



2021

ANNUAL REPORT

Latincouver Cultural & Business Society
December 2021



Latincoover is the modern-day Latin plaza in Vancouver, the social and economic hub of a city, and the heart of the community. We play an important role in bringing people together in British Columbia; hosting businesses; social and cultural activities throughout the year.

Our network and services allow you to learn more about Latin America and Vancouver. Be part of our plaza, where you can find the perfect environment with the proper tools and specific networks you need to grow.

www.latincoover.ca

Contact us at plaza@latincoover.ca.

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MESSAGE FROM THE PRESIDENT OF THE BOARD OF DIRECTORS



"Latincouver offers extensive professional services and programs to its members and the community through the LCBN, ExpoPlaza Latina, and Latin Plaza Hub. These programs' objective is 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."

Congratulations to our outstanding members, management team, volunteers, employees, partners, board members, advisors and all who made it possible to *create, develop and execute again* in 2021 despite a second year of Covid-19 restrictions and challenges.

Latincouver continues to look for ways to smooth the path for newcomers, as the Society has proudly served as a hub for our members to *find their first industry-specific* employment in Canada. In 2021, we implemented the Certified IT Technician Program and LCBN Affiliate University.

Our members obtain valued Canadian work experience through multiple volunteer positions, and connected with industry leaders through relationships fostered along 14 years of dedication.

Despite the challenges and restrictions against large gatherings, the Organization was able to host our community-beloved events, such as Carnaval del Sol, Carnaval del Sol (Hybrid), Latin American Experience Across the Americans, Verde Vancouver, Latin American Heritage Month (LAHM), concerts, hundreds of webinars, and activities. New programs such as Latino Senior Council, The Music Hack and Covid-19/Digitalization.

Our four pillars: Connecting Business, Supporting Communities, Promoting Culture and Empowering People, with new programs and projects will continue to be a part of the Latin American Plaza in British Columbia.

The contributions of everyone involved in the events and programs over the past year have been heartwarming, and we are continuously impressed by the professionalism, work ethic and innovation that each of you brings to your roles.

The Board continues to focus on transparency and compliance in all our activities. In 2021, much effort was made to restructure the Society into more sustainable and higher-quality programs. The Society today relies less on Carnaval del Sol as its most significant source of income, and, as mentioned above, has several programs. For 2022, we look forward to incorporating fundraising into the Society's income mix to decrease our dependence on grants.

On behalf of the Board of Directors of Latincoover Cultural and Business Society, we thank all of you for another successful year, and for enduring and persevering in 2021.

It has been an honour to support the Organization, and I look forward to continuing to support Latincoover in 2022, where We All Shine Together.

Kind regards,

Leticia Ramirez

President, Board of Directors

Latincoover Cultural and Business Society

MESSAGE FROM THE FOUNDER EXECUTIVE DIRECTOR



In 2021, we had to put into practice what we learned in 2020: to continue Reinventing ourselves while we execute what we do best: to connect our community with the Canadian mosaic. When I think of 2021, I think of new beginnings, a year when we had to use our strengths to keep on going. We hoped that things were going to be 'business as usual' or 'normal' as in pre-pandemic times, where we could bring people together, where hugs and smiles were part of the everyday life but again, we learnt that we had to go back to the 'new normal': masks, isolation, social distancing, closures, uncertainty.

It was yet another challenging year for the event and hospitality industry since we faced many unknowns due to the pandemic; however, as they say, from challenges there are also opportunities. Latincouver once again was able to deliver and succeed with our busy cultural event agenda, following all the government health requirements, and in addition and for the first time, we had other new activities that we were able to successfully execute and deliver through our other three pillars. We dug deeper inside these pillars to look for new opportunities, while keeping in mind our main spirit and purpose which is to connect and serve our community.

I am very proud of the new programs that we were able to implement and deliver via our Supporting Communities Pillar with the Senior Latino Council, Verde Vancouver, and COVID-19 Informative information, communication and podcasts to make our communities safer.

Additionally, we successfully delivered our first Project Based Labor Market Training (PBLMT) within our Empowering Pillar, and we executed a beautiful and much needed program through our Connecting Businesses pillar named: Shop Local. This program created awareness of the importance of supporting local businesses, and it went past 2021, to be continued in 2022.

We faced the challenging and uncertain reality of the pandemic, once again, with optimism and enthusiasm, keeping our guards up; we Reinvented ourselves and Reconnected within to have the best attitude whilst Reprogramming, Replanning and Rethinking. These allowed us to create new opportunities and programs through new partnerships and ideas with amazing results, thanks to a great team effort that resulted in benefits to our communities, and positively contributed to our society as a whole.

Personally, 2021 was a milestone in my life and Eric's with the 'landing' of our Esmeralda Julliette; a Carnaval del Sol baby who enlightened our lives even more and is now the centre of our souls and hearts. It has been an experience like no other and has taught me so much more about love, connection, and care. My passion for Latincover is intact and I see lots of opportunities down the road, but this motherhood feeling is marvelously new and exciting. I have been blessed to be a mother, and for that, I am extremely grateful. I will keep dedicating time to my 'Chiquitina' for a few months whilst recharging for the new exciting things we'll be doing in Latincover in 2022.

Last but not least, I would like to thank our Board Members, staff, volunteers, partners, supporters and friends that have made 2021 such a great year for Latincover, providing much needed energy, good vibes, optimism and vital contributions. **THANK YOU**, you held our backs through the 2021 pandemic challenges by believing, contributing and supporting us, **MANY THANKS**.

Sincerely,

Paola V. Murillo

Executive Director

Latincover Cultural and Business Society

MESSAGE FROM THE INTERIM EXECUTIVE DIRECTOR



2021 was a year of resilience and teamwork for Latincoover.

Latincoover's team grew significantly with valuable and diverse people that have made it what it is today, a safe-place to work where equity, inclusion and diversity are embedded in our bloodstream.

Just like 2020, we had to rethink Carnaval del Sol several times to adapt to the ever-changing regulations and restrictions surrounding the COVID-19 pandemic, but as we were already used to prototyping and ideating, we were able to create an expandable version of the festival that started out as a Drive-Thru experience, transformed into a 50-person event in time-slots, and ended up being an almost full-size version of Carnaval del Sol, with an amazing selection of performers, celebrating our LGBTQ2S+ community, and having a full-on party in our acclaimed Beer Plaza.

We developed new concepts that will stay for years to come, like the Stand Up Comedy & Magic in Spanish show, and the Latin Jazz Extravaganza featuring Orquesta Goma Dura's first performance in 3 years, and the debut of Juan Encinales Quartet, along with a series of concerts in Performance Works and a second season of our online series Carnaval del Sol: Across the Americas in a shorter but more impactful format.

Latincouver became more resilient by launching new programs that allowed us to better support our community in this ever-changing reality, like The Music Hack, a series of online workshops, and hackathon to enhance the digital skill set of our local artists and Verde Vancouver, a robust educational initiative aligned with the City of Vancouver's Climate Emergency Action Plan, and a Project Based Labour Market Training (PBLMT) to help members of our community gain skills to enter the Canadian labour market.

During Latin American Heritage Month, we safely welcomed thousands of guests visiting our Altar de Muertos, video mapping, art gallery, concerts and online activities, for the most successful edition of this hybrid festival to date.

Thanks to our amazing team, in 2021, we expanded our four pillars like never before:

SUPPORTING COMMUNITIES with weekly updates in Spanish, English, and Portuguese about the COVID-19 pandemic; creating episodes for our 2 podcasts: Latinos en Canadá (Spanish) and Brasileiros em Vancouver (Portuguese,) highlighting members of the community, artists, businesses and giving COVID updates with official information about immunization and other valuable topics.

We collaborated in the creation of the Latino Seniors Council and produced a series of events and activities for our seniors that will continue through 2022.

EMPOWERING PEOPLE with brand new online and hybrid programs like The Music Hack, PBLMT, and Verde Vancouver. Impacting thousands of members of our community not only strengthening their skills but also improving their mental health and fostering human connection, even online.

CONNECTING BUSINESS more than ever with the prototype of a new online platform for the Latin-Canadian Business Network, continuing the success of the LCBN Adapt Webinar Series and the online LCBN Café, developing exclusive social media for the network, and hoping to launch our platform for mid-2022 to continue building business bridges between Canada and Latin America.

PROMOTING CULTURE with a reduced but live version of Carnaval del Sol, welcoming over 8,000 guests with over 300 artists supporting over 30 local businesses, adding concert series and activities for over 2,000 people making the Latin American Hybrid Experience a big success highlighting BIPOC and LGBTQ2S+ artists from diverse backgrounds.

The biggest Latin American Heritage Month festival to date with over 30 activities, a brand new video mapping activity and a beautiful community-driven Altar de Muertos in Granville Island.

We closed the year with an amazing Salsa Navidad concert featuring Rumba Calzada and guests playing Salsa versions of Holiday classics blended with Salsa anthems.

In 2021 we planted the seeds of a year to come that will see us shine more than ever, thanks for being part of Latincover and for supporting our work with your memberships and donations. I am looking forward to seeing you in 2022.

iTe queremos!

Pablo Zacarías

Interim Executive Director

MESSAGE FROM THE OPERATIONS MANAGER



Resilience and Teamwork was indeed the name of the game in 2021 for Latincoover.

In the efforts to expand our coverage with, and for the community, we strengthened our Empowering pillar to help it be better prepared for this ever-changing world. The pandemic created a need in the market for Information Technology-trained people, so we started to look at ways to address the challenge, and look at several options to find funding. With the guidance of our Executive Director at the time, Paola Murillo, we started to work toward this goal in the summer of 2020.

The efforts paid off, and in February 2021, the organization was awarded a grant by the BC Ministry of Social Development and Social Innovation through their Community and Employer Partnership Fund (CEPF) with its program PBLMT: Project Based Labour Market Training. We called the project "Intercultural Certified IT Technician PBLMT," and had two major partners: Western Community College (WCC) – the education Institution, and the Progressive Intercultural Community Services (PICS) who gave us support in the Job Development area.

I had the privilege to manage and coordinate the PBLMT program with the assistance of our HR Manager at the time and our Executive Assistant back then. We successfully delivered and completed the 26-week program from March to September with 11 participants of different backgrounds and cultures. We had individuals from Belarus, Canada, China, Colombia, Korea, India, and Iran.

The whole PBLMT experience was a new frontier for the organization, and we were encouraged to start looking with the grants team for other funding opportunities to strengthen the pillar and thus, created new programs to capitalize on the learnings of the PBLMT. In Q3 2021, we were notified that a new grant for training was pre-approved by the Employment and Social Development Canada through their Sectoral Initiatives Program (SIP) for a project we called "Creating Paths for Employment in Tourism and Hospitality." The execution of the project is due to start in March 2022. This project will certainly keep us busy in 2022.

Our hard work with the grants team was also fruitful in strengthening our Supporting Communities Pillar, and in August 2021, we were pre-approved for a grant from the Public Health Agency of Canada (PHAC) through their Immunization Partnership Fund (IPF) for a project we call "Safer Spanish and Portuguese Speaking Communities". This will give the organization an opportunity to keep working towards a safer community by providing accurate/official and scientific information through different means: Social media, videos, podcasts, workshops, roundtables, trivia, etc. in the Latinx communities of British Columbia, Ontario, Quebec and/or Alberta. Special thanks to our volunteer Luisa Cunha and my recognition and gratitude to our grant writer, Lucia Pacheco, who is always looking for ways to improve and finance our three founding pillars: Empowering People, Supporting Communities, and the LCBN.

On the latter, the LCBN, we were awarded a grant from the BC Chamber of Commerce for a 'Shop Local' project to build on understanding and promoting the benefits of buying local for a stronger culture of support to local entrepreneurs through an online marketing campaign in Metro Vancouver. The LCBN, marketing and projects teams started the project in mid-December and it is due to finish in mid-February 2022. It is a fantastic opportunity for the Connecting Business pillar to be involved in events and activities to support the entrepreneurship of our community and small businesses in general.

All in all, we were able to bring financing to conduct events and execute different programs from our three non-traditional pillars: Empowering People, Supporting Communities and Connecting Business, to start walking alongside our brilliant big sister: our Promoting Culture pillar that keeps producing amazing events that bring joy, colour, music, and happiness to the community and promote the Latin culture that melts into the Canadian mosaic. That's what we are all about.

Martha L. Jara

Operations Manager

WHO WE ARE





ABOUT US

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 B.C., Latincouver creates physical and virtual spaces that allow Latin American culture, entrepreneurship, art, and social interaction to flourish within the Canadian context.

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

OUR MISSION

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

OUR PILLARS

Latincouver offers programs that are aimed at serving the community. The following four pillars guide our efforts:

- **Connecting business**
- **Empowering people**
- **Promoting culture**
- **Supporting communities**

In the following sections, we are going to explore what activities were carried out during 2021 and what our plans for the future are.

THE BOARD

BOARD OF DIRECTORS



Leticia Ramirez
President



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Deputy Board
Director



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Treasury of the
Board



Javier Navarro
Secretary of the
Board



Fabiano Maciel
Member at
Large



Felipe Gajardo
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Large



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Glenn Sigurdson



Marshall Gallardo

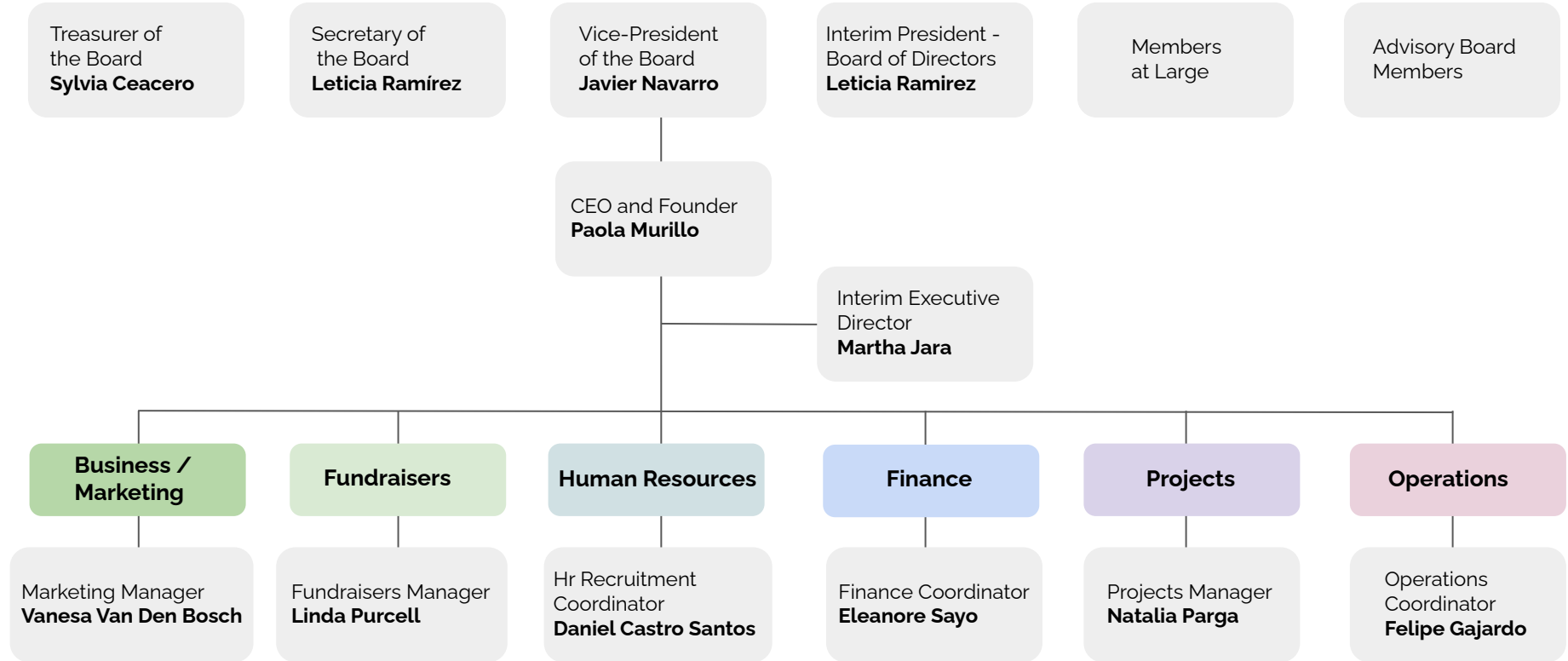


Xavier Wenzel



Martin F. Pinho

ORGANIZATIONAL 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 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. First ExpoPlaza Latina was created to explore the business liaisons between Canada & Latin America. After The Inspirational Latin Awards will see the light of this city 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.

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 got its eye on Latincoover establishing this series of events as the 1st "Latin American Week", an official recognition from the City. The certification was given to Latincoover while 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 of 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 became needed a better location to be able to host attendees coming from further corners of Metro Vancouver, we change locations of Carnaval del Sol from Granville Street to Concord Pacific Place.

2017: Latincoover's Growth

We were able to hire two permanent positions, in order to improve our organization and serve better the Latin American community in BC. This step is just the beginning of a new path that we are envisioning for Latincoover. First time in Latincoover's history where we received more funding from many different levels of Governments.

2014: 10 Most Influential & More

Latincoover 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 Latincoover located in Gastown.

2016: Latin Innovation Hub

Becoming the Latin 'plaza' has always been the goal of Latincoover. After much doorknocking, in 2016, the Iranian and the Latin communities have united efforts to create affordable office space for entrepreneurs in a place we call The Latin Innovation Hub. In 2016, the Canadian government invested for the first time \$118,000 for our main activity, Carnaval del Sol. This set an important tone for us to believe that Latincoover needs to continue advocating for the integration and the celebration of our culture, especially because we believe in welcoming everyone to a common place.

