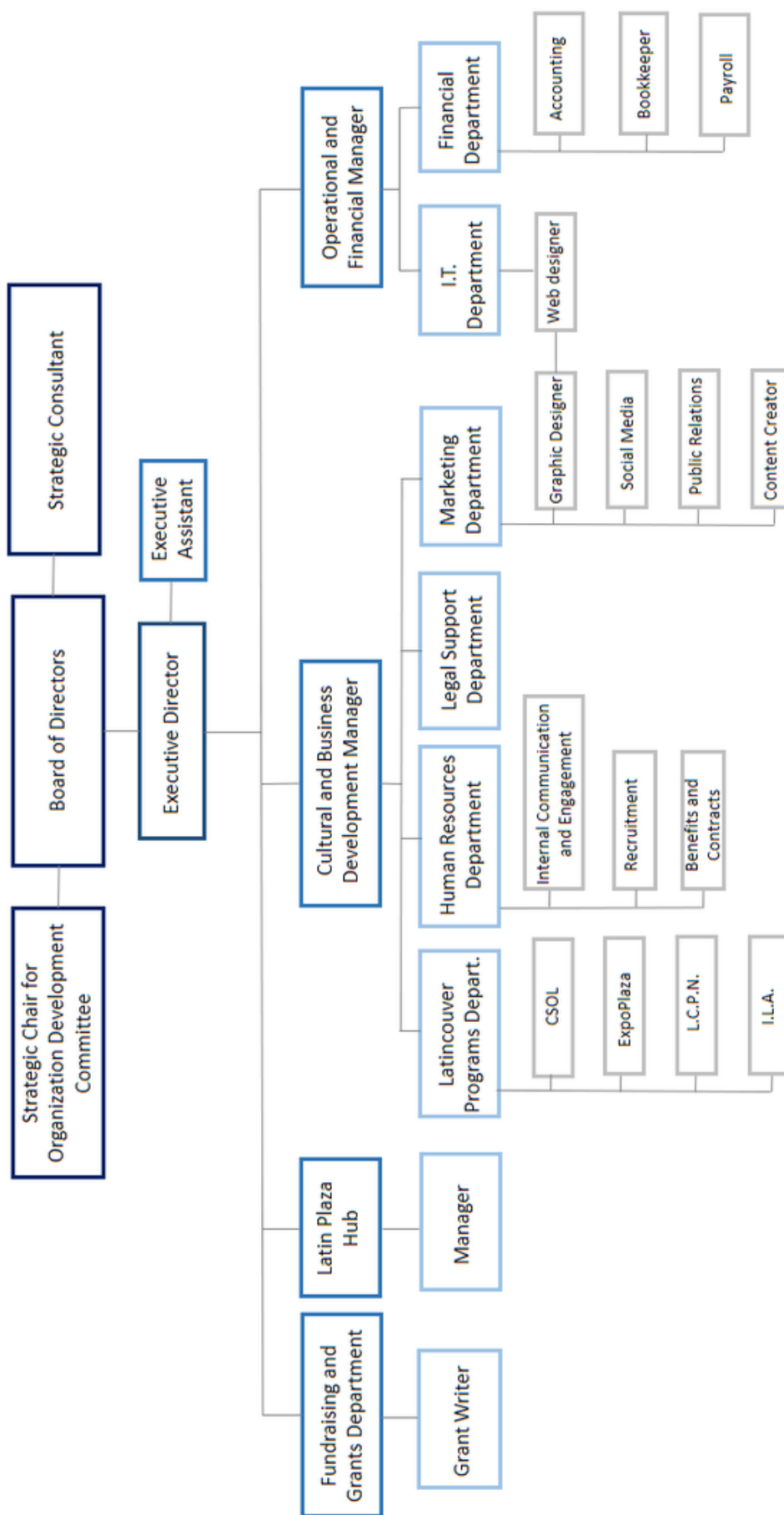


**Xavier Wenzel**



**Martin F. Pinho**

# ORGANIZATION CHART



# TIMELINE

## 2008: Time to Create a Latino Plaza in BC?

In 2008 Paola Murillo felt there was a need for Latinos to feel more welcome in our City and invited a group of friends to join this new concept of a Latino Plaza in BC. A Latin Plaza was in the works. The name "Latincouver" just sounded right, the perfect mix between Latinos and Vancouver. We got together and organized the first Latino Breakfast Event once a month. We worked from a small studio in the Westend.

## 2010: 2nd Carnaval del Sol

Our 2nd Carnaval del Sol had its first outdoors edition at Strathcona Park. We celebrated other events. Latincouver also hosted the 1st Halloween party. For the first time the Mayor of Vancouver joined Carnaval del Sol and played soccer with the Latin American Consulates.

## 2012: ExpoPlaza & Inspirational

Another special year for Latincouver. We launched 2 new programs. Expoplaza Latina was created to explore the business liaisons between Canada & Latin America. The Inspirational Latin Awards was created to recognize outstanding Latin personalities thriving in our Province. This year Carnaval del Sol was extended to a 2 – day event, one day was not enough for that much fun.