2018: 10-Year Anniversary

Latincouver and Carnaval del Sol celebrated its ten year anniversary of leading programs, hosting events, and supporting our vibrant and diverse Latin community in Vancouver. It was a show of immense pride as the Latin American community is continuously making significant and positive social and economic contributions in Vancouver. Ten years of bringing our culture, full of colours and flavours, to this beautiful city. Ten amazing years of bringing people together, supporting communities, empowering people, connecting business, and bringing happiness to a country that has welcomed us with open arms. Ten years of teaching the power of Latino culture from around the world, and of dreaming of having a physical space to connect the Latin American community in Vancouver. Today, we call this dream the Latin Plaza Hub. The Latin Plaza Hub was launched in 2018, and it was the first co-working space specifically connecting Canada and Latin America. It is also a place where we offer a fun and vibrant space for entrepreneurs and freelancers.

2019: Afro-Latin Roots

Latincouver and Carnaval del Sol celebrated the Indigenous and Afro-Latin American roots to acknowledge that we are on the traditional, ancestral and unceded lands of the Musqueam, Squamish and Tsleil-Waututh. Latincouver planted a seed to lead this journey of learning about Indigenous people and our identity and of creating more awareness about the richness of our cultures. As we shared and celebrated our traditions and diversity, we paid respect to traditional knowledge keepers and worked to build a bridge between all British Columbians so that we can live in a spirit of unity.

2020: Celebrating Latin American Women: Leading transformation in the new decade!

Latincouver believes that equal opportunities for individuals to develop their full potential make our society thrive. In 2020, we created a space to shed light on the contributions of passionate, hard-working women who make our societies a better place to live. Through this endeavor,, we were able to connect, exchange views, and show our appreciation to all women who have been working with our organization for the past 12 years, and to the female community members who have built our culture and heritage.

We co-created the SheLatina project with a group of amazing women, with whom we designed events and activities to contribute to female empowerment in Canada and Latin America. During Carnaval del Sol, we gave priority to acts that had female members, and most of our team was composed of strong, powerful, and inspirational women.

2021: The year of Re: Reconnection, Resilience & Regeneration

2021 represented a unique moment in human history. We were faced with unprecedented challenges, a new reality, and a world in peril.

The Climate Emergency, along with the COVID-19 pandemic and the social and economic challenges faced worldwide pushed us to think about how to rewild, regenerate, and replenish our ecosystems, reconnecting with our planet by remembering the teachings of our elders and ancestors, to recover our interdependence with Mother Earth, and all the beings that dwell on this land. With this in mind, project Verde Vancouver was born.

By strengthening our LCBN and Empowering People programs, we reinvented ourselves professionally and personally, showing resilience, releasing our creativity to reveal new skills and resurge as a revolutionized diverse and culturally rich society.

For LatinCouver, this was the year of 're'. We **reinvented** our organization by **refreshing** our programs with activities focused on our four pillars: Promoting Culture, Empowering People, Supporting Communities, and Connecting Business. Our activities, workshops, masterclasses, cultural events and mentorships are framed in a spirit to **rethink** our **reality** and **renovate** our community in hybrid formats that allow everyone to participate.

We recognize the role that our organization plays in **reuniting** and bring understanding of what it means to be a newcomer from Latin America in Canada and the richness that our cultures bring to this amazing country.

We **refreshed** our Carnaval del Sol with an exciting and resilient new format that adapted and allowed us to create an outdoor festival, concerts, and activities that **received** over 8,000 people and we **recorded** and **released** amazing new content. This includes the second season of our acclaimed series Carnaval del Sol: Across the Americas, and original **releases** that we hope you enjoyed as much as we did. We were proud to host the first Carnaval del Pride, celebrating our LGBTQ2S+ community for a whole day in Carnaval del Sol.

We **reframed** this crisis as an opportunity to **rebuild** a better world, **repair** and heal our **relations**, **reach** out to one another and **remember** that we are stronger than ever, that we are in this together and that we will **rejuvenate** and **reinvigorate** our reality.

In 2021 we **reconnected**, **regenerated**, and shined together, stronger than ever.

WHAT WE DO






LATIN-CANADIAN BUSINESS NETWORK



OVERVIEW

The Latin-Canadian Business Network (LCBN) was born in 2020 as the merger of two of Latincoover's most iconic programs, LCPN (Latin Canadian Professional Network) and ExpoPlaza Latina, to create a stronger platform to connect businesses, entrepreneurs, and job seekers across the Americas. LCBN is a hybrid program that includes online webinars (appropriately named ADAPT) and networking sessions (LCBN Café), along with trademark events such as LCBN Pitch Fest. LCBN is a program that provides the opportunity to share experiences and expand professional connections allowing students, professionals, and businesses to grow and tap into Vancouver's business market. Those who become our members receive exclusive benefits from Latincoover and its partners, and learn how to use their assets and contribute to the local economy.



The merging of LCPN and Expo Plaza into LCBN responds to the need of the community to grow professionally but also as businesses. LCBN is a program that successfully adapted to the “new normal,” getting attention not only from potential members and attendees, but also from universities and businesses seeking to tap into the growing Latin American community in British Columbia, while also seeking potential students from Latin America.

In 2021, LCBN became a very robust hybrid platform that allowed seamless online networking and learning, while also looking to foster meaningful business relationships and growth across the continent.

LCBN works as a social hub that focuses on business promotion and providing tools for business professionals to thrive in the Canadian mosaic through a membership-based program. Moreover, the support LCBN provides transcends the professional sphere with events, courses, mentoring programs, consultancy services that provide a lifestyle boost.

Our mission is to facilitate a connection between Canada and the Latin American community by creating a platform that leads to multi-beneficial collaborations, through capacity building and human relations, from our incredible partners to our amazing volunteers, whose contributions keep us going.

LCBN POTENTIAL MEMBERSHIPS

MEMBERSHIP PLANS

STARTER

~~\$99~~ **\$0**

- ✓ Limited access to LCBN social network
- ✓ Limited access to LCBN events
- ✓ Access professional consulting sessions
- ✓ Limited access to job board

REGISTER NOW!

[View details](#)

BASIC

**\$199
YEARLY**

- ✓ Limited access to LCBN social network
- ✓ Events passes and discounts
- ✓ 1 full online course and mentoring sessions
- ✓ Access professional consulting sessions
- ✓ Limited access to job board

COMING SOON

[View details](#)

PREMIUM

**\$599
YEARLY**

- ✓ Full access to LCBN social network
- ✓ Get a 25% discount on your third year in a row
- ✓ Up to 24 event passes and discounts
- ✓ 3 full online courses
- ✓ 3 mentoring sessions
- ✓ Access professional consulting sessions
- ✓ Full access to job board
- ✓ Limited brand visibility

COMING SOON

[View details](#)

PLATINUM

**\$1,500
YEARLY**

- ✓ 2 full basic passes
- ✓ Get a 50% discount on your third year in a row
- ✓ Full access to LCBN social network
- ✓ Up to 58 event passes and discounts
- ✓ 5 full online courses
- ✓ 7 mentoring sessions
- ✓ Access professional consulting sessions
- ✓ Full access to job board and job posting abilities
- ✓ Full brand visibility

COMING SOON

[View details](#)



Dashboard Community ▾ Events **Learning ▾** Jobs



Mentoring



Rodrigo Collaro

Mentoring in hospitality

Coming Soon



Andrea Welling

Mentoring in entrepreneurship

Coming Soon



Pablo Zacarias

Mentoring in creativity

Coming Soon



Laura Aveledo

Mentoring in entrepreneurship

Coming Soon



Dashboard Community ▾ Events **Learning ▾** Jobs



All Courses **10**

My Courses **0**

Alphabetical ▾ All Categories ▾ All Instructors ▾ **88** ▾



1 Lesson

Creativity & Resilience in the Art...



Pablo Zacarias is a transdisciplinary artist, entrepreneur, and creative...

\$40



0 Lessons

Grants & Goals: Making a case for...



0% Complete
0/0 Steps



1 Lesson

How to (crowd)fund your next creative...



0% Complete
0/1 Steps



0 Lessons

How to build and sell your own online...



0% Complete
0/0 Steps














Brian Golod
250,000+ Followers



Let's get started with Adapting Your LinkedIn profiles. We are going to go through every single element of you should be aware of so that your LinkedIn profile looks professional. You should look amazing because you have the ability to craft this LinkedIn profile. You should be able to match your resume here and stand out from everybody else. Let's remember that 99% of the users on LinkedIn don't understand LinkedIn, they don't know how to configure it, they

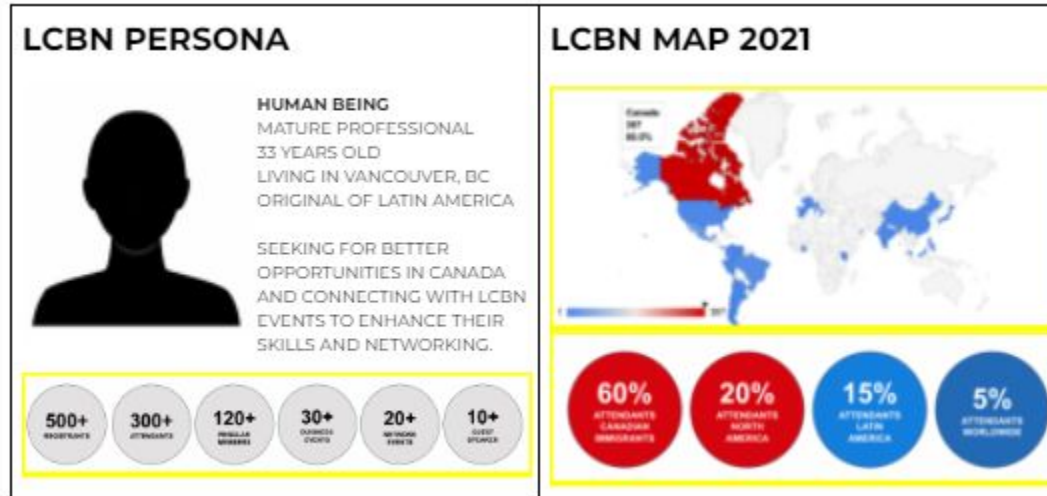
[Search Jobs](#)

☒ Freelance ☒ Full Time ☒ Internship ☒ Part Time ☒ Temporary

	Youth Leader, Alternative Suspension – YMCA Greater Vancouver YMCA Greater Vancouver The YMCA of Greater Vancouver is a charity...	 Abbotsford, BC	Part Time Posted 1 month ago
	Manager, Y Mind National YMCA Greater Vancouver The YMCA of Greater Vancouver is a charity...	 YGV Mental Wellness Team is currently working a hybrid of remote virtual and in office	Full Time Posted 1 month ago
	Manager, Payroll & Benefits – YMCA of Greater Vancouver YMCA Community doesn't stop. Through the last two centuries' bigge...	 Greater Vancouver	Full Time Posted 2 months ago
	Sales Development Representative – Klue Klue Klue provides a lens into your competitor's world, continuously...	 Vancouver, British Columbia	Full Time Posted 2 months ago
	User Interface Engineer (Junior) – Klue Klue Klue provides a lens into your competitor's world, continuously...	 Vancouver	Full Time Posted 2 months ago
	Production Coordinator – Wesgar Inc Wesgar Inc. Wesgar is the largest producer of high-mix, low-volume...	 Port Coquitlam	Full Time Posted 2 months ago

LATIN-CANADIAN BUSINESS NETWORK EVENTS

EVENTS OVERVIEW 2021



LCBN ADAPT SERIES WEBINAR 2021

LCBN ADAPT Series is a webinar event offered in English and focused on enhancing community knowledge by bringing top speakers from around the world via online streaming. These series help to connect businesses, entrepreneurs, and job seekers around the globe.



Date: February 10, 2021

Time: 6:00 p.m.

Location: Online through Zoom platform provided by Latincouver

Speakers: Christie Westmann

Link:

<https://lcbn.ca/how-to-start-a-business-and-the-importance-of-mentoring/>

Because of the COVID-19 pandemic, the difficulties faced by immigrants in integrating into the Canadian job market have increased exponentially. In this webinar, Christie Westmann presented methods and tools to overcome job market barriers as an immigrant in Canada. Christie Westmann is a Brazilian career strategist and labor market researcher who has spent the last four years studying employment barriers in the Canadian job market.

Measures of Success

Attendance

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How to start a business and the importance of mentoring

Date: February 24, 2021 **Time:** 6:00 p.m.

Location: Online through Zoom platform provided by LatinCouver **Speakers:** Mina Haghighi

Link:

<https://lcbn.ca/how-to-start-a-business-and-the-importance-of-mentoring/>

Measures of Success

Attendance

48

Overview:

In this webinar, Mina Haghighi advised entrepreneurs and aspiring entrepreneurs on how to achieve their financial independence.

She explained what to expect when starting your own business in the current scenario and provided valuable facts, information, advice, and inspiration.

She also introduced us to Futurepreneur Canada and the programs they offer, explaining all the support one can get, which goes from funding, making new partnerships, and the fantastic opportunity to receive mentorship.

This webinar was targeted at all those who dream of their start-up or want to improve as entrepreneurs.

Additionally, Isidro, a special guest speaker, told us about the vast difference mentoring can make in your entrepreneurship experience and shared some inspiring success stories.



MARCH 2021 - WOMEN IN LEADERSHIP

Date & Time: March 10, 2021, 4 to 5 p.m.

Location: Online

Our first LCBN ADAPT event in 2021. Live webinar and online networking event where women keynote speakers from our network presented tools, reflections, and real-life experiences of business adaptation in challenging times.



APRIL 2021 - INCREASING YOUR FINANCIAL IQ

Date & Time: April 28, 2021, 6 to 7 p.m.

Location: Online

Rosa Delgado, Regional VP of Primerica Financial Services, presented in English about different financial tools to build the financial capability of LCBN membership.



JUNE 2021 - IMMIGRATION STREAMS IN CANADA

Date & Time: June 7, 2021, 6 to 7 p.m.

Location: Online

Jenny Perez, CEO of Perez/Mackenzie Immigration Services, presented in English regarding different immigration visa options to come to Canada.



JULY 2021 - TRANSFORM YOUR SALES STRATEGY

Date & Time: July 21, 2021, 6 to 7 p.m.

Location: Online

Cecilia Reyes Trejo, CEO and Co-Founder of Wiser Hub, presented to LCBN membership regarding sales strategies.



SEPTEMBER 2021 - STARTUP ECOSYSTEM IN VANCOUVER

Date & Time: September 15, 2021, 6 to 7 p.m.

Location: Online

Jairo Caicedo, Director of Global Startup School in Vancouver, presented on the Startup Ecosystem in Vancouver for entrepreneurs.



OCTOBER 2021 - HOW TO GET JOB INTERVIEWS IN CANADA

Date & Time: October 13, 2021, 6 to 7 p.m.

Location: Online

Giuseppe Sarmiento, Co-Founder of NextBadge.com, presented on how to get interviews in Canada.



Digital Marketing: The Secret Sauce for Entrepreneurs

Valentina Atehortua

Nov 17th | 5 pm-pt | Register at:
www.lcbn.ca/lcbn-adapt/



NOVEMBER 2021 - DIGITAL MARKETING SECRETS

Date & Time: November 17, 2021, 5 to 6 p.m.

Location: Online

Valentina Atehortua, Marketing Specialist at NUBOX CHILE, presented on digital marketing secrets for LCBN members.



DECEMBER 2021 - THE LOGIC OF SALES

Date & Time: December 15th, 2021, 6 to 7 p.m.

Location: Online

Pete Rocush, Partnership Director at Lumenari Technologies Inc, presented on the logic of sales.

LCBN ADAPT SERIES WEBINAR 2022



JANUARY 2022 - SHOP LOCAL - POWER OF NETWORKING

Date & Time: January 12nd, 2022, 7 to 8:30 p.m.

Location: Online

Paola Murillo, CEO of LatinCouver, the Mirrai Group, and MyLatinStore, presented about the power of networking and different ways to connect with others in the context of COVID-19.



JANUARY 2022 - SHOP LOCAL - HOW TO FIND YOUR DREAM HOME IN BC

Date & Time: January 19th, 2022, 7 to 8:30 p.m.

Location: Online

Natalie Finkle, a Certified Real Estate Agent in BC, presented on the different steps to finding your dream home in Canada, and specifically in BC.



FEBRUARY 2022 - SHOP LOCAL - HOW OPEN A BUSINESS IN BC

Date & Time: February 5th, 2022, 7 to 8:30 p.m.

Location: Online

Sonia Zebadua and Alex Olsan, CEO of Mi Tienda Latina and MSV Services, presented on how to open up your own business in BC.

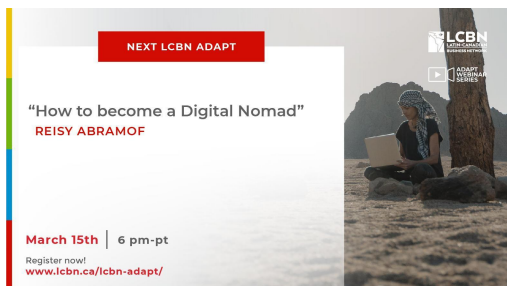


FEBRUARY 2022 - SHOP LOCAL - INSURANCES AND BANK ACCOUNTS

Date & Time: February 19th, 2022, 7 to 8:30 p.m.

Location: Online

Sonia Zebadua and Alex Olsan, CEO of Mi Tienda Latina and MSV Services, presented key information to know regarding shopping locally, insurance, and bank accounts.



MARCH 2022 - DIGITAL NOMAD

Date & Time: February 19th, 2022, 6 to 7:30 p.m.

Location: Online

Reisy Abramof, CEO of Trabajando Remoto, presented on how to become a digital nomad, and about key job trends around the globe.

LCBN CAFÉ

In this series of online networking events, attendees made genuine connections while gaining knowledge about the needs in the business world. Facilitators from our network also presented tools, reflections, and real-life experiences of business adaptation in challenging times.

Dates & Time: From April 7 to Dec 1 - Bi-weekly, 8 to 9:30 a.m.