## 2014: 10 Most Influential & More

Latincouver was honoured to host and present the 10 Most Influential Hispanic Canadians Ceremony celebrated for the 1st time in Vancouver. This year our work was being eyed by other levels of the government, we received the "Latin American Week" proclamation by the BC Government. First official office for Latincouver located in Gastown.

## 2016: Latin Innovation Hub

Becoming the Latin 'plaza' has always been the goal of Latincouver. After much door-knocking, in 2016, the Iranian and the Latin communities united to create affordable office space for entrepreneurs in The Latin Innovation Hub. In 2016, the Canadian government invested for the first time \$118,000 for our main activity, Carnaval del Sol. Latincouver needs to continue advocating for the integration and the celebration of our culture, especially because we believe in welcoming everyone to a common place.

## 2009: Latincouver's Website Launch

We were welcomed within the Latin American communities in 2009 with a huge launch Party. Latincouver "The Virtual Plaza in BC" was officially born. We presented our 1st Carnaval del Sol in Vancouver at the Hellenic Community. Our 1st Website version was introduced.

## 2011: Green Events

The strong support from Latin American Consulates and BC Government helped us growing tremendously. The Colombian Consulate gave us recognition for our efforts. We had David Suzuki as our main speaker at the 3rd edition of Carnaval del Sol, held for the 1st time at Granville Street. The same year our Director, Paola Murillo, received an award as one of 10 most influential Latin in Canada. We build a partnership with Cuso International who donated an office space for one full year.

## 2013: Official Recognition

The city of Vancouver recognizes the importance of Latincouver and officially proclaimed "Latin American Week". The certification was given to Latincouver during the 5th edition of Carnaval del Sol. The website continued developing and Expoplaza Latina 2013 had more presence in the business hub of Vancouver. We moved to Educacentre, a French partner who donated for a full year our rent at half price.

## 2015: Seminar Series

In pursuing a better knowledge of Latin American & Canadian Businesses culture in Vancouver, we developed 'Expoplaza Latina – Seminar series' throughout 2015 with the strong support of the Latin American Consulates. Carnaval del Sol needed a better location to be able to host attendees coming from further corners of Metro Vancouver, and we changed the location of Carnaval del Sol from Granville Street to Concord Pacific Place.

## 2017: Latincouver's Growth

We were able to hire two permanent positions, in order to improve our organization and to better serve the Latin American community in BC. This step is just the beginning of a new path that we are envisioning for Latincouver.

For the first time in Latincouver's history we have received funding from all levels of Government.







### About the program:

Latin-Canadian Professional Network (LCPN) is a program created by Latincoover where students, job seekers, newcomers, entrepreneurs, companies, and non-profits receive exclusive benefits from Latincoover and its partners and learn how to utilize their assets and contribute to the local economy. Through networking business breakfasts and a membership program people have the opportunity to share experiences and expand their professional connections allowing business to grow and providing opportunity to tap into Vancouver's Business Network.

## LCPN BREAKFASTS AND NETWORKING EVENTS

Latincoover wants to be the place to create business opportunities in BC and Latin America. To make this possible, Latincoover also highlights entrepreneurial success stories at each networking event, hosting speakers that comes from different backgrounds. In 2017, Project Managers, Entrepreneurs, Public Speakers, Software Engineers, CEOs, Insurance Brokers, Counselors, Coaches and Leadership Consultant shared their experiences and inspired both Latin American entrepreneurs and locals in BC.

Each of the Business Breakfasts has a topic that is based on the speaker of such event. The topics of these 8 BBs included: "Tools to Program your Professional and Personal Goals for 2017", "Getting your message across through public speaking" "Zero to breakthrough LinkedIn Marketing", "Growing your business by growing your mindset: Thinking about success from different perspectives", "Looking to become a Millionaire in Canada? Tactics for writing a Strong Business Plan", "Transforming Obstacles into Opportunities, How to turn obstacles into opportunities-the Secret".



### PARTNERSHIPS

La Terraza Restaurant, who didn't charge us for the venue, became the main partner for the LCPN program this year. With the support of this restaurant and its owners and employees, Latincoover was able to host all breakfast events at the same location, in the heart of the downtown area, in a nice environment. This connection with La Terraza helped our events to be even more professional.

### Jan 2017 to Dec 2017:

- 8 Networking breakfast
- 282 attendees
- 10% of attendees LCPN members
- Over 200 businesses connected
- 1,000 hours of volunteer work for this program

### WORK BC/ AVIA

This important partnership will give us the opportunity to promote our programs with job seekers and help our community with the services provided by Work BC / Avia. With this partnership, Work BC/Avia will offer the venue for LCPN presentations selecting speakers for interesting topics related to job placement. They will also provide the food for the attendees. Latincoover only needs to promote the event through websites, our Social Media channels and database, and help to choose the topic.



## LCPN MEMBERSHIP

Latincouver is motivated by the idea of new businesses and talents supporting economic growth in B.C. by creating new opportunities between the province, Canada, and Latin America. Our business plaza was created to offer the perfect environment to start, develop, and succeed in the B.C. market. The actual membership program was created to better help the members to develop their businesses, access networking opportunities, and receive exclusive benefits:

- **STARTER Membership:** A good start and great discounts to join Latincouver's networking events to students, job seekers, newcomers, or individuals who are in Canada for less than 3 years.
- **BASIC Membership:** A program tailored to your business that offers the benefits from partners as CFIB (Canadian Federation of Independent Business), and is the gate to promote your non-profit organization, your small business, and you as a self-employed or entrepreneur.
- **PRO Memberships:** For those who want it all. Your free access to LCPN networking events and exclusive rates to services offered by Latincouver and its partners. This is the best way to promote your business and receive the CFIB benefits for LCPN Members.

In 2017, Latincouver had 5 members joining the program for the first time.

## SPONSORSHIP

Thinking of the future for the Business Breakfasts, we believe that a sponsor that would support this event would make the difference and be crucial to maintain this program.

With this said, Latincouver is constantly looking for sponsors to support the LCPN program. The Sponsorship Package 2017 offer two options: \$500 to sponsor one event or \$5,500 the whole year.



## SUMMARY OF 2017 AND FORECAST OF 2018 FOR LCPN PROGRAM

INCOME	2018	2017	2016
Memberships	\$18,000.00	\$10,385.00	\$6,378.00
Business Breakfast (BB)	\$2,700.00	\$2,530.00	\$1,325.00
<b>TOTAL INCOME</b>	<b>\$20,700.00</b>	<b>\$12,915.00</b>	<b>\$7,703.00</b>
<b>TOTAL EXPENSES</b>	<b>\$9,300.00</b>	<b>\$5,200.00</b>	<b>\$1,056.20</b>
<b>REVENUE LCPN</b>	<b>\$11,400.00</b>	<b>\$7,715.00</b>	<b>\$6,646.80</b>





### About the program:

ExpoPlaza Latina (EPL) is the premier platform connecting Western Canada and Latin America for business exchange through panel discussions, with high-profile speakers and networking events. As part of the larger Latincouver umbrella, ExpoPlaza Latina aims to tap into trade opportunities between companies and organizations in the Pacific Northwest and Latin America, as well as to become a hub to share experiences and entrepreneurial endeavours.

Our EPL Program greatly progressed in 2017. For first time, we have been able to make money and ensure that people were paying for their entrance ticket.

When we started the program in 2013, we were assisted by a grant we obtained for \$20,000. However we have not obtained any further grants or major sponsors for EPL thereafter. We have experimented with different models, from 1 major annual event to 4 small events a year. For 2017, we focused on two main events and some round tables:

**1 March - A New Pacific Nexus : Canada, Latin America and Asia**

**5 Roundtables with key members to evolve the subject**

**21 Nov - Woman in the Americas, leading the path in innovation and technology**

Together these two main events brought 275 attendees, and we were able to cause a directive impact in the proliferating knowledge of business opportunities between Canada, Asia and Latin America. We expect in 2018 to organize monthly meetings to continue the dialogue with interested parties.

### HIGHLIGHTS ABOUT EXPOPLAZA LATINA 2017

- ExpoPlaza Latina was a success in 2017 because their sponsors and the partnership with CIC Vancouver for event : A New Pacific Nexus: Canada, Latin America and Asia.
- ExpoPlaza Latina has now established as its own brand and other organizations and event look for partnerships to put together their events. E.g GLOBE, CIC, CCA, Mining opportunities.
- ExpoPlaza Latin should continue to leverage partnership in order to maintain its name alive.
- Topics in technology, Start-ups, sustainability , Corporate Social responsibility, international trade and woman in business should supported through partnerships.
- Regrettably, lack of funding and dedicated resources continue to be a challenge for ExpoPlaza Latina. In order to keep and develop this program, will always need a full time skilled and dedicated Project Manager on site- in order to produce a successful event. To support this, an ExpoPlaza Latina manual is being developed and should be completed by Dec 2018, and we remain looking for sponsors, supporters and grants.

ExpoPlaza's team has been working very hard with the goal of educating audiences about Latin America in Western Canada since 2013. Next year, and we are looking forward to keep promoting discussions concerning key issues on Canadian and Latin American business markets, in topics like in 2018.

INCOME	2017	2016	Var(%)
Tickets	\$6,603.25	\$3,977.85	66%
Sponsorship	\$9,689.00	\$3,500.00	176.82%
<b>TOTAL INCOME</b>	<b>\$16,292.25</b>	<b>\$7,477.85</b>	<b>117.87%</b>
<b>TOTAL EXPENSES</b>	<b>\$14,054.55</b>	<b>\$7,805.25</b>	<b>80%</b>
<b>REVENUE EPL</b>	<b>\$2,237.7</b>	<b>-\$327.4</b>	



### About the program:

At Latincover, empowering people has always been among our main priorities. The Inspirational Latin Awards is our way of recognizing those individuals with outstanding achievements from the Latin American community in BC, and in few cases, overseas.

This event is our special gala, where we recognize distinguished inspiring members of the Latin American community for their outstanding achievements, and for those who have shown tremendous support for a company or an organization that contributes to Latin America as well as BC's economic and cultural development.