Location: Online

Facilitators: Douglas Meneghel and Aldo Heberlein

Sponsor: Latincouver





LCBN CAFÉ
A VIRTUAL COFFEE CHAT

Wednesday
JUNE 02 <<<
8:00 - 9:30 am (PT)




YOUR NEXT BUSINESS PARTNER IS ONE CAFÉ AWAY

July 14th
8:00-9:30 am-pt



YOUR NEXT BUSINESS PARTNER IS ONE CAFÉ AWAY

July 28th
8:00-9:30 am-pt



YOUR NEXT BUSINESS PARTNER IS ONE CAFÉ AWAY

Aug 11th
8:00-9:30 am-pt



LCBN CAFÉ: REDEFINING NETWORKING

AUGUST 25th
8:00-9:30 am-pt
Register at:
www.lcbtn.ca



YOUR NEXT BUSINESS PARTNER IS ONE CAFÉ AWAY

Oct 20th
8:00-9:30 am-pt



 **LCBN**
LATIN-CANADIAN
BUSINESS NETWORK

LCBN CAFÉ
A VIRTUAL COFFEE CHAT


- MEET NEW PEOPLE
- EXPAND YOUR NETWORK
- PROMOTE YOUR BUSINESS




 **LCBN**
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BUSINESS NETWORK


LCBN CAFÉ
A VIRTUAL COFFEE CHAT

- MEET NEW PEOPLE
- EXPAND YOUR NETWORK
- PROMOTE YOUR BUSINESS

DEC 1ST You are one café away from your turning point

Register at: www.lcbtn.ca **8:00 - 9:30AM PT**





LATINCOUVER MEMBERSHIP

Latincouver Membership is a separate program and has a different purpose from the LCBN Membership. Being a member of Latincouver gives members a voice within the organization, access to the Annual General Meeting, and the right tools to be an advocate of our programs and events.

Members can also learn about how to assist and help our organization, and engage in and support meaningful changes in a variety of areas, such as business and culture. Membership criteria is determined by the Board.



SENIORS

MARCH

Creation of the Latino Senior Council of B.C.



Venue: Vancouver, BC

Date: March 2021

Registrations / Attendees: 7

Speaker: Latino Seniors of BC

Overview: We created the Latino Seniors Council in BC. We have monthly meetings with the members to talk about how to make and go ahead with the activities.

Members:

- Antonio Arreaga
- Iro Lugo
- Marcelina Posada
- Idalba Sepulveda
- Ingrid Teo
- Rolf Klipfinger
- Hartman Santos
- Agustin Alcerreca

MAY



Music Bingo

Date: May 18, 2021

Location: Zoom

Participants: 60

Time: 6 p.m.

Duration: 3 hours +

Artist: Bingo Music

Overview:

In this activity, the seniors were able to do a memory exercise with popular songs in Spanish throughout Latin America. As they danced, they reminisced about their youth and it was through this that they bonded.

. We received gifts from our donors (Traffic Bakery and Rosita Loves Hair) who are part of the Latino community.



A flyer for a Zoom workshop. At the top left, a green banner says "GRATIS PARA ADULTOS MAYORES 55+". Below it is a blue circle with a white Zoom camera icon. To the right, the text "TALLER DE ZOOM EN ESPAÑOL" is displayed in large, bold letters. Below this, a curved arrow points to the text "EN ESTE TALLER APRENDERÁN A USAR LAS HERRAMIENTAS DE LA PLATAFORMA ZOOM." At the top right, a calendar icon is next to a box containing the dates "VIERNES 21 Y JUEVES 27 DE MAYO" and the time "11:00 AM - 12:00 PM". At the bottom, a dark blue bar contains the text "SUBSCRIBE AT: WWW.LATINCOUVER.CA/EVENT". Below the flyer, three logos are visible: a green circular logo, the "Latincouver" logo with the tagline "The Latin American Plaza in BC", and the "LATINX SENIORS COUNCIL" logo.

GRATIS
PARA ADULTOS
MAYORES 55+

**TALLER
DE ZOOM**
EN ESPAÑOL

EN ESTE TALLER APRENDERÁN A USAR LAS
HERRAMIENTAS DE LA PLATAFORMA ZOOM.

**VIERNES 21 Y
JUEVES 27 DE MAYO**
11:00 AM - 12:00 PM

SUBSCRIBE AT: WWW.LATINCOUVER.CA/EVENT

 **Latincouver**
The Latin American Plaza in BC

LATINX
SENIORS COUNCIL

Zoom Workshops

Date: May 21 & 27, 2021

Location: Zoom

Participants: 13

Time: 6 p.m.

Duration: 1 ½ hours

Instructor: Paloma Morales and Victor Amaral

Overview:

After almost a year of living through a pandemic, the seniors learned to use Zoom more professionally. This included understanding the difference to being a host or guest at a meeting, as well as the differences between meetings and webinars. By teaching our senior latinos to use Zoom, they will have better access to Latincouver's online events in the future.

JUNE



Seniors Week in B.C. Bohemian Night

Date: June 5, 2021

Location: Latincouver/Zoom

Participants: 30

Time: 6 p.m.

Duration: 2 hours

Artist: Frankie Hidalgo

Overview:

Our Latino seniors are music fans, and that is why we held a Bohemian Night to celebrate BC's Senior's Week. Frankie Hidalgo performed for our seniors, and they were even able to request specific songs for him to perform. We live streamed the event through the Latin Hub, thanks to the support of five volunteers who helped with tasks such as technical support and decorating the event. We were supported by the South Granville Seniors Centre to deliver this event.

JULY



Get Together

Date: , 2021

Location: Canada Place

Participants: 11

Time: 6 p.m.

Duration: 3 hours

Overview:

This was the seniors' first in-person meeting, which was an exciting opportunity for them. We took group photos, exchanged in conversation for several hours, and planned future activities. Three volunteers supported the delivery of this event.



Zoom Workshop

Date: July 20, 2021

Location: Zoom

Participants: 10

Time: 6pm **Duration:** 1 ½ hours

Instructor: Ligia Heredia and Paloma Morales

Overview:

In this workshop, we covered all the basics that seniors need to know about Zoom. A major takeaway from this session was that online classes on summer afternoons do not attract as many attendees, as people understandably prefer to be outside and enjoying the sunshine.



Seniors Connecting with Children

Date: July 28, 2021

Location: Granville Park

Participants: 20

Time: 4 p.m. **Duration:** 2 hours

Instructor: Elvira DS

Overview:

This was the first face-to-face workshop for the seniors. They connected with a group of children for a sustainable arts and crafts workshop. It was in Granville park, and we had a large group of volunteers and parents helping us. We carried out this activity hand in hand with the South Granville Seniors Center, as many of their members also enjoying participating in our senior-focused activities.

AUGUST

Carnaval del Sol Activities



The Influence of Latin American Arts

Date: August 13, 2021

Location: Carnaval del Sol, Concord Pacific

Participants: 10

Time: 2 p.m.

Duration: 3 hours

Instructor: Elvira DS

Overview:

This was our first time setting up a specific area for seniors to enjoy during Carnaval del Sol, and participants expressed significant gratitude for having a special space for them to participate in the celebration.



Seniors Connecting with Youth

Date: August 14, 2021

Location: Carnaval del Sol, Concord Pacific

Participants: 30

Time: 2 p.m.

Duration: 3 hours

Instructor: Elvira DS

Overview:

During this workshop, our seniors connected with another generation of teenagers through sustainable art. They created a small mural, enabling both generations to showcase their creativity and style. Unfortunately, the weather was unbearably hot and there was significant smoke from the wildfires, which resulted in lower than anticipated attendance.

SEPTEMBER



Let's talk about **MENTAL HEALTH** for our Senior community in Canada, through a **CREATIVE & THERAPEUTIC WRITING WORKSHOP FOR SENIORS** in Spanish!

With **Silvana Goldemberg**: educator & award-winning author with more than twenty books published.

FREE for Seniors 55+

SEP 22 • 11 AM • ONLINE VIA ZOOM

Register at www.latincover.ca

  Funded by the Government of Canada's New Horizon for Seniors Program |  

Writing Workshop

Date: September 22, 2021

Location: Zoom

Participants: 20

Time: 11 a.m.

Duration: 1 ½ hours

Instructor: Silvana Goldemberg

Overview:

This was our first therapeutic writing workshop, where seniors learned how to write an essay. Several of the participants asked for more classes, since this workshop resulted in writing becoming a hobby for many of the participants.

OCTOBER



Seniors Day

Date: October 1, 2021 **Location:** Zoom **Participants:** 30

Time: 6 p.m. **Duration:** 1 ½ hours

Artist: Pablo Zacarias

Overview:

We celebrated the day of the seniors in Canada w an interactive comedy show in Spanish.

Pink Ribbon Breast Cancer Awareness

Date: October 12, 2021 **Location:** Zoom

Participants: 20

Time: 6 p.m. **Duration:** 1 ½ hours

Speaker: Adriana Bartoli

Overview:

In this workshop, we had Adriana Bartoli from Argentina (but based in Vancouver), talk about her experiences as a breast cancer survivor, and how she managed to beat cancer. Among the audience, we had several breast cancer survivors and a recently diagnosed person who used the platform to share her experience and how important it is to talk about it in our community.



Latin American Heritage Month Activities

Date: October 14 to November 2, 2021

Location: Granville Island and Online

Participants: 500+ seniors throughout the whole event

Overview:

Throughout the entire festival, we attracted seniors to multiple events. The concerts were particularly attractive as we provided lots of discounts and tickets, as well as VIP experiences.

NOVEMBER

Therapeutic Writing Workshop - 3 Sessions

Date: November 10, 17 & 24 , 2021

Location: Zoom **Participants:** 35

Time: 11 a.m. **Duration:** 1 hour per session

Instructor: Silvana Goldemberg|

Overview:

Due to the success of our previous therapeutic writing workshop, we returned with a series of three sessions to prepare seniors for more writing. We felt this was increasingly important as we were entering the winter period, which leaves many seniors feeling isolated and stuck inside due to cooler temperatures.



Salsa Navidad

Date: November 26, 2021

Location: Playhouse Vancouver

Participants: 14

Time: 7:30 p.m. **Duration:** 2 1/2 hours

Artists: Rumba Clazada, Sara Magal & Frankie Hidalgo

Overview:

We celebrated Christmas in Latin style, with live music and dancing.

DECEMBER



Anti-Racism Workshop

Date: December 10, 2021 **Location:** Zoom **Participants:** 13

Time: 10 a.m. **Duration:** 1 ½ hours

Facilitator: Silvana Goldemberg

Overview:

This event provided an opportunity for seniors to share their views on anti-racism.



Christmas Party Virtual

Date: December 15, 2021 **Location:** Zoom **Participants:** 10

Time: 11 a.m. **Duration:** 2 hours

Instructor: Silvana Goldemberg **Artist:** Sandra Lopez

Overview:


This was our last activity of 2021. Due to restrictions, it took place online. We talked about how Christmas is celebrated in the different countries of Latin America and the facilitator did a couple of dynamics and talked about Hanukkah. We had a live performance by Sandra Lopez, a Mexican singer who shared some beautiful villancicos (Christmas songs in Spanish).



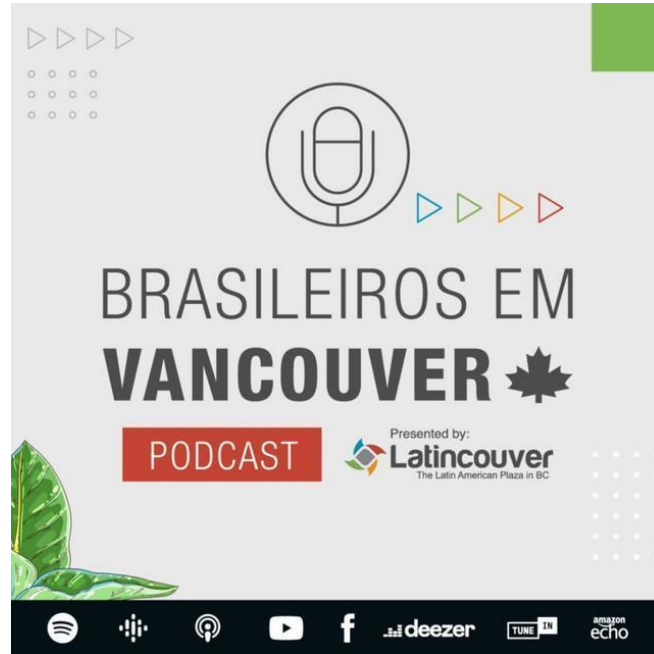
Digitalization/COVID UPDATES 2021 Safer Spanish and Portuguese speaking communities

Overview:

With the collaboration of many community members, we were able to help stay healthy, connect with their community, and build resilience. We also celebrated Canadian multiculturalism safely, started a new project to keep the public informed about the government's measures related to COVID-19, and released a new employee training program.



With the collaboration of many community members, we were able to help residents connect with the community and build resilience online. We also started a new project to keep the public informed about the government's measures related to COVID-19, and released new career training workshops.



COVID-19 Informative Videos and Podcasts – Portuguese Version

Date: October 2020 to April 2021

Venue: Online through social media and several podcast platforms

Overview: The novel Coronavirus brought us many questions like how transmissible and deadly is the virus, how long social restrictions should go on, or how it can be treated. Until a cure is found and most of us have access to it, reliable information is vital to reduce fears and help residents protect themselves with preventive measures.

During the COVID-19 pandemic, many health risks were associated with disinformation and misinformation. A responsible coverage with clear and accurate information about COVID-19 can help to save lives, contain the transmission of the disease, and avoid the overloading of health systems so that everyone can have access to care when needed.

For this project, we created informative videos and podcasts in various languages to contribute to reducing uncertainty and preventing health risks among immigrants living in Canada.

Measures of Success

Goal	Actual (September-April)
25 informative videos	25 informative videos
25 informative podcasts	25 informative podcasts
7 animated videos	9 animated videos
6 sketches	7 sketches
	88 articles

Anti-Racism Community Engagement

Overview:

We hosted focus groups to collect input from the community to inform legislation, policy, and programming regarding data used to identify systemic racism in government policies, programs, and services.

The anonymous information collected in these engagements will inform how the Government gathers and uses race-based data in the future. This engagement has four goals:

1. To invite participants to share perspectives on different ways to categorize race, ethnicity, ancestry, and faith. This will help the Government understand how people in B.C. prefer to identify or represent themselves before we start collecting race-based data.
2. To invite participants to share perspectives on how they would want to provide this information to the Government. This will help us understand people's comfort levels with race based data collection in different situations.
3. To invite participants to share perspectives on how the information should be accessed and used so that the Government can work towards racial equity in priority areas.
4. To invite participants to share perspectives on which Government services have the most inequities and require the greatest need for change.



Platica Anti Racismo con los Adultos Mayores Seniors and Elders Engagement

Date: December 10th, 2021

Time: 10:00 - 1:00 p.m.

Attendees: 15

We hosted an engagement session to discuss inequality, barriers, and possible ways to build allyship. Participants shared stories about their experiences in Canada and views on how Latin Americans can move forward in the pandemic.



Latinx Canadian & BIPOC Women Engagement

Date: December 21st, 2021

Time: 6:00 to 8:00 p.m.

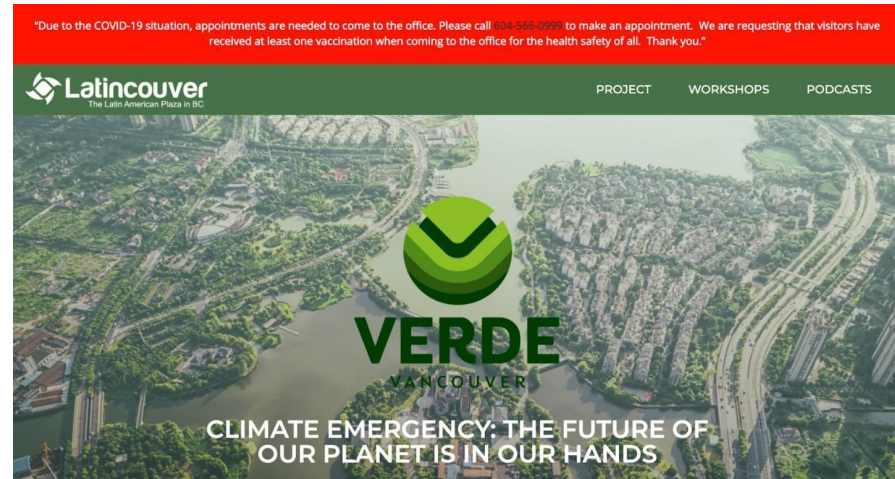
Attendees: 10

BIPOC women were invited to a session to describe their career journeys and difficulties they face and analyze what community resources are needed to grow as immigrants. This was followed by an open discussion about systematic racism and their experiences, and anonymously answering a series of questions.

Verde Vancouver

Overview:

Latincouver aligned with the City of Vancouver's Climate Emergency Action Plan, centralizing Verde Vancouver's efforts around raising awareness of the necessary actions to achieve climate justice and sustainability in British Columbia and Latin America. In 2021, we were committed to creating a space to shed light on the ecological crisis as an educational priority. In this way, we were able to connect, exchange views, and show our appreciation to our planet and the bioregions we inhabit from a complex range of topics and views.



Funders: City of Vancouver, Greenest City, TD Park People Grants, British Columbia, VegFund.

Partners: The University of British Columbia, Gesturing Towards Decolonial Futures Collective, SPEC, Veggie Outlaws, Mind & Soil, Kshamta Hunter, CALP, Avafina organics.

Summary of Social Media Activities:

Quantity of posts	People reached	Interactions	Engagement Rate
82	75,000	1,200	1.6%



HEALTHY BODY, HEALTHY PLANET: LATIN AMERICAN PLANT-BASED CULINARY WORKSHOP

Date & Time: September 14th, 2021 , 5:30 - 7:30p.m.