The nomination categories recognize achievements that range from arts and culture through to business and innovations.



One of our major disappointments in 2017 was ILA since we weren't able to deliver what we planned for this program. We had an excellent Project Manager and a great team behind, but we had to call off the event.

In an effort to support our friends, families, and compatriots affected by the devastating natural disasters in México and the Caribbean, Latincover has chosen to temporarily postpone the upcoming celebration of the Inspirational Latin Awards to a more appropriate time, so as to allow our team to focus its resources on fundraising and support efforts for victims of the earthquakes and hurricanes in the south. We supported and participated in events as the fundraising event "Together for Mexico", organized by the Mexican Community in Vancouver, and the initiative from the Consulate General of Mexico in Vancouver, collecting donations. Our efforts were online and offline, participating in those events and sharing information about how to donate and support those affected. In the beginning of December, Latincover hosted the event Giving Back to Latin America, directed to assist victims of tragedies, share opportunities to volunteer in Latin America and support different projects.

In 2018 we would like to have this event but we will like to have it with the support of Hispanic Business organization in Toronto, who organizes every year the 10 Most Influential Hispanic in Canada. We have already had a partnership in 2014 with this organization, which is a bit different than ours. However, we believe this will help us to create a stronger event and find more funding.

We didn't have the event, but we had some improvements for the program. Planning, campaign in getting nominees and exposure shows excellent presentation in the 2017. Nominees that were nominated for 2017's event had shown gratitude for the opportunity to be part of this project, even though there was a cancellation. They are grateful about the exposure and projection to their career, which proves us this event is important for the community.

The creation of ILA's own website shows a great improvement to the program, as the new category that will recognize "Digital Influencers". We hope ILA will be a great success in 2018 and we will keep empowering people in BC.

**LATIN  
AMERICAN  
WEEK****CARNAVAL  
DEL  
SOL****About the program:**

For the last 9 years, Latincoover has successfully hosted the biggest Latin American festival in the Pacific Northwest. Recognized by the Province of British Columbia and the City of Vancouver, this festival has all the excitement, colors, and tastes for everyone.

The shared objective of Carnaval del Sol and Latin American week is to act as a much-needed bridge between Vancouver's rapidly growing Latin American community and other communities. This festival is an out-picturing of la plaza, because it connects people through arts and culture and provides a space for interaction.

Latin American Week is the name given to the schedule of festivities presented in advance of Carnaval del Sol. Altogether, the ten days of events drew more than 110,000 attendees.

**LATIN AMERICAN WEEK EVENTS:**

LATIN AMERICAN WEEK		
<b>JUNE 10 - 24</b> Music on Wheels <b>FREE EVENT</b>	<b>JUNE 30</b> Roots and Ties <b>FREE EVENT</b>	<b>JULY 2</b> Canada Day Parade <b>FREE EVENT</b>
<b>JULY 2</b> Fiesta Blanca Salsa Cruise	<b>JULY 4</b> Latin American Film Night	<b>JULY 5</b> Flamenco, Tango and Wine in One Night
<b>JULY 8 - 9</b> Carnaval del Sol <b>FREE EVENT</b>		
<b>CARNALDELSOL.CA</b>		





## LATIN AMERICAN MUSIC ON WHEELS

JUNE 10TH – JUNE 24TH



Location	Various locations in Downtown Vancouver
Total artists	29
Attendees	800+
Major Sponsor	Canadian Heritage

For the first time in Vancouver, Latin American Music on Wheels offered a unique opportunity for young artists from different cultures to actively engage with music and gain experience performing in different, fun, and exciting environments.

## ROOTS AND TIES

JUNE 30TH



Location	Waterfront Theater, Granville Island
Total artists	15
Attendees	250
Major Sponsors	Canadian Heritage Granville Island

This event was free of charge during the Latin American Week.

Roots and Ties was a multicultural evening highlighting the Latin American and Canadian relationship with First Nations and Indigenous peoples, through dance, storytelling, and the sharing of legends and personal experiences by Canadians of various backgrounds, including Latinos and First Nations peoples.

- Latin Legends and Storytellers
- Prologue of a book about the history of Latin Americans in BC
- Photo Exhibition
- Latin Youth Video Contest

## CANADA DAY PARADE

JULY 2ND



Communities	11	Major Sponsor	Mobi
Participants	350	Countries involved	Brazil, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, El Salvador, Honduras, Mexico, Peru, and Venezuela
Total artists	30		
Attendees	600,000+		

The Canada Day Parade offered a great opportunity to showcase Latin American cultures to thousands people who attended. The Latinos were vibrant and enjoyed being part of this community event. Latin Americans recreated the flora and fauna of their birth nations, and opened their section of the parade with two large, beautifully decorated butterflies, followed by typical handmade birds from the tropics. Each community group was led by a bicycle decorated with flowers to identify and label that nation. An amazing Latino DJ played the best music of Latin America, and the communities walked and danced to the different rhythms of Latin performers like Axe Capoeira from Brazil.

## FIESTA BLANCA CRUISE

JULY 2ND



Attraction	3 Latin DJs
Total artists	3
Attendees	300
Sponsor	Vita Coco

Fiesta Blanca kicked off Latin American week with a "white party", but Latino style. We partnered with Salsa Cruise and Latin fever DJ Sanchez, DJ Baconao and Milu DJ. This was an important event to network and connect with some of the influential Latinos in the city, while sharing our music, and showing the public what the rest of Latin American Week had in store for them. All of the attendees had the opportunity to take pictures at the Vita Coco booth and with our mobile picture frame.

## LATIN AMERICAN FILM NIGHT

JULY 5TH



Location	VANCITY Theater
Attendees	180
Total films	2
Films	Samba & Jazz, Brazil and United States Viaje , Costa Rica
Sponsor	Cuso

For the first time Latincouver worked and partnered with the VIFF (Vancouver International Film Festival). Together we presented two different Latino films from Brazil and Costa Rica. Thanks to our partnerships, we were able to double our exposure through our members and fans, and were able to promote the event through social media advertisement as well as traditional media. All of these marketing strategies helped us to sell out both shows within weeks.

## FLAMENCO, TANGO AND WINE IN ONE NIGHT

JULY 5TH



Location	Roundhouse Community Arts & Recreation Centre
Total artists	40
Attendees	240
Sponsor	Primerica

Also for the first time, Latincouver proudly presented, in collaboration with Flamenco Rosario and Argentine Tango Lab, a night of raw, powerful award-winning flamenco and tango dances and shows in an intimate setting at the Roundhouse.

The event featured Gabriel Palatchi Band and a sommelier from Christopher Stewart Wine and Spirit who provided a learning experience on selecting and tasting Chilean Wines.

## CARNAVAL DEL SOL

JULY 8TH - 9TH



Location	88 Pacific Blvd. Concord Pacific Place	Main Team	45
Volunteers	250	Major Sponsors	Canadian Heritage, City of Vancouver, British Columbia Arts Council, BC Gaming, Douglas College, La Taqueria, Vancouver Board and Recreation, YVR, Vita Coco, West Park, AON
Total artists	400		
Attendees	110,000+		

Carnaval de Sol is the biggest Latin American Festival in the Pacific Northwest. It is comprised of two days of live music, art, dance, sports, food, games, poetry and more in celebration of Latin American Cultures. In 2017, Carnaval del Sol brought together more than 450 artists from different Latin American countries, 250 volunteers, 90 vendors and we supported our community by helping them make dreams happen in true Latin American Plaza style.

These events brought Latin American culture and traditions to British Columbia, with the purpose of supporting and enabling local Latin American Communities to grow together, while sharing their heritage with Canadians. In 2017 all events together drew more than 110,000 attendees during the week. We had a huge loss this year with the money that it was stolen (\$20,000) on Sunday night. There were 2 big lessons that we learned; first to increase our security and procedure system; second that when the money was lost there was no concrete action to help the organization to raise the money back.

We were very lucky to count with the support of a grant which it is supposed to be spent in 2018, so we need to ensure that we need to bring that money to the festival 2018.

## Forecast Carnaval del Sol and the latin American week

Carnaval del Sol			
INCOME	2018 / Cash	2017	2016
CSOL	\$526,000.00	\$367,873.91	\$277,301.00
L.A.W.	\$15,000.00	\$12,744.00	\$4,122.00
SolFiesta	\$12,000.00		
TOTAL INCOME	\$553,000.00	\$380,617.91 (\$ 398,617.91)	\$281,423.00
TOTAL EXPENSES	\$523,200.00	\$354,862.35	\$265,299.00

# IMPACT

**33,522**

*Hours of volunteer service*

**753,600**

*People interacting with us  
during the year (on-site)*

**198,912**

*Online Plaza  
(Social media followers,  
newsletter, subscribers,  
website user)*

**30 +**

*Year-round events to  
engage the community*



*last year's*

# GRANTS

Grants are important for nonprofit organizations to help establish themselves, supplement their resources, and support their mission statement.

Latincouver made efforts, in 2017, to find more ways to receive grants, and we increased the number of funds applications we submitted. As a result we increased our overall funds for the year. We worked with BC Alliance to seek out additional grant opportunities, but none of these paid off. Our goal for 2018 is to seek out personal connections with corporate sponsors to increase our success rate.

**Challenges:** Most of our grants are for CSOL, but we are working on expanding that to include other programs. Manpower is an ongoing challenge.

**Highlights:** For the first time, we received grants from different granting bodies with whom, in the past, we have been unsuccessful.

**Action plan for next year:** To revamp our sponsorship package. To reach out to sponsors earlier, and to try to make personal connections with major sponsors like a bank and a telecommunication company.

**50%**

*new funders increased*

**55%**

*finance growth*

Details	Year 2016	Year 2017
Funding applications prepared:	7	35
Funding applications approved:	4	9
Funding dollar amount approved:	\$129,600	\$ 200,975
Funding applied for - pending approval:	\$0	\$0

# MARKETING & COMMUNICATIONS

Latincouver has an already established network of **more than 15,000 followers / fans** on social media. Latincouver website averages **over 5,500 page views per month** and we have around **10,000 subscribers** to our newsletter. This translates into a great market potential for other organizations brands to join and explore.