Location: Online

Attendees: 31

Research has shown that having a plant-based diet is the best way to contribute to reducing our greenhouse emissions. This event looked at: How can we cook our traditional Latin American dishes with plant-based ingredients? Can we learn some delicious recipes while we are cooling down the planet?



VANCOUVER THE CLEAN, GREEN CITY: HOW YOU CAN LIVE HEALTHY AND REDUCE WASTE. FACILITATED BY DANIEL ROTMAN FROM SPEC

Date & Time: September 22th, 2021, 6:00 - 7:30 p.m.

Location: Online (Zoom)

Attendees: 131

This event was about what makes Vancouver a clean and green city. This interactive session revealed the hidden infrastructure and the lively culture that gives Vancouver its reputation. Plus, attendees got to work with an easy decision making tool that helps people to reduce waste using local resources right now.

MY SUSTAINABLE GARDEN

Date & Time: Sept 24th, 2021, 6:00 - 8:00p.m.

Location: Online (Zoom)

Attendees: 30

Growing a garden can serve the purpose of feeding a community, building collaboration bonds and sequestering carbon from the air.

This workshop gave attendees the basic tools to turn an empty space into a functional garden.



EDUCATION 2048

Date & Time: September 28th, 2021, 6:00 - 7:00 p.m.

Location: Online (Zoom)

Attendees: 31

This was an exercise to help attendees self-evaluate their preparedness for social and ecological storms and investments in the house of modernity. Education 2048 is a thought experiment, or rather a head/heart experiment that was developed by the GTDF collective for a conference in Germany in August 2020. The topic of the conference was utopian visions of the future and we were invited to present what we imagined schools to look like in 2048.



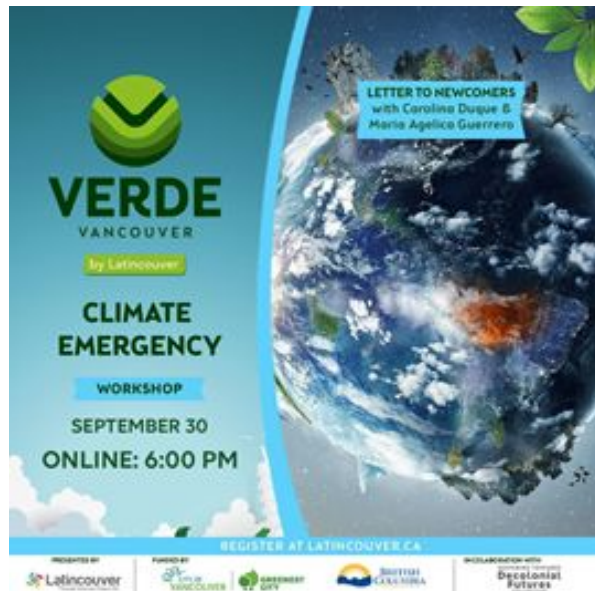
COOL 'HOOD CHAMPS: LEARNING TO BECOME A NEIGHBOURHOOD CLIMATE CHAMPION

Date & Time: September 29th, 2021

Location: Online (Zoom)

Attendees: 124

This was an interactive workshop about local climate change impacts and how urban forests serve as great climate adaptation solutions. Cheryl Ng from UBC CALP guided participants through fun and practical exercises from the Citizen's "Coolkit", a step-by-step guide on how to move from conversation to action to tackle climate change impacts in your neighborhood. These exercises helped attendees to identify climate change issues at the local scale, learn about how urban forests make great adaptive solutions, and brainstorm practical solutions to address climate change.



LETTER TO NEWCOMERS , CLIMATE EMERGENCY WORKSHOP

Date & Time: September 30th, 2021, 6:00 - 7:00p.m.

Location: Online (Zoom)

Attendees: 21

This letter was authored by a group of Indigenous peoples and immigrants residing in what is currently known as Canada. It was an effort and invitation to make space for conversations that we feel are very important, but that are also very difficult to have: conversations about relationships at the interface between Indigenous and immigrant communities.

The text invited us to move together towards sobriety, maturity, discernment and accountability (SMDA) when working at the interface of Indigenous and immigrant struggles in the settler-colonial context of Canada.



THE HOUSE THAT MODERNITY BUILT

Date & Time: October 1st , 2021, 6:00 - 7:00 p.m

Location: Online (Zoom)

Attendees: 20

The house modernity built" was inspired by Audre Lorde's famous insight that "... the master's tools will never dismantle the master's house. They may allow us temporarily to beat him at his own game, but they will never enable us to bring about genuine change."

In this exercise we presented a brief analysis of contemporary social structures and institutions in crisis. Then we offered an analysis of how modernity affects our reasoning, our sense of self and reality, our desires, and our perceived entitlements, impairing our capacity to feel, to hope, to relate, and to be and imagine



NATURE INSPIRED ARTS AND CRAFTS

Date & Time: October 5th, 2021, 6:00- 7:00 p.m.

Location: Online (Zoom)

Attendees: 13

How to connect arts and crafts to your culture. We explored, got creative, and had fun in this workshop where we created an incredible and unique piece of art under the guidance of professional Latin American Artists.

In this workshop, attendees learned about the influence of nature in art in Latin America and how to create art from natural or recycled materials and transform ourselves through our connection with Mother Earth.



UN SUSTAINABLE DEVELOPMENT GOALS (SDG)

Date & Time: October 7th, 2021, 6:00 - 7:00 p.m.

Location: Online (Zoom)

Attendees: 22

The SDGs also called the Agenda 2030 is the most comprehensive blueprint to date for eliminating extreme poverty, reducing inequality, and protecting the planet. The five main workshops were followed by mentor support and additional event or project management workshops\.. The five workshops were framed into 5 P's: people, planet, prosperity, peace, and partnership that captured the broad scope of the agenda.



UN SUSTAINABLE DEVELOPMENT PEOPLE

Date & Time: October 21th, 2021, 6:00 - 8:00 p.m.

Location: Online (Zoom)

Attendees: 13

In order to ensure that all humans have the dignity and equality to fulfill their potential, we need to ensure a healthy environment as well as end poverty in all its forms. In this workshop, participants explored global goals 1-5, which connect directly to some of the most urgent and essential needs of human beings.

We learned about power dynamics and systems thinking in the context of their own cultural influences. We explored how each of these issues are present in our communities and what kind of action or change is required to achieve these goals.



IMAGINING A PROSPEROUS FUTURE: WHAT YOU NEED TO KNOW ABOUT JUST TRANSITIONS AND THE CIRCULAR

Date & Time: November 22th, 2021, 6:00 - 8:00 p.m.

Location: Online (Zoom)

Attendees: 14

To ensure a prosperous and fulfilling lives for everyone and to exist in harmony with nature, we need to ensure prosperity for all. The SDG highlights the importance of reducing inequalities for everyone. Goals 8, 9, 10, and 11 speak to the issues involving fair and justice systems both in public and private communities and national entities. In this workshop, participants explored these goals in their own cultural context and identity.



THE MISSING "PEACE"? : SDG 16, MIGRATION AND SUSTAINABLE DEVELOPMENT

Date & Time: December 9th, 2021, 6:00 - 8:00 p.m.

Location: Online (Zoom)

Attendees: 15

The SDGs calls for a peaceful, just and inclusive society for all. Participants will explore the meaning of peace and creating inclusive and just societies in their local context. Participants learned about power and privilege and explored their own positionality in the context of sustainability through their own lived-experiences.



MENTORSHIPS - UN SUSTAINABLE DEVELOPMENT GOALS (SDGS)

Date & Time: December 14th, 2021, 6:00 - 8:00 p.m.

Location: Online (Zoom)

Attendees: 15

Mentors and facilitators offered additional informational and skill learning mentorships to the community, depending on the interests expressed by the participants. These included additional informational workshops on various topics discussed during the main workshop, sustainable event planning, project management, and facilitation skills etc that may help support community driven ideas.



CARNAVAL DEL SOL & LATIN AMERICAN EXPERIENCE 2021



OVERVIEW

For the 13th year in a row, Carnaval del Sol was presented by the Latincouver Cultural and Business Society. The "Latin American Experience" is the name given to the schedule of festivities presented as part of Carnaval del Sol. All our events and activities were based on our main theme for the year: "Reconnecting."

In 2021, Latin American Experience events, including Carnaval del Sol, brought together more than 300 Canadian artists from different Latin American origins, as well as Indigenous artists to share their music, art, products, designs and culinary experiences.

We celebrated multiculturalism in Canada for over 17 days in August. During this time, we hosted many wonderful activities that were open to the general public. Our objective was to share and learn about Latin American culture through experiencing its food, music, art and much more.





CARNAVAL DEL SOL EVENTS

Date: August 13 - 15, 2021
Location: Concord Pacific Place, Vancouver, BC
Attendees: 9,200
Price: \$15CAD per ticket

Carnaval de Sol is the biggest Latin American festival in the Pacific Northwest. It consists of two days of live music, arts, dance, sports, and poetry in celebration of Latin American culture. For the 13th year in a row, Carnaval del Sol recreated the atmosphere of a vibrant city plaza in Latin America. The arts showcased during this event included live musical bands, Indigenous and Afro Latin-American visual arts, traditional folk dances from different countries, arts and crafts displays, dancing and culinary lessons, traditions and roots, and a Family Plaza full of fun and creative activities.

The ongoing main objective of Carnaval del Sol and Latin American Experience is to act as a much-needed bridge between Vancouver's rapidly growing Latin American communities and other communities.

Canada

Canada Council
for the Arts
Conseil des arts
du Canada

BRITISH COLUMBIA
ARTS COUNCIL
BRITISH COLUMBIA
Supported by the Province of British Columbia

CITY OF
VANCOUVER



SPORT HOSTING
VANCOUVER

Presented by
Latincouver
The Latin American Plaza of BC

FAMILY PLAZA

Family Plaza is well known for being one of the most successful plazas during Carnaval del Sol. This year was no exception; after all, the purpose of this Plaza is to have a space for children and adults to enjoy all the activities created for them, offering fun activities for their creativity and enjoyment. Some of the activities were: arts and crafts, story telling, face painting, giant tic tac toe, giant chess and colouring activities.

BEER PLAZA

This year, Beer Plaza was located in a very popular area that was filled with gardens, a DJ stage, activities, photo opportunity sites, and games from our sponsors like giant Jenga and cornhole.

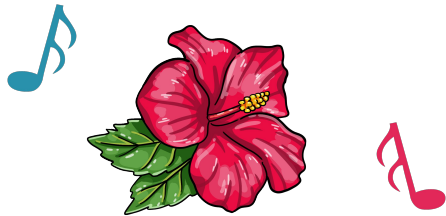
Granville Island Beer Plaza offered enjoyment, beer, wine, snacks, music, and a Latino-style celebration. It was a non-stop party!

FOOD PLAZA

Layout: 4 food trucks and 8 food booths

This year, due to the COVID-19 related restrictions on gatherings, the number of food vendors was also limited in order to avoid competition among vendors. Our Food Plaza offered attendees the opportunity to delight their taste buds with the most delicious dishes from different countries of Latin America and other countries. With a seating area that allowed up to 32 people to sit down and enjoy their food at any given time, this Plaza was one of the most successful in the festival. We had 8 food vendors: Del Comal a su Mesa, Baja's food, Antojos y Sabores Mexican Cuisine, El Lunch de Mama, La Tiendita de Valentina, Ay Mamacita, La Cacerola and Whatafood.





VENDOR'S PLAZA

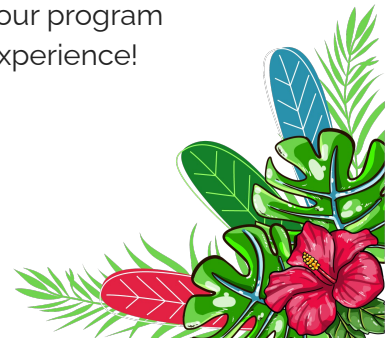
Vendor's Plaza gave our attendees the opportunity to enjoy the fruits of creative labour through the full gamut of artistic expression, including traditional and contemporary fashion, handcrafts, among others.

Once again, Latin artists have brought their traditions to the Pacific Northwest and have been sharing artistic expressions with influences from their roots.

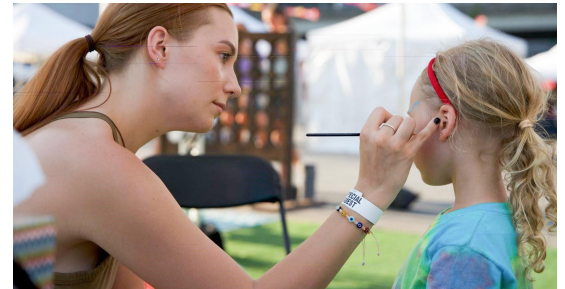
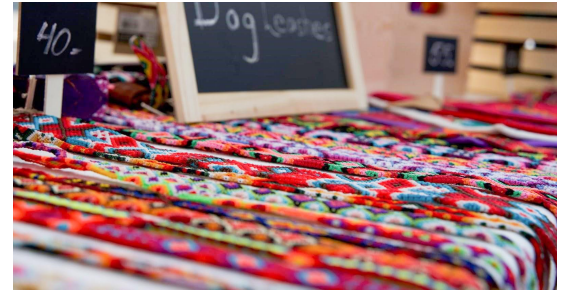
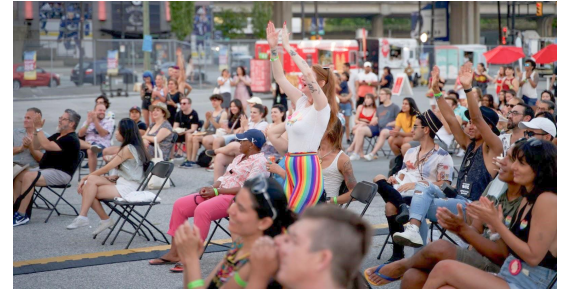
MAIN STAGE

The main stage is where we showcased the best of the best. We had an array of artists from different backgrounds representing music and culture from all over the world. We were very proud to be able to host this event for our attendees—the people we love. Carnaval del Sol 2021 indulged in various genres and styles of music, and, as always, with the theme of bringing the Latin community back to Vancouver! Together we shined!

Hosting more than 300 artists, our program provided a truly multicultural experience!



CARNAVAL DEL SOL PICTURES



LATIN AMERICAN EXPERIENCE



STAND UP COMEDY

Date & Time: August 20, 2021

Location: Vancouver Playhouse

Attendees: 180 participants

An unforgettable night of laughter and magic with a selection of the best Spanish-speaking comedians in Canada, and a magician!



LATIN JAZZ EXTRAVAGANZA HEADLINE CONCERT

Date & Time: August 21, 2021

Location: Vancouver Playhouse

Attendees: 235 participants

The opening act was the Juan Encinales Quartet, an amazing local artist, followed by an unforgettable concert showcasing Orquesta Goma Dura, Vancouver's top Latin Jazz orchestra. The band was mostly composed of seniors, who were happy to perform live again for the first time in years. They received a standing ovation by the audience at the end of the performance.



LATIN AMERICAN PLANT-BASED CULINARY WORKSHOP

Date & Time: August 23, 2021

Location: Performance Works, Granville Island & online

Attendees: Over 85 participants

This hybrid workshop connected the richness of Latin American flavours with local ingredients to create satiating plant-based dishes that highlight the gastronomic heritage of Latin America. The workshop included a live demonstration on how to transform traditional Latin American dishes with plant-based ingredients into delightful and satisfying meals. Participants learned how to make a delicious Quinoa Power Salad with Cilantro-Lime Dressing, and they discovered the secret of how to create a healthy plant-based plate. The workshop also explored the history and origins of many traditional Latin American ingredients.



FLAMENCO & TANGO WORKSHOP

Date & Time: August 25, 2021

Location: Performance Works, Granville Island

Attendees: Over 35 participants

The history, origins, and basic moves of Tango & Flamenco were presented by Carnaval del Sol's Latin American Experience and Mozaico Flamenco & Tango Lab. This workshop consisted of a delightful atmosphere of cultural learning together with our partner Mozaico Flamenco. The session also concluded with a great final performance of Flamenco and Tango dancing.



FLAMENCO, TANGO, AND WINE IN ONE NIGHT

Date & Time: August 25, 2021, 7:00 p.m.

Location: Performance Works, Granville Island

Attendees: 91 participants

The sights, sounds, and sips of Latin America came to Vancouver for one night only with Flamenco, Tango & Wine in One Night, a celebration of Argentinian wine and award-winning entertainment presented by the best local Flamenco & Tango performers in an intimate setting, while indulging in a flight of Argentinean and Latin American wines (not included in ticket).



LET'S TALK ABOUT DIVERSITY - WORKSHOP

Date & Time: August 25, 2021, 5:00 p.m.

Location: Online

Attendees: 24 participants

This event was offered both online and in person, and enabled people to learn how to create inclusive environments so that others can feel safe and feel a sense of belonging. In this 60 minute webinar, the discussion addressed the topics: What is equity, diversity, and inclusion? What is the difference between intent vs. impact? What are the best ways to educate yourself while learning from equity-seeking groups? How can you be in support of these groups?



TICKETS AT WWW.CARNAVALDELSOL.CA



Carnaval del Sol has the privilege to happen in the beautiful, unceded territories of the Musqueam, Squamish and Tsleil-Waututh Nations.

SOUNDS OF LATIN AMERICA-CUMBIA!

Date & Time: August 26, 2021, 7:00 p.m.

Location: Performance Works, Granville Island

Attendees: 94 participants

Los Duendes is Vancouver's very own Psych Latin Fusion group! They perform with infectious tropical rhythms, intertwined with spicy Latin melodies designed to make people feel uplifted and groove.

The term "Psych Cumbia" has found its place in Latin America as a way of referring to various different styles of tropical Latin American music. Los Duendes performs topicalized Andean guitar, Jazz, Cumbia, Salsa and Soulful House, giving birth to a whole new danceable musical universe.



SOUNDS OF LATIN AMERICA-SAMBA!

Date & Time: August 27, 2021, 7:00 p.m.

Location: Performance Works, Granville Island

Attendees: 86 participants

ShotSambado is a Brazilian band established in Vancouver to bring the best of energy and musicality to Canada.

With a mix of the most traditional Brazilian rhythms, ShotSambado comes to be part of Canadian entertainment, bringing joy and Brazilian warmth to Vancouver's life

There were also performances from Vancouver's premier Brazilian Forró band, *Forró do Cana*, which was founded in 2018 as a passion project, dedicated to the dissemination of the music of Northeastern Brasil. The music of *Forró do Cana* blends the sounds of the violin (and sometimes the Brazilian fiddle aka. *rabeca*) and accordion played by Serena Eades and Steve Charles respectively, with the Brazilian roots of Mario Silva's 7 string acoustic guitar and Sara Magal's percussion and all Portuguese vocals.



SOUNDS OF LATIN AMERICA-SALSA!

Date & Time: August 28, 2021, 7:00 p.m.

Location: Performance Works, Granville Island

Attendees: 74 participants

Juno-nominated MAZACOTE is a hard-hitting world/Latin band with deep roots in the music of Nicaragua, Mozambique, and Colombia. Inspired by Afro-Caribbean percussion and tropical party sounds, they play brass-heavy latin dance beats with a socially conscious message.



DOMINGO & CHILL - CELEBRATE CANADA BY CARNAVAL DEL SOL

Date & Time: August 29, 2021, 1:00 - 3:00 p.m.

Location: Performance Works, Granville Island

Attendees: Over 60 participants

This event was a celebration of multiculturalism in Canada, where Canadian and Latin American songs played while attendees enjoyed delicious Lebanese-Canadian food. The event also includes testimonies shared on stage about life in Canada and a sing-along session. DOMINGO CHILL Sunday event also included brunch with karaoke, cold beer, and delicious Lebanese food.

LATIN AMERICAN EXPERIENCE PICTURES



MARKETING FOR CARNAVAL DEL SOL 2021

ONLINE MEDIA ANALYSIS

In 2021, Carnaval del Sol celebrated its 13th anniversary. The event has been growing over the years, as has the Latin American community and the overall interest in Latin American culture.

The organization's main objective is to reach out to the diverse communities of the Canadian mosaic and expand knowledge about Latin America and create new opportunities for business, artists and all participants to have fun and enjoy the richness of our colours, flavours and sounds. In addition, we also seek to improve engagement and the number of followers in the audience. To achieve these goals, Latincouver invested in an integrated campaign. This year, we worked in partnership with relevant media partners such as Georgia Straight, and Daily Hive, and also managed an influencer's campaign to amplify our reach.

Two weeks prior to the event, we began promoting our festival on the streets of Vancouver, specifically targeting those who fit within our target audience. We encouraged everyone to share information about the event through word of mouth, and distributed over 1,000 posters in key areas around Vancouver to attract more attention.

We had more than 10 volunteers working together as a team to bring the most powerful content and engagement for our social media channels. This overall strategy had a main goal to reach a multicultural audience and share the diversity of Latin American culture. We engaged more than 800,000 people through our channels, partners, and street promotion.



The campaign resulted in the increase of more than 82% new followers on Instagram and more than 7% new followers on Facebook. We created over 165 posts on Facebook, Instagram, and Twitter, and our posts were seen by more than 800,000 people.

The additional audience engagement was made possible by using keywords, hashtags and a creative post calendar. The goal was to get the audience more involved with the Latin American Week events prior Carnaval del Sol to build up excitement about the event

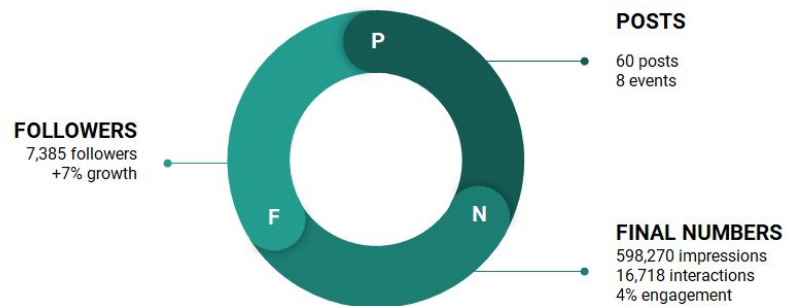
MEDIA COVERAGE

The 13th edition of Carnaval del Sol took place on Concord Pacific Place from August 12th to 15th. We kicked off with a media tour during kick-off at the Latinx Pride Day, where we provided interview opportunities with Latincouver's new Interim Executive Director Pablo Zacarias and Creative Project Coordinator Fernanda Reynaud, and chefs Alejandro Bello and Luis Ponce.

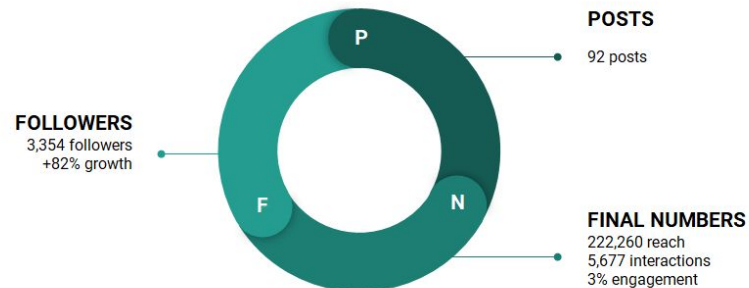


SOCIAL MEDIA PERFORMANCE

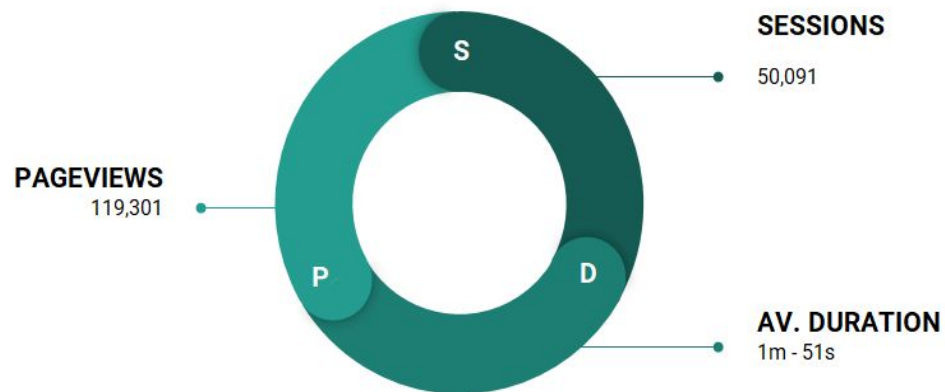
FACEBOOK



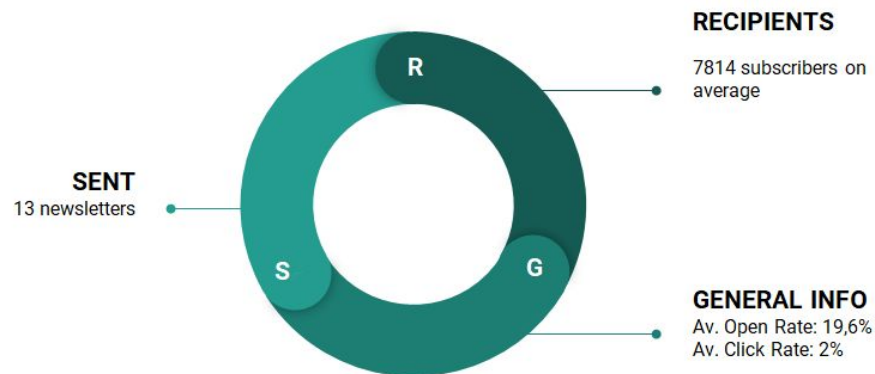
INSTAGRAM



WEBSITE



NEWSLETTER



OFFLINE MEDIA / STREET PROMOTION

POSTED POSTERS AROUND THE CITY



BUS SHELTERS



LED SCREEN





LATIN AMERICAN HERITAGE MONTH



LATIN AMERICAN HERITAGE MONTH

OVERVIEW

In the third edition of the festival, we were fortunate to host our activities online and in person. We had the opportunity to be close to the community for 20 consecutive days and teach people about the diversity and richness of the many cultures and countries within Latin America, including the different histories, languages, traditions, and ethnic groups. We talked about our ancestral traditions, as well as today's movements around inclusion and anti-racism and eliminating age and gender discrimination. It was beautiful to see entire families and young children visit the exhibition, the altar, and the video mapping performance.

ONLINE EVENTS



A GLIMPSE INTO INDIGENOUS COMMUNITIES IN LATIN AMERICA WORKSHOP

Date & Time: October 9th, 2021, 5:30 p.m.

Location: Online (Zoom)

Attendees: 43 participants

Maria Jose spoke of her experience working with different Indigenous communities, and her perspective highlighting the mixture of races. Maria also talked about how communities throughout time have been classified as vulnerable, even though they have taught us that the most important thing is the family, and mother Earth.



LATIN AMERICAN HISTORY WORKSHOP

Date & Time: October 15th, 2021, 5:30 p.m.

Location: Online (Zoom)

Attendees: 42 participants

We learned about the Colonial Period, the emancipatory movements, definition of Latinity, etymology of Latin America, Hispano-America, Iberoamerica and Latinx, Migrants and society. An important part of history has been the waves of immigration from Latin communities to Canada in 1960-1970. These were a consequence of many people trying to flee from various dictatorships across the continent.



LATIN AMERICAN RHYTHMS WORKSHOP

Date & Time: October 16th, 2021, 10:00 a.m.

Location: Online (Zoom)

Attendees: 29 participants

In this workshop, Robyn Layne taught different rhythms with different instruments such as claves, campana, marimba, percussion and drums to the participants. The forum was interactive, enabling participants to ask questions along the way.



LATIN AMERICAN TRADITIONS WORKSHOP

Date & Time: October 16th, 2021, 11:30 a.m.

Location: Online (Zoom)

Attendees: 44 participants

This workshop focuses on elements that define/characterize Latinos, such as: music, laughter, food, and tradition. The workshop highlighted Indigenous peoples and their heritages.



LATIN AMERICAN LITERATURE AND CREATIVE WORKSHOP

Date & Time: October 18th, 2021, 5:30 p.m.

Location: Online (Zoom)

Attendees: 24 participants

The participants learned broadly about Latin American literature. In the workshop, there was a writing exercise where the participants put their imagination to work and created an outline which they shared with the writer and the other participants.



ORIGINS OF THE CATRINA AND MAKE UP WORKSHOP

Date & Time: October 20th, 2021, 5:30 p.m.

Location: Online (Zoom)

Attendees: 36 participants

In this workshop, we learned the origin of the 'Catrina,' which was the work of Guadalupe Posadas, a cartoonist and illustrator in Mexico. The 'Catrina' became the icon of the most popular Mexican celebration in the world: Dia de los Muertos, which is why this costume has become the most popular for this holiday. In this workshop, we learned how to become Catrinas with tips from Makeup Artist Cecilia Tingey.



LATIN AMERICAN FEMALE WRITERS READING OUT LOUD

Date & Time: October 21th, 2021, 5:30 p.m.

Location: Online (Zoom)

Attendees: 35 participants

Maria Adelina Escobar Trujillo is a writer and a member of the LGBT community who has focused on the subjects of gender, refugees, exiles, transgender. She joined us for this workshop, and we learned about the freedom and security that Canada gives to LGBT people and respect for nature. We also learned about topics such as retirees and ageism with Ester Frid and how to connect with new generations. Other discussions points include how seniors adapt to change, how to help the rest of the community in this process, Social connections, healthy lifestyle and living in the moment



ALTAR DE MUERTOS & PAPEL PICADO WORKSHOP

Date & Time: October 22th, 2021, 5:30 p.m.

Location: Online (Zoom)

Attendees: 54 participants

In this workshop, we learned about the Day of the Dead tradition and celebration. Also known as "Dios de los Muertos", this celebration is a combination of a pre-Hispanic tradition that existed prior to Spanish colonization.



LATIN AMERICAN SUSTAINABLE ARTS & CRAFTS WORKSHOP

Date & Time: October 23th, 2021, 10:00 a.m.

Location: Online (Zoom)

Attendees: 54 participants

We had the opportunity to create beautiful and sustainable paper lanterns inspired by Mother Earth, and decorated them with symbols of pre-Columbian civilization. This workshop was family-oriented, and especially focused on engaging children.



PAN DE MUERTO WORKSHOP

Date & Time: October 23th, 2021, 11:30 a.m.

Location: Online (Zoom)

Attendees: 50 participants

In this interactive workshop, we learned about the history of the pan de muerto, as well as the figures made by artisan bakers and their meanings. For example, the edges of the sides signify the bones, and the ball in the middle of the skull. This bread is popular in the offerings of the altar of the Day of the Dead.

IN PERSON EVENTS



LAHM OPENING CEREMONY

Date & Time: October 14th, 2021, 5:00 pm

Location: Ocean Art Works, Granville Island

Attendees: 150 participants

The opening ceremony was a wonderful opportunity to reconnect with the community, and it was the perfect time for the Proclamation of Latin American Heritage Month in BC. Some of the Latin American consuls in B.C. were present, as well as representatives from Granville Island and the City of Vancouver. We had two art installations and an Art Show where the artists talked about their work. The Latino Seniors of B.C. group were also present at the opening.



FLAMENCO WORKSHOP

Date & Time: October 26, 2021, 5:00 p.m

Location: Performance Works, Granville Island

Attendees: 23 participants

In this workshop, Kasandra Lea taught basic Flamenco steps and the history of Flamenco, accompanied by live guitar music. The majority of the attendees were women between the ages of 30 and 50.



FLAMENCO, TANGO & WINE IN ONE NIGHT

Date & Time: October 26, 2021, 7:00 p.m.

Location: Performance Works, Granville Island

Attendees: 171 participants

This event was fully booked out days in advance, and we were able to see to it that most of the attendees were seniors, many of which were from metro Vancouver. We conducted a survey at the end of the event, and found that most attendees heard of this event through Facebook.

Flamenco, Tango and Wine and Wine remains one of the successful events that carry the LatinCouver signature and one of the most anticipated in Carnaval del Sol and the LAHM Festival.



LAHM CONCERT

Date & Time: October 27, 2021, 6:00 p.m.

Location: Performance Works, Granville Island

Attendees: 70 participants

Daniela Carmona presented her first musical material and Matices del Sur was performed after almost two years. Dancing was not allowed at this event due to COVID-19 related restrictions, but the audience still enjoyed the live music.



BRAZILIAN EXPERIENCE DAY 1

Date & Time: October 28, 2021, 6:00 p.m.

Location: Performance Works, Granville Island

Attendees: 104 participants

The event was spread across two days and provided an opportunity to showcase Brazilian food and Brazilian live music. On day one, Celso Machado, Bossa North, and Forro Cana performed for us. Given that COVID-19 had been preventing live performances for 18 months at this point, this event was a welcomed opportunity for these artists to perform live again. On the first day, we noticed that the audience was largely seniors. The event also helped us to support a local food business, Boteco Brasil, who served delicious Brazilian food on both days.



BRAZILIAN EXPERIENCE DAY 2

Date & Time: October 29, 2021, 6:00 p.m.

Location: Performance Works, Granville Island

Attendees: 117 participants

Similarly to day one of the Brazilian experience, this event consisted of live Brazilian music accompanied with locally produced Brazilian food. The performers for day two were Sambacouver, Brazilian Swag, and Brejera. On day two, we noticed a younger audience joined us.



DELICIOSO MEXICO "DIA DE MUERTOS" DAY 1

Date & Time: October 30, 2021, 6:00 p.m.

Location: Performance Works, Granville Island

Attendees: 118 participants

This was the first night of Delicioso Mexico. There were many young people in the audience. To complete the Mexican experience, we had a food truck selling Mexican food.



DELICIOSO MEXICO "DIA DE MUERTOS" DAY 2

Date & Time: October 31, 2021, 6:00 p.m.

Location: Performance Works, Granville Island

Attendees: 181 participants

In this event, we had Mexico Vivo perform for us. The age range of attendees was diverse - from youth to seniors - and we learned that experiencing and hearing Mariachi was a first for many of the audience.



"DIA DE MUERTOS" MARKET

Date & Time: October 30 and 31, 2021, 6:00 p.m.

Location: Ocean Art Works, Granville Island

Attendees: 3,900 participants

Through this market we were able to offer vendors a platform for reaching a wider audience. Opportunities to taste food that is offered at the Altar for the Day of the Dead were also provided. On both days, all of the food was consumed before closing time, and many people visited the market primarily to get photos and videos of the Catrina. There was also an installation of the Altar of the Day of the Dead, and an art exhibition created by Latin American painters.



VIDEO MAPPING PROJECTION

Date & Time: October 30 to November 1, 2021, 6:00-10:00 p.m.

Location: Granville Island (1500 Old Bridge St)

Attendees: 5,000 participants

This project was about light and sound. We invited the community to share the name of their dear deceased to pay tribute to them on the Day of the Dead, and displayed these names through the video mapping project. The result was very emotional but also powerful and healing. The Day of the Dead is recognized as an intangible heritage of humanity proclaimed by UNESCO, and is the most important tradition for Mexicans. After almost two years of the pandemic, this open-air event allowed people to enjoy a safe and emotional family show.



“DIA DE LOS MUERTOS” ACTIVITY WITH THE MEXICAN CONSULATE IN VANCOUVER

Date & Time: October 15 to November 1, 2021 , 11:00 a.m. - 6:00 p.m.

Location: Ocean Art Works, Granville Island

Attendees: 6,721 participants

We undertook this activity in partnership with the Consulate General of Mexico in Vancouver. We invited the community to bring or send a photo to honour their dear deceased in our Altar of the Dead. Many of the people who sent their photos came to say hello and say thank you to Latincouver and the Consulate for creating this forum. There are many people who do not make altars due to lack of space or who cannot find the materials to make their own altar, which is why this event is so important. The Latincouver Altar is communal and we welcome all those who want to honour their dead. Given that international travel has been restricted, many of our community have not been able to be with loved ones when they have passed away, making this event even more important.