Latincouver **online and offline platforms** are powerful tools for potential partners to advertise to the diverse public that form our community.

Our membership is composed of artists, students, newcomers, cultural enthusiasts, and entrepreneurs, with a demographic that includes a variety of nationality and backgrounds. Our community is composed of anyone who wants to engage, interact, and develop Latin American culture, business, or social exchanges within a Canadian context.

The Latincouver marketing team promotes our programs and activities and other organizations campaigns through our partnerships and paid advertisement.

The following is an **overview of both offline and online activities done to support the Latincouver brand and its partners**. We also engaged more business partners cooperating with the organization to reach a variety of communities in British Columbia

## ADVERTISEMENT OVERVIEW

Latincouver promoted several business and events between Jan 2017 and Dec 2017, the list of these companies/events promoted is the following:

- Vancouver International Film Festival
- Flamenco Rosario
- World Indigenous Basketball Challenge
- Charanga Habanera
- City of Nations
- Lab Art Show
- Karuara: People of the River

Most of those agreements listed benefited Latincouver in promoting its brand among the target audience. Some agreements were made in form of in-kind and others were paid according to the Media Kit.

In-Kind deals were used as way to sustain the organization and get good, services, or transactions, when a monetary compensation was not possible. Latincouver benefited from tickets and entrance fees for events and our brand exposure through different events.

Latincouver also promoted its brand through events with partners organization. We participated in some of the events but not in all of them due to limited availability staff.

We promoted Latincouver in our partner events through banners, flyers, and offering speakers.

Here is the list of the events Latincouver participated in 2017 and how we participated on them:

- Salsa by the Sea (activation table)
- Casa de Amigos (activation table for Carnaval del Sol and Latincouver)
- Vancouver's 1st ever Afro-Caribbean-Latin inspired talent search (judges)
- UBC press conference (1 staff member to cover the event on social media)
- 150 years and beyond; The impact of Diaspora on Canada (CUSO)- (speaker)
- Career Education & Settlement Immigration Fair - (activation table)
- Fundraising event for Mexican earthquake - (Latincouver sold food and collected donations)
- Transforma: Bogota es Mundo y escenario de cultura - (speaker)
- Harmony Festival & Ferry Building Gallery - (activation table)
- Walk for Reconciliation - Latinos in BC - (participated in the parade and had an activation table)
- Spanish Book Fair - (banner)
- YVR Chill out -( activation table)

### Accomplishments:

We were able to increase the number of followers and engagement on Social Media.

Through our partnerships and participation in different events, we were able to actively promote Latincouver bringing brand awareness and giving the opportunity for volunteers to attend different kind of events.

A Media Kit was produced by our design team. With this, we were able to be more clear about our digital advertisement packages offered to companies interested in reaching our community.

We started to develop partnerships with universities and colleges. These partnerships will help us to attract not only sponsorship to our programs but also will help Latincouver brand awareness throughout the international student community in BC.

INCOME	
Paid Advertisement	\$1,050.00
In-Kind (not monetary compensation)*	\$10,275.25
TOTAL INCOME	\$11,325.25
*The work done by staff and volunteers includes: Preparation and posts for Social Media channels, newsletters, blog articles, creation of website events, ads, social media coverage at events, photographs, draws to engage audience, and others.	

# CALENDAR



**LatinCouver**  
The Latin American Plaza in BC

JAN 25	<b>LCPN</b> Latin Canadian Networking Event	FEB 22	<b>LCPN</b> Latin Canadian Networking Event
MAR 30	<b>ExpoPlaza Latina</b> <b>A New Pacific Nexus</b>	APR 26	<b>LCPN</b> Latin Canadian Networking Event
APR 26	<b>LCPN</b> Latin Canadian Networking Event	JUNE 30 - JULY 9 <b>Latin American Week</b>	
JULY 8-9	<b>Carnaval del Sol</b>	JULY 26	<b>LCPN</b> Latin Canadian Networking Event
AUG 30	<b>LCPN</b> Latin Canadian Networking Event	SEPT 27	<b>LCPN</b> Latin Canadian Networking Event
OCT	<b>Inspirational Latin Awards Ceremony</b>	NOV	<b>ExpoPlaza Latina</b> Connecting Ecosystems in the Americas. Start-ups and Innovation
DEC	<b>LatinCouver</b> Holiday Celebration		

Join us at one of our many  
events this calendar year!

Find out more at [www.latincouver.ca](http://www.latincouver.ca)

# ONLINE COMMUNICATION INCLUDES:

## FACEBOOK

Groups "Latincouver" and "Carnaval del Sol"  
13,408 Page Likes  
8,676 Followers  
1,640 Visitors

## INSTAGRAM

Latincouver & Carnaval del Sol  
1,633 Posts  
2,026 Followers  
1,178 Following

## WEBSITES

Latincouver \* : 17,642 Users  
55,446 Page views  
ExpoPlaza : 9,223 Users  
2,600 Page views  
CSOL : 112,731 Users  
34,503 Page views

## NEWSLETTER

Bi-weekly  
10,661 Subscribers

## LINKEDIN

444 Followers

## TWITTER

@latincouver & @CarnavalDelSol  
16,729 Tweets  
3,776 Followers  
2,653 Following  
3,419 Likes

## YOUTUBE

83 Subscribers  
45,979 Views

# OPERATIONS

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Operations department is responsible for the inflows and outflows of cash during the fiscal period. Our job duties typically broad in scope and do not deal only with the small day-to-day transactions of the organization.

One of the most significant duties in our department is to develop budgets and cash flow for the short and long-term and to create Internal and External Financial reports.

In another hand, the Operations department also set goals and objectives and establish policies for various departments in the organization. For example, operations manager duties include sales forecasting and planning of sales promotions. In cooperation with other managers, they help establish procedures and put them into effect (goal-seeking)

## Financial

The Operations department in the last 12 months improved the system about the way that financial is managed. Our past goal was to keep track of all the invoices and expenses into the Quickbooks System, this because in the past we were working only on a spreadsheet.

## 2016 vs 2017 Comparison Numbers

**Total Revenue 2016: \$325,664**

**Total Revenue 2017: \$459,435 (+41.07%)**

**Total Expenses 2016: \$313,682**

**Total Expenses 2017: \$465,074 (+48,26%)**

## OPERATIONS WEBSITES:

### Latincouver Website

- We are working to update our website in every single page. We are focus on make the information more clear for the visitors, but also for us in terms to keep the website up-to-date all the time.
- We have a team working in all the different aspect of the website: Jobs, Events, Content and Pics.
- We are also working in a new website which will be available as soon as we have our currently website updated. This new website will keep the same information but with a more user-friendly environment and a better template

### Inspirational Website

Our team worked hard to complete a fully new Inspirational Awards website, with a fresh and stunning layout. A team of 4 people were working to have a website that is clear, elegant and optimized.

#### Next Goal:

- To move for the new website using fresh content

### Carnaval del Sol

- The Carnaval del Sol website was 100% online during our festival, without black-out

#### Next Goal:

- To automate the application process for Exhibitors/Vendors/Volunteers through Infusionsoft program

## OPERATIONS ADMINISTRATION:

### 2017 Financial accomplishment

- We successfully updated all the information into Quickbooks .
- Invoices, Expenses, Petty Cash, Etc. are available online and working fully updated. In this way, We can provide of reports as soon as are required
- We have a day by day conciliation with our bank
- Financial Statement 2017 was done based on the information collected by the system, in order to facilitate the way we gather all the information, rather than using excel.
- Cash Flow 2017 being updated every month
- Financial Statement 2017 available for the board on PDF file.

### InfusionSoft

- We started by the end of 2017 implementing InfusionSoft to automate our process such as volunteers applications, newsletters, members management and database. We are getting used with the system, going through process of training and getting familiarized with all the features. Therefore, the software will be at its full operation, with all the information updated, by the end of 2018.

### Goals for 2018

- Our next step for 2018 is to have an automated process to write cheques, this will help us to improve substantial our payment process because now will be the system who will print cheques.
- Financial Statement 2018 done by Early February 2019.
- To have our full database updated



# HUMAN RESOURCES

Latincouver is a non-profit organization where the collaboration of volunteers is essential to us. Latincouver is a place to grow and an opportunity for most immigrants to enter the job market, since they face some difficulty to get a job similar to the one they had in their country. When this happens, volunteer work is a great opportunity to gain Canadian experience.

## The main HR processes in Latincouver are:

Human Resources Planning:

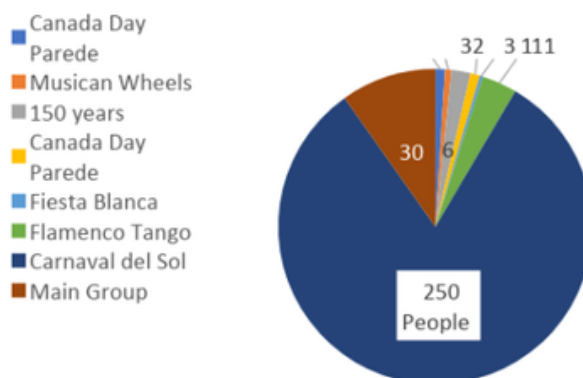
**Job analysis:** we identified job titles, duties and responsibilities for CSOL and other events

**Job description:** The job description is written collaboratively by coordinators and human resources

## Goal-setting:

- The goal of the number of volunteers - 350 for CSOL and LATAM
- Implementing Recruiting strategies
- Engagement of volunteers (creating atmosphere, birthday celebration, parties for volunteers)