"DIA DE MUERTOS" CLOSING CEREMONY

Date & Time: November 2, 2021

Location: Ocean Art Works, Granville Island

Attendees: 200 participants

Despite the rain, we reached full capacity for this event. It was free and open to the public, and interestingly, only 16 of the 50 people listed on our guest list. The rest were people who did not preorder a ticket. During the closing, we had a great live performance, and typical Mexican food that is put in the offering of the Day of the Dead. We had people of all ages attend. The group of dancing Aztec women performed a very emotional Aztec ceremony and took advantage of the cleaning with copal and incense. La Catrina performed with the mariachis at the end of the night.



ART EXHIBITIONS

Date & Time: October 15 to November 2, 2021, 11:30 a.m.

Location: Ocean Art Works, Granville Island

Attendees: 6,721 participants

We had an art exhibition open throughout the full 20 days of this festival. Visitors were able to come and go as they please, and speak to the artists and volunteers about their work and the meaning behind Latin American Heritage Month.

Many non-Latino visitors told us about their experiences traveling through Latin America, especially Mexico. Entire families came to visit the Altar, taking advantage of the opportunity to show their Canadian-born children what the Day of the Dead is about.

The Art Installation by Dolores Altin and Elvira DS was presented at the entrance and represented the four elements (earth, water, fire, and air). It also offered inspiration on how to use recyclable materials for art.



LA CATRINA

Date & Time: October 31 to November 2, 2021

Location: Granville Island

Attendees: 4,549 participants

La Catrina served as a main attraction for attendees, with many people stopping by to take photos with her. Our La Catrina Model is also part of the LGBT community and a university student.



MARKETING

OVERVIEW

From September 22nd until November 2nd, we promoted Latin American Heritage Month on Facebook, Instagram, Twitter, and occasionally, LinkedIn.

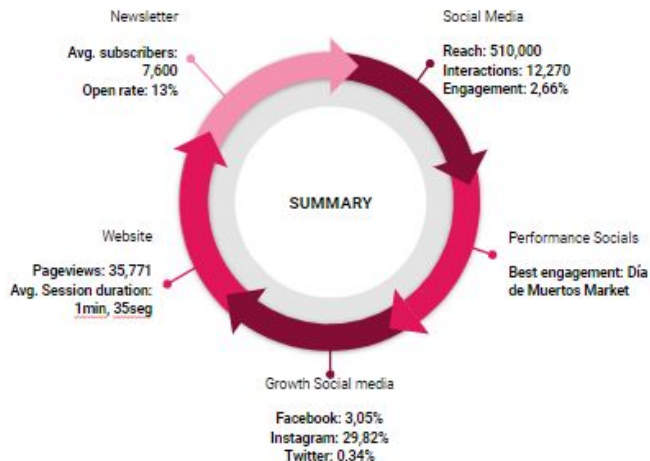
The audience engaged strongly with the content, with an average of 2.66% engagement per post. The digital campaign reached over 510,000 people with more than interactions.

During this period, our social media accounts grew by 2982% on Instagram, 3.05% on Facebook, and 0.34% on Twitter.

WEBSITE

We dedicated a specific microsite to LAHM with information about what LAHM was, and what workshops, events and art installations would take place. This site is available at:

<https://www.latincouver.ca/lahm/>



MEDIA KIT BOX



MEDIA COVERAGE

10 OCTUBRE 6, 2021

SIN FRONTERAS NEWS

EVENTOS

Eventos Sin Fronteras

Por Javier Romero -- www.blueangel.ca

Estimados lectores de Sin Fronteras, como se encuentran?, llega el Otoño y con ello, las lluvias, el clima comienza a enfriar, pero los corazones de los latinos siguen latiendo y llenando de calor las plazas de Vancouver, con la programación de más actividades culturales para este mes. En 2018, el Parlamento de Canadá proclamó, Octubre "Mes de la Herencia Latinoamericana", en reconocimiento a la tremenda contribución de la comunidad Latinoamericana al desarrollo económico y social de la sociedad Canadiense. Provenientes de 20 países latinoamericanos, los Canadienses de origen latinoamericano forman una gran comunidad, que está en constante crecimiento, en todo Canadá. Los latinos, enriquecen el tejido nacional con sus vibrantes y diversas culturas, gastronomía, música, danza y arte. Además, los miembros de la comunidad latinoamericana jugamos un papel importante en el crecimiento y la prosperidad de Canadá, gracias a nuestro espíritu emprendedor. Desde estas páginas invitamos a todos los Canadienses a aprender más sobre la herencia latina y sus aportaciones a la sociedad, asistiendo a los eventos que se tienen programados en Octubre, por parte de *Latincouver* y de otras organizaciones latinas, que se desarrollan en varias ciudades del Canadá, como son Ottawa, Montreal, Toronto, Calgary, Victoria y Surrey. La ceremonia de apertura de esta celebración en Vancouver será el Jueves, 14 de Octubre, en el Ocean Arts Works Pavilion, de Granville Island, a las 5:00 pm. En la ceremonia participará el Grupo de Danza Mexica, Casa Mestizo Cultural Society, en el cual participo como miembro activo, si usted tiene interés en conocer este tipo de danza,

busque nuestra página en Facebook y envíenos un mensaje solicitando su inscripción. A continuación, les presentamos algunas recomendaciones culturales, asiste y diviértete sanamente, usando tu cubrebocas ...!

LATIN AMERICAN HERITAGE MONTH – Calendario de eventos:

LA HISTORIA DE LATINO AMERICA: un viaje en el tiempo.

América Latina tiene una rica historia que compartir y estamos ansiosos por compartirla contigo. Viaja con nosotros y retrocedamos en el tiempo para descubrir cómo la historia ha hecho de América Latina lo que es hoy en día. En estos talleres exploraremos junto a Mercedes Lesta, el trabajo de algunos escritores latinoamericanos ilustres, mientras conocemos parte del contexto histórico. Viernes, 15 de Octubre; 5:30 pm, en línea, vía Zoom, previo registro en el sitio: www.latincouver.ca

RITMOS DE LATINO AMERICA, taller en línea:

En este divertido taller, exploraremos los

ricos y cadenciosos ritmos de América Latina, desde los mariachi mexicanos en el Sur, hasta el tango Argentino en el Sur de América Latina. Exploraremos sus instrumentos, significado, raíces y secretos. Taller a cargo de Robin Lane, percusionista nominado por *Junos Awards* e integrante de bandas como son *Mazacote* y *Locarno*. Robin, es el instructor senior de percusión en la Escuela de Música Sarah McLachlan y el Director Artístico de la *World Rhythms for Youth Society*. Sábado 16 de Octubre, 10 am a 11 am. Regístrate en el sitio de *Latincouver*.

TRADICIONES EN LATINO AMERICA, taller en línea, con María José Albil:

América Latina es el hogar de personas llenas de pasión, que tienen una hermosa cultura y tradiciones para compartir con el mundo. En esta serie de eventos queremos traer algunas de las tradiciones más bellas y conocidas de América Latina y mostrarle cómo otras culturas ven el mundo y lo celebran. María José es una mujer de dos espíritus, con herencia multicultural e indígena de México. Ha cominado junto a Ayutajá Jay (Mixes), Pur' epechas, Nöthlo (Otomies),

Maya (Mayan-Yucatan) y Blackfoot people en proyectos educativos. Ella es además miembro activo de Casa Mestizo Cultural Society. Sábado, 16 de Octubre, 11:30 am. Regístrate en el sitio de *Latincouver*.

TALLER ALTAR DE MUERTOS Y PAPEL PICADO, con Paloma Morales.

Aprende vía Zoom, a crear tu propio altar de muertos, en tu hogar. Paloma Morales nació en México y a los 25 años se mudó para estudiar en Londres, Inglaterra, luego vivió en Sidney Australia, donde fue Vicepresidenta de MAAWI (Asociación Mexicana Australiana, INC), representando a la comunidad mexicana en Australia. Paloma y su equipo promovió la cultura mexicana a través de diferentes eventos en Sidney. Este taller educa sobre la importancia de la tradición del día de muertos y su significado. Los participantes, explorarán uno de los elementos más importantes del altar: el Papel picado; y usted podrá aprender el significado del altar y cómo se construye. Viernes, 22 de Octubre, 5:30 pm, en línea. Regístrate en el sitio de *Latincouver*. Consulte la página de *Latincouver* para ver la cartelera completa, saludos y que se diviertan!



ARTS SPOT »

This October, celebrate Latin American Heritage Month through dance and cooking workshops, music, and more

posted on October 12th, 2021 at 9:00 AM



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(This story is sponsored by [Latincouver Cultural & Business Society.](http://www.latincouver.ca))



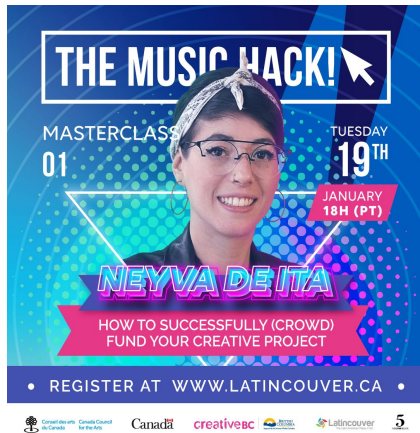




THE MUSIC HACK

The Music Hack! is an initiative that aims to enhance the digital knowledge and skills of artists through a series of eight online masterclasses and a final hackathon with six workshops from January 16, 2021 to May 31, 2021. Latincouver and TrebleFive partnered in this project to enhance the skills of local musicians and to showcase the richness of Canadian music to a broader digital audience.

Our project helped music artists understand and take advantage of digital resources and tools to thrive professionally and build audiences in the current context of physical distancing, limited-capacity venues, and a boost of digital experiences. Artists learned about the benefits of digital technologies, developed digital skills from a basic to intermediate level, and gained understanding on how to use these skills and digital tools to support their goals and have a sustainable career.



MASTERCLASS 01 - HOW TO SUCCESSFULLY (CROWD) FUND YOUR NEXT CREATIVE PROJECT

Date & Time: January 19, 2021, 6:00 p.m.

Location: Online

This masterclass provided artists with the tools and processes to create a successful crowdfunding campaign and find money for their projects. Specific focus was given to understanding the ingredients of a crowdfunding campaign, choosing your goals, creating rewards, and crafting your pitch.



MASTERCLASS 02 - CREATIVITY & RESILIENCE IN THE ARTS: HOW TO THRIVE AND SURVIVE AS AN ARTIST

Date & Time: January 26th, 2021, 6:00 p.m.

Location: Online

In this workshop, Pablo Zacarias helped attendees find their uniqueness and resilience as a creative artist. Pablo shared the tools and strategies he has used across many roles in the arts and cultural industry, providing valuable insights and perspective as an artist, manager, promoter, talent buyer and overall arts lover.

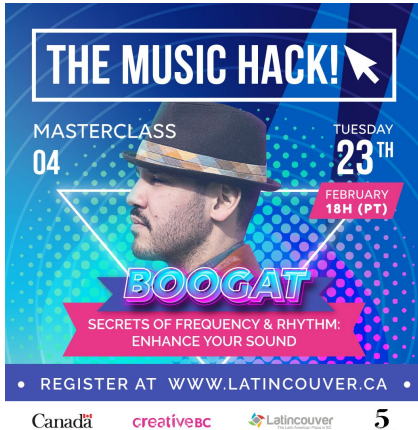


MASTERCLASS 03 - MUSIC BUSINESS 2025: PREPARE FOR THE FUTURE.

Date & Time: February 9th, 2021, 6:00 p.m.

Location: Online

This masterclass provided insight into how an independent record label releases new music - specifically targeting the hyper-competitive streaming universe - and touched upon key marketing and production elements essential to getting music heard.



MASTERCLASS 04 - SECRETS OF FREQUENCY & RHYTHM: ENHANCE YOUR SOUND.

Date & Time: February 23th, 2021, 6:00 p.m.

Location: Online

This masterclass is about improving sound by thinking frequential and making better use of instrument registers when composing with today's #1 music creation instrument: the computer. Through real world examples and practical insights, we aimed to further the understanding of the EQ curve in composing and producing and of how to capitalize on the most important frequency interactions in the human ear.



Canada

creativebc

Latincouver
The Latin American Presence in BC

5
TELEVISION

MASTERCLASS 05 - ONLINE MUSIC COLLABORATION: BECOMING COLLAB SAVVY

Date & Time: March 9th, 2021, 6:00 p.m.

Location: Online

Vocalist, composer and visual artist Katherine Penfold presents "Collab Savvy Solo": How to collaborate with your fellow musicians online using Instagram. This presentation was for musicians with a smartphone, knowledge of a music editing program (like GarageBand or better), as well as a video editing program (iMovie or better). Katherine presented on the quick process of capturing from Instagram, how to record collaboration and then release it again through your social media platforms.



Canada

creativeBC

Latincouver
The Latin American Hub of BC

5
years

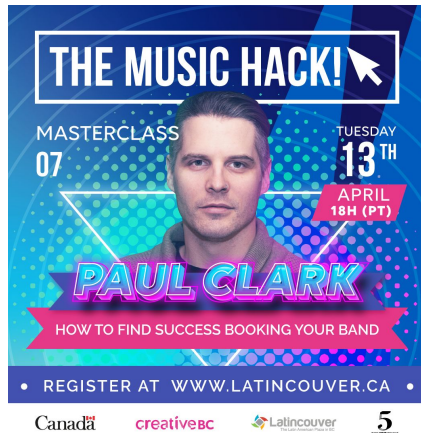
MASTERCLASS 06 - GRANTS & GOALS: MAKING A CASE FOR YOUR ART

Date & Time: March 30th, 2021, 6:00 p.m.

Location: Online

Learning to pivot and adapt is key to artist resilience during this unprecedented time in our industry. What are the tools and strategies available now to succeed as a creative artist and find support for the continued development of your craft? This workshop explored ways to effectively communicate practice or project and find new ways to source and sustain artistic careers.

This workshop explored: How to find success as an artist and build sustainability and creative achievement, developing your music business mind, music entrepreneurship, how to succeed in your funding applications, understanding the Canadian arts grant system, artist development and residencies, licensing/royalties/SOCAN, online education and personal practice/growth, and digital marketing/streaming opportunities.

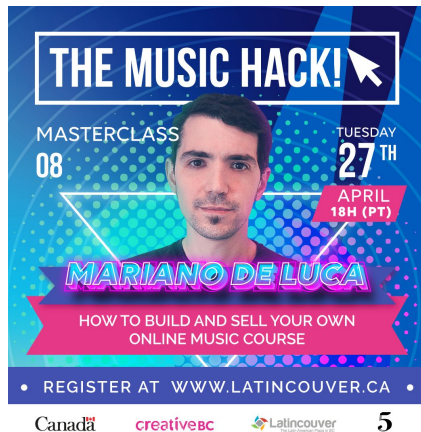


MASTERCLASS 07 - HOW TO FIND SUCCESS BOOKING YOUR BAND

Date & Time: April 13th, 2021, 6:00 p.m.

Location: Online

As a working musician, accessing new live performance opportunities in venues and at festivals can be one of the most frustrating and confusing aspects of the business. It doesn't matter if an artist is starting out as a new act or if they are a seasoned pro, it can often feel like a total mystery. While there is no perfect method for 'breaking through,' there are some necessary steps artists can take which can remarkably improve artist exposure and get them more gigs.



MASTERCLASS 08 - HOW TO BUILD AND SELL YOUR OWN ONLINE MUSIC COURSE

Date & Time: April 18th, 2021, 6:00 p.m.

Location: Online

Combining years of expertise in advertising and digital marketing with experience launching startups in the music industry sector, promoting online video courses, lessons and services, Mariano de Luca from louderband.com showed artists how to create and sell their own online music course.

In this workshop, we talked about how to produce and organize course content.

Attendees learned advertising concepts and how to apply them to their product and promotional speech.



THE MUSIC HACK! HACKATHON

Latincouver and TrebleFive Music presented this free two-day event that sought to explore the world of technologies and arts and enhance musicians' digital experience and fluency in music technologies.

Eight workshops covered topics such as music production, SEO & UX optimization, new music tech, sound design, augmented reality, digital marketing and grant writing, plus networking opportunities for participants.

Presented by experts and industry leaders, each session explored the future of the arts and helped artists hack into the new music economy with tools and strategies that support creators and artist-entrepreneurs.

The event also included an exclusive live music performance from Juno award-winning artist Boogat. Registration was free and open to all.

THE MUSIC HACK!
HACKATHON!
 MAY 29-30TH

HOSTS
 PABLO ZAGARIAS RENATA DINIZ MALCOLM AIKEN

DAY	TIME	HOST	TOPIC
SATURDAY	10:00 - 11:00AM	ALAN ROMERO CARLOS METTA	WORKSHOP 1 HOW TO DESIGN AUDIO FOR FILMS, TV AND VIDEO GAMES
	11:00 - 12:00PM	HOPE & MAMA RUDEGANG	WORKSHOP 2 BUILDING A PROFESSIONAL RECORDING STUDIO AT HOME
	12:30 - 1:30PM	GABE SOTO: BEATOROP.CA	WORKSHOP 3 INTRODUCTION TO ELECTRONIC MUSIC PRODUCTION
SATURDAY	2:00 - 3:00PM	ROBERTO GUTIERREZ	WORKSHOP 4 AUGMENTED REALITY AND VIRTUAL REALITY FOR ARTISTS AND CREATORS
	3:30 - 4:30PM	ARTURO HERNANDEZ	WORKSHOP 5 AN ARTIST'S GUIDE TO BLOCKCHAIN AND NFT
	7:00 - 8:00 PM		NETWORKING AND SPECIAL MUSICAL PERFORMANCE - BOOGAT
SUNDAY	11:00 - 12:00AM	VALENTINA BAUTISTA	WORKSHOP 1 HOW TO CREATE AN EFFECTIVE DIGITAL STRATEGY FOR YOUR ART
	12:30 - 1:30PM	LETICIA SERRANO	WORKSHOP 2 INTRODUCTION TO SEO AND UX
	2:00 - 3:00PM	LINDA PURCELL	WORKSHOP 3 MASTERING GRANT WRITING FOR ARTISTS
SUNDAY	3:30 - 4:30PM		VR SHOWCASE AND FINAL REMARKS

ATTEND OUR FREE EVENTS!
 REGISTER AT WWW.LATINCOUVER.CA/THE-MUSIC-HACK

DAY 1 - MAY 29

10:00 AM-4:30 P.M.
7:00-8:00 P.M.