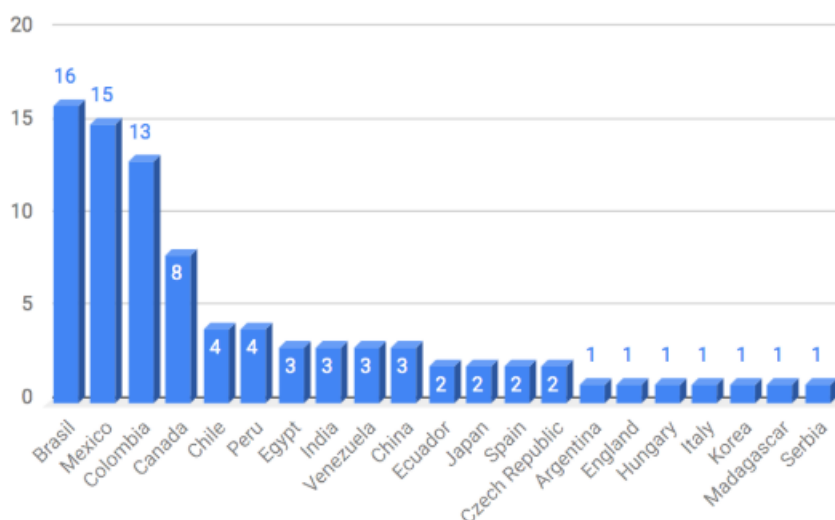
Number of Volunteers for Event



In Latincouver during the year people from 22 countries were working.  
65% - from Latin America

Volunteers from 30 countries participated in CSOL

Diversity by countries



# HR PLAN FOR 2018

1. Ensure that 100% of time Latincover has 100% positions closed according to recruiting plan for the year
2. Update team-drive with all instructions, manuals and databases till September 15, 2018  
Monthly newsletters  
Develop engagement processes for volunteers  
Work on corporate culture and obtain 95 - 100% positive rating and feedback after finishing volunteering with Latincover
3. Establish connections with universities/colleges and schools for attracting volunteers for internships and practicums and also events

## VOLUNTEERS SUCCESS STORIES:



**Milena Godoy**

Referral: visitor at event

Coordinated HR department

Her take away: new contacts, new experience of organising events, language improvement

Currently works for MOSAIC

**Ricardo Gomez**

Referral: member of current team

Web designer

His take away: new contacts, updated portfolio

Currently works for Avafina Commodities Inc



**Patricia Einsfield**

Referral: online volunteer post

Worked as Graphic Designer

Her take away: new contacts, updated portfolio, which allowed her to obtain her current job

Currently works for Quality Craft Ltd. as Graphic designer

**Pamela Mondragon**

Referral: online volunteer post

Coordinated HR department

Her take away: new contacts, new experience of organising events, referral from Latincover, which allowed to find a new job. Currently works for Swissport.



# WHAT'S AHEAD...

## SHORT TERM GOALS FOR 2018

*Each activity will help increase Latincouver's mission and will enforce our four pillars*

*Use our resources in a sustainable way*

*Have a physical space to organize our activities*

*Increase and serve our members*

*Prepare for our 10 years anniversary in 2018*

# THANK YOU FOR MAKING IT POSSIBLE!

**TEAM:**

Paola Murillo  
Juliana Fiallo  
Fabian Montenegro  
Pilar Hansen  
Pedro Moraes  
Adam Skaloud  
Ai Kitagawa  
Alejandra Manrique  
Ana Rocha  
Andrea Martinez  
Antonio Arreaga  
Brenda Shu Hawley  
Brendan Brock  
Brendan Staley  
Carolina Ordoñez  
Cindy Cely  
Cory Herman  
Daniela Carmona  
Daniela Gomez  
Deborah Leal Farias  
Deepack Roopchandani  
Denise Schnorrenberger  
Dennis Arellano  
Ekaterina Castellanos  
Elizabeth Alfaro  
Enas Ahmed  
Estefania Kühne  
Estela Fernandez  
Everton Tonini  
Fernanda Friedrich  
Flavio Morales  
Francisco Perello  
Glenn Sigurdon  
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Guilherme Freitas  
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Ivan Bento  
Itzel Rodriguez Joya  
Ivett Basa-Szabo  
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Jean-Philippe Dupont  
Jiddu Rivadeneira  
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Jordan Cheng  
Jose Ceron Ortega  
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Sandra Sallovitz  
Sara Garcia  
Scott Prea  
Shalini Sant  
Sheila Castro  
Silvana Fuentes  
Stefania Bracho  
Taanver Kaur  
Takashi Hirakimoto  
Tiffany Dinh  
Toqa Saeed Mouhamed  
Valentina Valor

Vanda Gajic  
Vivian Cho  
Xavier Wenzel  
Yolanda Santos  
Yudi Sönnichsen  
Zoraida Sanchez

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Timbro Production  
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Vancouver Board and  
Recreation  
Vita Coco

West Park  
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YVR International  
Airport

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Vancouver Business  
Network Forum  
Small Business BC  
VIFF  
Work Place  
Work BC

**Consulates:**

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Chile  
Colombia  
Costa Rica  
Paraguay  
Mexico  
USA

**Latin Communities:**

Argentina  
Brazil  
Colombia  
Peru  
Venezuela

# TOGETHER

## WE ARE ONE, WE ARE THE PLAZA!



Contact us:

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