WORKSHOPS
 NETWORKING SESSION

DAY 2 - MAY 30

11:00 AM-3:00 P.M.
3:30-4:30 P.M.

WORKSHOPS
 CLOSING REMARKS

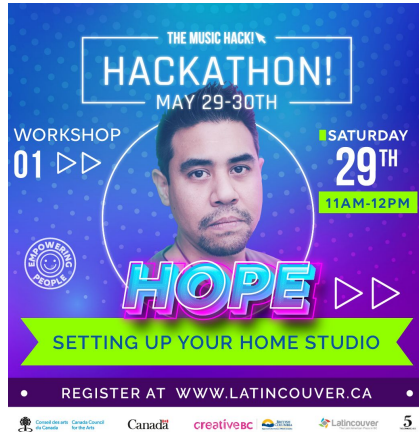


HOW TO DESIGN AUDIO FOR FILMS, TV AND VIDEO GAMES

Date & Time: May 29th, 2021, 10:00 - 11:00a.m.

Location: Online

In this session, we delved into all the components that make up modern sound design and how audio content integrates into today's media platforms. We explored dialogue and SFX editing, recording foley and sound mapping all the way to the final studio mix and bounce. We explored how the recording of a single sound or an entire library of audio material can become a signature part of artists' media production.



SETTING UP YOUR HOME STUDIO

Date & Time: May 29th, 2021, 11:00 - 12:00 p.m.

Location: Online

Acclaimed Hip-Hop artists, HOPE and MAMA from Rudegang Entertainment presented this workshop on how to best set up artists' home studios and start recording and producing great sounds and songs so that they can maximize their DIY experience and express their identity through music.

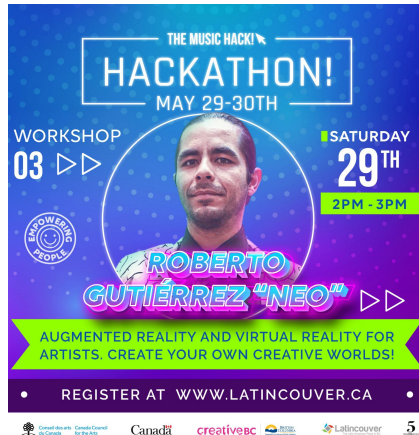


INTRODUCTION TO MAKING ELECTRONIC MUSIC

Date & Time: May 29th, 2021, 12:30 - 1:30p.m.

Location: Online

In this introductory workshop into the world of electronic music production and creation, we learned how to use computers as an orchestra to create drums, bass, chords and melodies. No experience, software or equipment was needed. Just a web browser. Headphones were recommended.



AUGMENTED REALITY AND VIRTUAL REALITY FOR ARTISTS

Date & Time: May 29th, 2021, 2:00 - 3:00p.m.

Location: Online

New advances in AR technologies and the use of social networks have created new forms of artistic and creative expression through media in tech hubs around the world. In the last five years, Augmented Reality technology has been adapted by artists and used as an innovative marketing and branding tool for their works.

This masterclass explored the new possibilities of AR and was aimed at those interested in digital creativity, artists, musicians, designers, as well as marketing directors, publicists and creative directors.



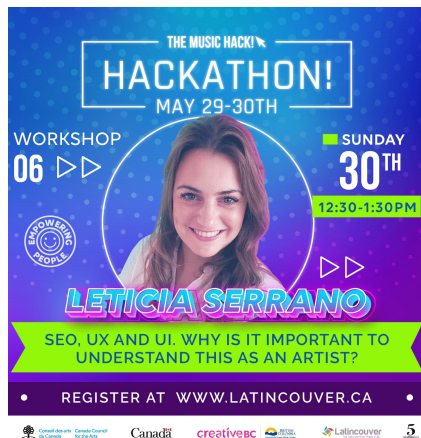
HOW TO CREATE AN EFFECTIVE DIGITAL STRATEGY FOR YOUR ART

Date & Time: May 30th, 2021, 11:00 - 12:00 p.m.

Location: Online

Today, in the COVID-19 era, digital communication and culture have taken over our lives. How as artists can we best navigate these digital spaces and have our voices heard?

In this session we explored the pillars of an effective digital marketing strategy, and how to identify and stay current with the ever-expanding online music community.



INTRODUCTION TO SEO AND UX

Date & Time: May 30th, 2021, 12:30 - 1:30 p.m.

Location: Online

During the UX Webinar, Leticia presented the foundation of User Experience Design, its importance, and its benefits. This was a practical session to identify bad and good practices of UX in multiple environments.

THE MUSIC HACK! 

HACKATHON!

MAY 29-30TH

WORKSHOP
06 ▷▷

SUNDAY
30TH
1PM - 2PM





**LINDA
PURCELL** ▷▷

SHE IS ALSO RELEASING HER FIRST
COOKBOOK: VEGGIE OUTLAWS

GRANT WRITING & APPLICATION
FOR ARTISTS

• REGISTER AT WWW.LATINCOUVER.CA •

MASTERING GRANT WRITING FOR ARTISTS

Date & Time: May 30th, 2021, 1:00 - 2:00 p.m.

Location: Online

In this masterclass, Linda shared what individuals need to prepare if they want to write an outstanding grant application.

Grants and foundation funding can be a great source of funding for your next project. There are many different types, for many different purposes, from developing new work, recording, tours, travel, or even rehearsal. Each grant has a specific priority with unique requirements, yet there are standard requirements for most applications.

Marketing Report for The Music Hack

The marketing campaign was delivered online, and focused on social media promotion.

In the weeks leading up to the event, we began promoting using specific banners to generate awareness. Immediately before the event (two weeks prior), we started sharing materials such as video promotion to generate excitement about the event. We also posted individual videos and banners as an incentive to register for each workshop or class. Finally, events were created on specific social media platforms to eliminate any confusion about the event's details.

- Short individual videos with a length of 30 seconds to 2 minutes were created and shared. Videos recorded by each of the speakers per work workshop or masterclass describing the main material were delivered and edited by Latincover to match the project theme, which were focused on the general project promotion. Each video was posted as "stories", "highlights" and as discussion on the event's site on Facebook, LinkedIn, and Instagram. The intention of individual videos was for people to directly register for the corresponding workshop or masterclass.
- A mix of individual banners designed by Latincover per work workshop or masterclass to communicate the main information such as title, time, speaker, and date of the event were developed. Banners were posted on social media, primarily Facebook, LinkedIn, Instagram, and Tweeter as regular posts. The intention of individual banners was for people to directly register for the corresponding workshop or masterclass.

- General banners to promote the whole project of The Music Hack and the final event of The Hackathon were created. Banners were posted on social media, primarily Facebook, LinkedIn, Instagram, and Twitter as regular posts. These posts contained more detailed information of the project and schedules. The intention of the general posts was for the audience to interact with other material or lead them to the project website to seek more information. Paid promotion was used on this material.
- General promotional video. A 45 second video with a brief description of the project, main dates, information, and instructions to register was shared. The video was posted on social media, primarily Facebook, LinkedIn, Instagram, and Twitter. The intention of general posts was for the audience to interact with other material or lead them to the project website seeking more information. Paid promotion was used on this material.
- Events were created on social media which allowed users to interact by confirming their assistance, adding it to virtual calendars, participating and following the discussion on the event forum. The intention of the events was to create a strong presence and solidity to the event that often is not enough on online events.
- Micro website was created on the Latincouver website to display the full information of the class, including a detailed description of each speaker, and instructions to register.



APRIL 19 TO
SEPTEMBER 3

FREE TRAINING

**LATINCOUVER
HELPING YOU TO
GROW IN CANADA**

**TRAIN TO BE A CERTIFIED IT TECHNICIAN
WORK EXPERIENCE PROVIDED**

YOU MAY BE ELIGIBLE IF YOU:

- ARE ON EI OR HAVE HAD A CLAIM IN THE LAST 5 YEARS; OR
- HAVE EARNED MORE THAN \$2,000 IN INSURABLE EARNINGS AND PAID EMPLOYEE EI PREMIUMS ON THOSE EARNINGS IN AT LEAST 5 OF THE LAST 10 YEARS
- ARE A BRITISH COLUMBIA EMPLOYMENT AND ASSISTANCE CLIENT

MORE INFORMATION: BUSINESSANALYST@LATINCOUVER.CA
REGISTER HERE BY APRIL 18, 2021: WWW.LATINCOUVER.CA/ITTRAINING

Empowering people became one of our priorities during the covid pandemic.

We successfully delivered a 26 week Project Based Labour Market Training Program (PBLMT) with the kind support of the Government of Canada and the Province of British Columbia. Latincouver partnered with Western Community College (WCC) and with the Progressive Intercultural Community Services (PICS) to offer twelve participants the opportunity to empower them through such a program that included fifteen weeks of employability and skills training, four weeks of on-the-job experience and one week follow up support to participants.



This program is funded by the Government of Canada
And the Province of British Columbia



There was also Formal Information Technology training at WCC, Skills training with Latincoover's team, and Job Development and work placement by PICS.

Latincoover carefully selected the individuals from a wide range of candidates who came from different professions and cultural backgrounds. Demographics included five who identified themselves as women and seven as men, and 90% landed immigrants who came from Afghanistan, Belarus, China, Colombia, Corea, Iran and India

The agreement with the funder was completed on time, within the original budget and all deliverables and outcomes provided without any performance shortages.

The feedback from the participants were positive, 91% completed the program and 70% of them found a job within three months after completing the program. 10% continued studies.

While this was Latincoover's first training program under the Empowering pillar, Latincoover was able to successfully execute the project and is now ready to deliver more programming of this nature. We will continue our mission to empower individuals and build communities.

Annual General Meeting

Date: April 28 , 2021, 6:00 to 7:30 p.m.

Location: Zoom

We held our annual general meeting (AGM) in April 2021. All community members were invited to attend and were able to ask questions. A report on our activities and finances was given, and members of the Board were introduced.

HOW WE DO IT



MARKETING ANALYTICS

Last year's marketing activities were mostly defined by digital media activities. During Carnaval del Sol and Latin American Heritage Month we had offline, media and influencers activities, but during the rest of the year we had different projects and values that were communicated through digital channels. Those channels were Social Media, Podcasts, Newsletters, and our website.

To summarize, our digital channels performed incredibly during 2021, allowing our audience to meet and engage with us. Every platform has its strengths when it comes to location, age, and gender, which enables us to have a broad reach throughout the community. This occurs because we provide each audience with the customized content that they find valuable, using the right communication tone, regardless of their demographic information.

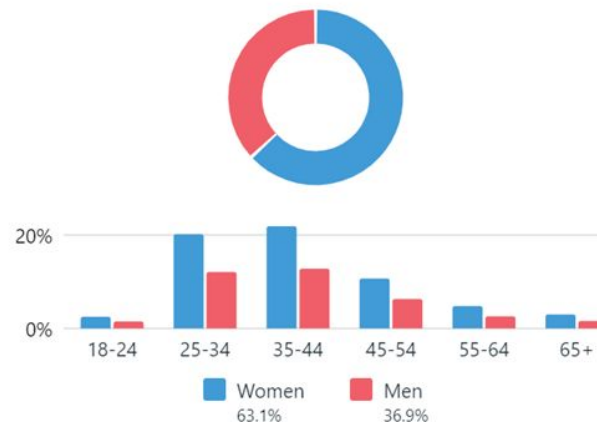
1. SOCIAL MEDIA

Latincouver's social media accounts, Facebook, Instagram, LinkedIn, Twitter and YouTube had an amazing performance during 2021. The peaks of engagement coincided with Carnaval del Sol and Latin American Heritage Month's events. Here's a breakdown of each platform's performance.

FACEBOOK

- Our page had an annual reach of 444,862 people, 7.5% more than during 2020. The peak was during LAHM in October, when we reached almost 30,000 per day. Facebook reached more individuals than our Instagram, but our Instagram reach increased more percentage-wise.
- We currently have 14,276 followers on Facebook, growing 7% compared to 2020.
- From our followers, 63% are women and they are mostly between 25 and 44 years old
- 60% of our followers live in Canada, while 43% of them live in Vancouver and nearby locations (Surrey, Burnaby, North Vancouver).
- During 2021, we have received 452 messages on Facebook and Instagram.
- We published 57 events on Facebook, which reached 67,900 people.

Age & gender ⓘ

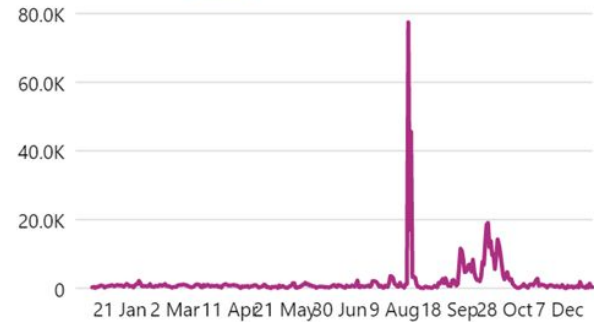


INSTAGRAM

- Our Instagram page had an annual reach of 328,300 people, 630% more than 2020. In comparison to Facebook, Instagram reached out to less people, but its annual growth is increasing at a faster pace.
- We received more than 18,000 visits to our profile, which is 124% more than during 2020. This led to a 65% increase in the number of our followers, with a total of 5,300 at the end of 2021.

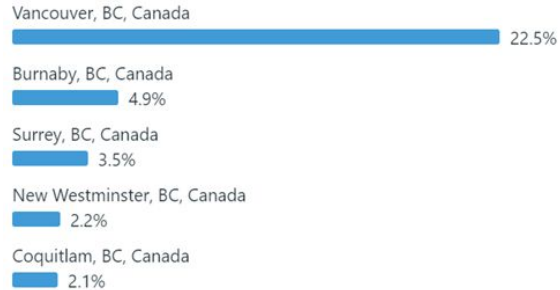
Instagram reach ⓘ

328,300 ↑ 631.8%

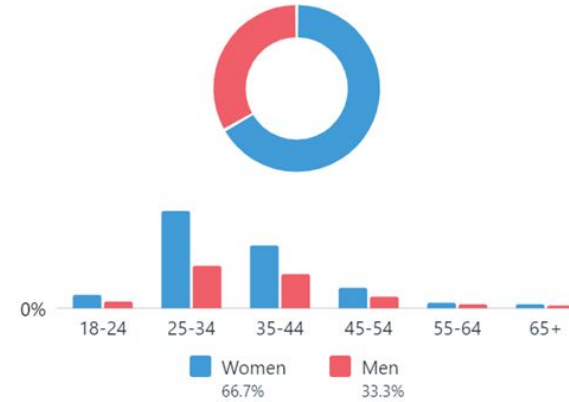


- Women represent 66.7% of our followers while men represent 33.3%. Regarding the age range, most of our audience is between 25 and 34 years old .

Top towns/cities



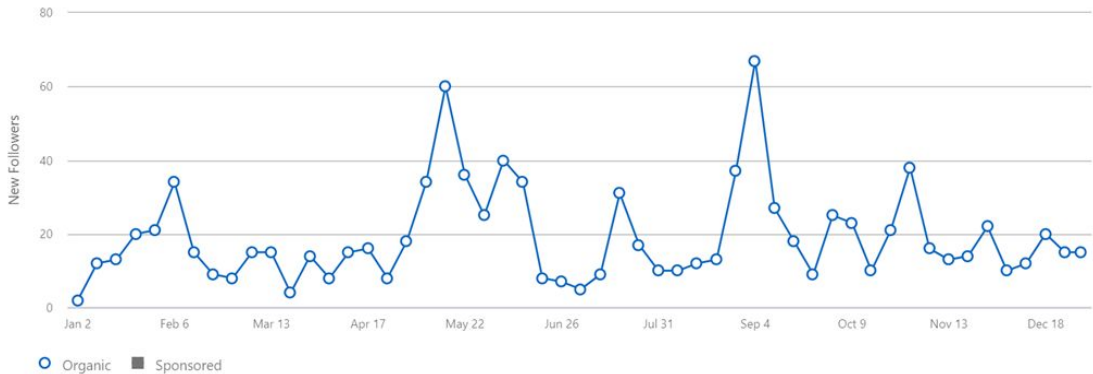
Age & gender ①



- Most of our followers are based in Vancouver, Canada

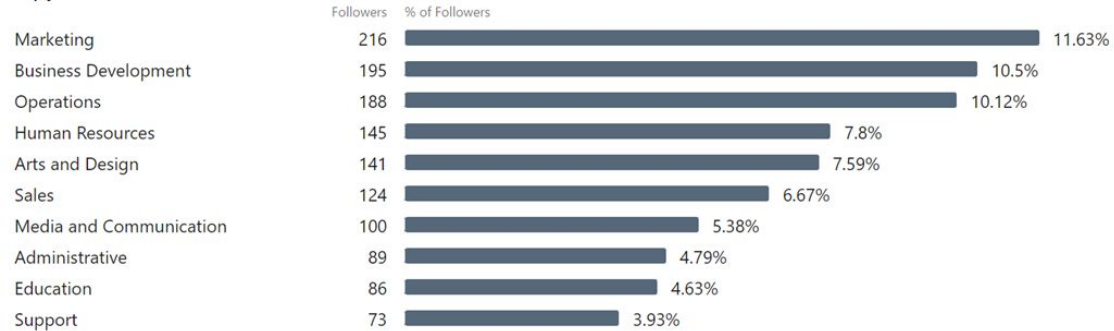
LINKEDIN

- The platform was only used to promote business-related content. LCBN's events were created on LinkedIn too, which made our page more professional.
- This content change led to a 65% increase of followers compared to 2021. TWe ended the year with 2,334 followers.



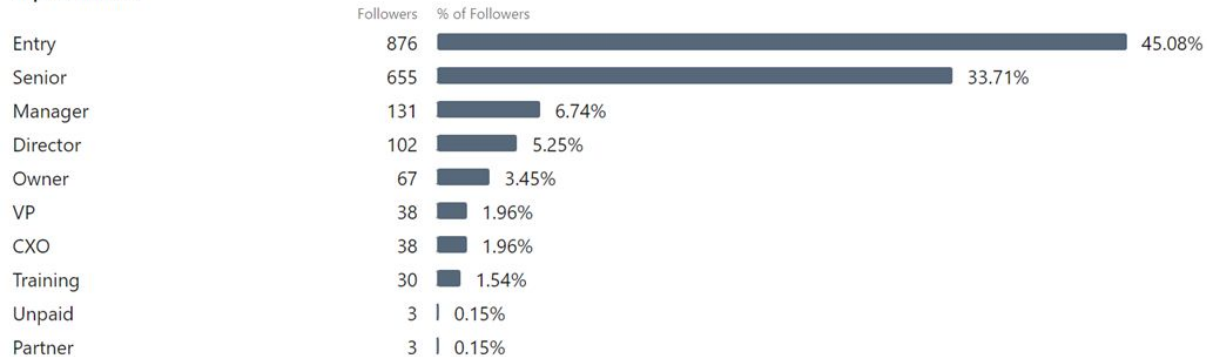
- More than 60% of our audience is located in Vancouver, with 7.5% located in other regions inside Canada.
- Our followers usually work in marketing-business related job functions

Top job functions



- In terms of seniority, 45% of our audience is at an entry level position. Nevertheless, we have a large number of seniors, managers, directors and owners (49% in total), which is the audience we're aiming to do and connect business with

Top seniorities



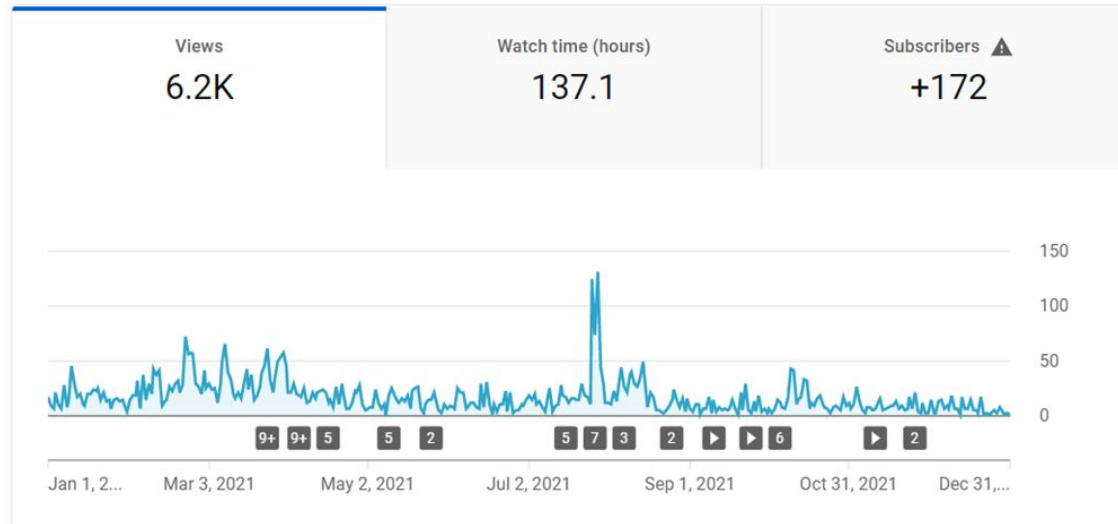


TWITTER

- Even though Twitter is our platform with less traffic, it performed very well organically.
- Over the year, our Tweets had over 100,000 impressions.
- We currently have 2,987 followers, which is 3% more than during 2020.

YOUTUBE

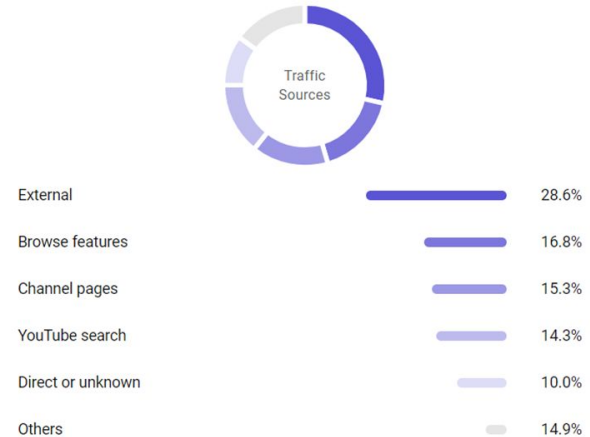
Our videos had 6,249 views during 2021 and the channel attracted 172 new subscribers. We finished the year with 441 subscribers. Our account's total watch time was 137 hours.



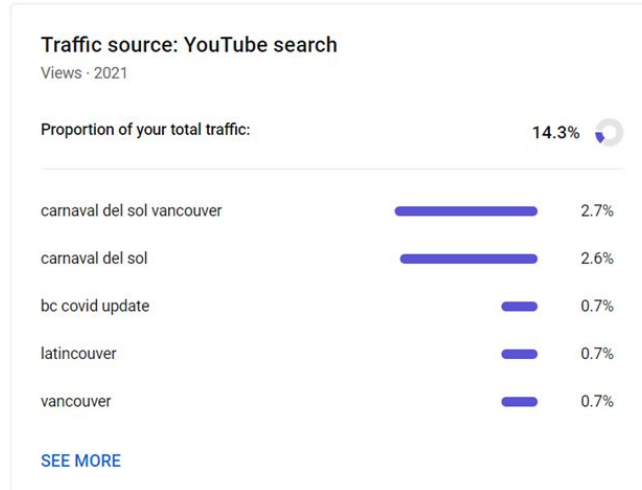
- Our videos had 77,300 impressions, 28% more than during 2021 with a 3.2% click rate. This means that 3.2% of the people that saw our videos, clicked on the link associated to learn more.
- People reached our channel through different platforms. 28% of the traffic came from external sources, such as social media. This reinforces the need of having all our digital communication platforms connected and generating traffic in an integrated and coordinated manner..

Traffic source types ▲

Views · 2021



- The below screenshot shows that top five keywords that led people to our YouTube channel



- The screenshot below shows the videos that retain people for the longest duration

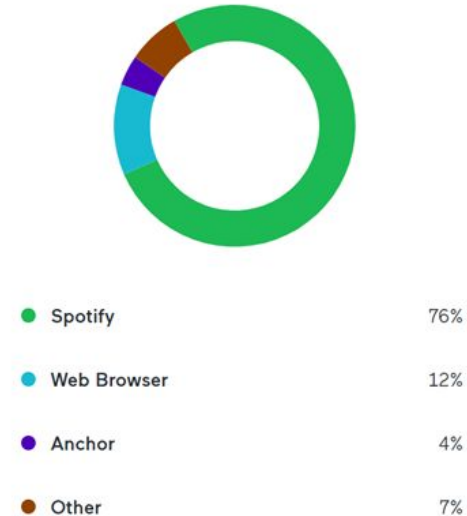
Video		Still watching at 0:30
	Across the Americas presents PATRICK ERNST	64%
	Masterclass 04 - Secrets of Frequency & Rhythm: Enhance your Sound. Inter...	55%
	How to start your own business - Step by step	51%
	Consejos para los que piensan venir a vivir a Canadá Con Felipe Camacho	47%
	Join us for Carnaval del Sol 2021 - Tickets on sale!	24%

2. PODCAST

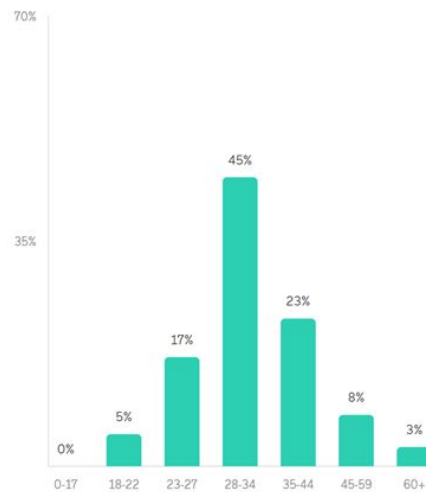
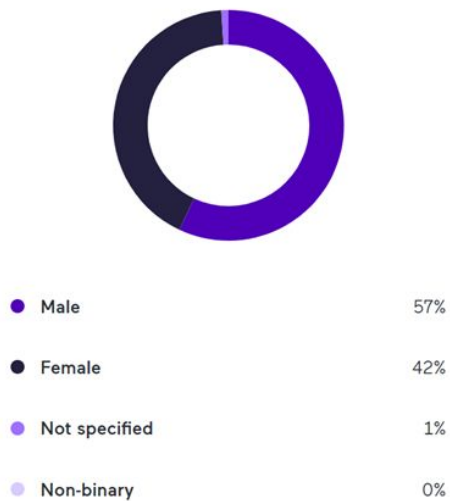
During 2021, we hosted two podcast channels. One was aimed at Spanish speaking Latinos, called LATINOS EN CANADÁ and the other one was for Brazilians, called BRASILEIROS EM VANCOUVER.

BRASILEIROS EM VANCOUVER

- With an average of two episodes per month, this Brazilian podcast was played over 570 times.
- Regarding location, 51% of our listeners were listening from Brazil, while 32% of them from Canada
- The most important listening platform was Spotify, with 76% of the plays, followed by web browser and then anchor.

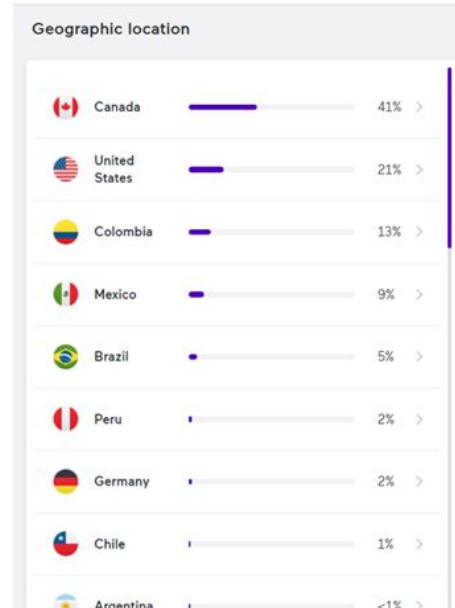


- Regarding gender and age, 57% of the listeners were males and the age range for most listeners was between 28 to 34

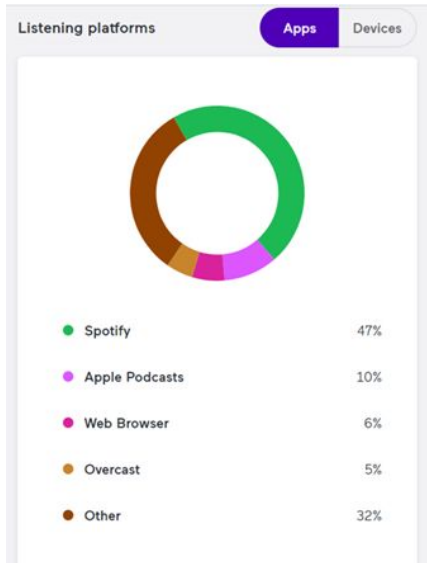


LATINOS EN CANADÁ

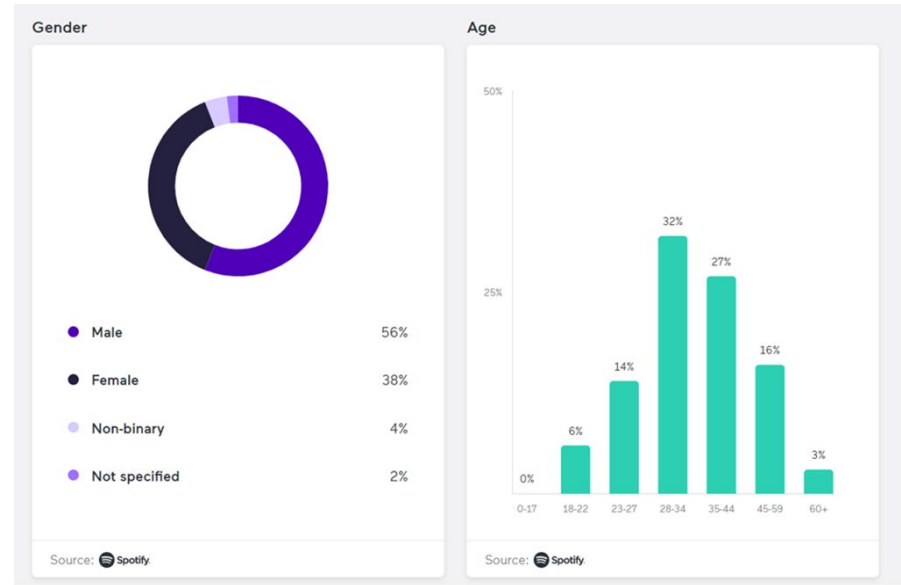
- With an average of two episodes per month, this Spanish-speaking podcast was played over 1,200 times.
- 41% of the audience was listening from Canada, 21% from the US, and 31% from Latin American countries.



- The most listened platform was Spotify, as was Brasileiros em Vancouver. But in this case with Latinos en Canadá, 10% of the listeners used Apple Podcast as their platform



- 56% of our listeners were Males, 38% women and 4% non-binary. The latter gender was not among the listeners from Brasileiros em Vancouver. The predominant age range was between 28 to 44 years old



3. NEWSLETTERS

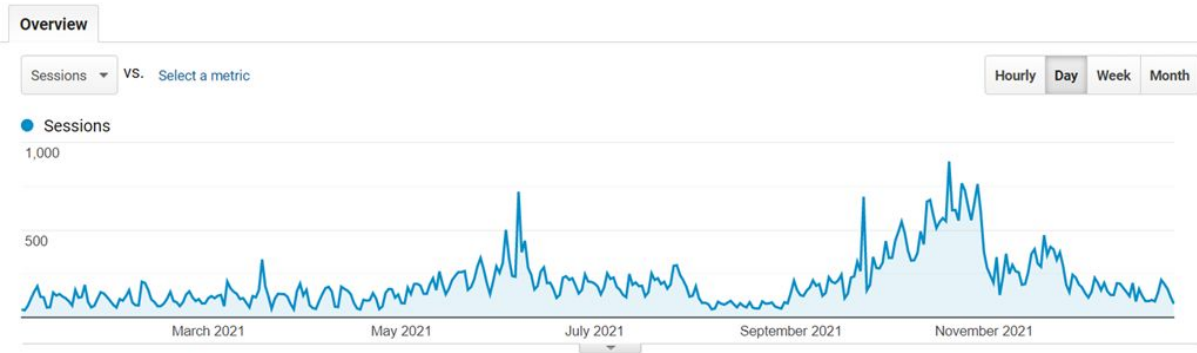
We focused our newsletter strategy on sending valuable information to the subscribers, without spamming and segmenting the target audience.

- A total of 104 newsletters were sent during 2021, with an average of 22% open rate and a total of 17,786 subscribers. They increased 18% compared to 2020.
- We have different databases segmented by interest, such as:
 - LCBN – Business related
 - Carnaval del Sol and Latin American Heritage Month
 - General Audience interested in Latincoover's activities
 - Former volunteers
 - Current employees, contractors, and volunteers
 - Seniors
 - Verde Vancouver
 - Artists, musicians related to The Music Hack
- The most engaged audience is LCBN's, which achieved the highest open rate in the year at 67%.

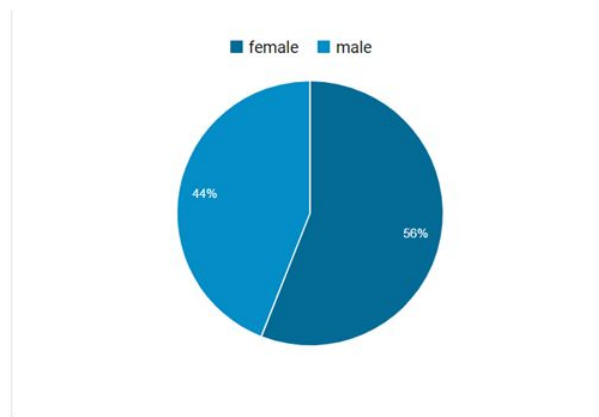
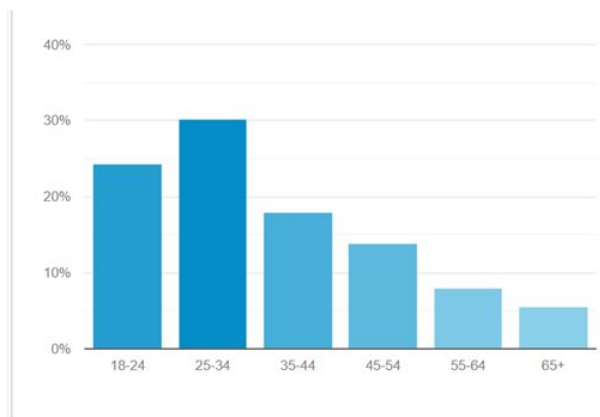
4. WEBSITE

Our website was constantly updated in 2021 with events, information, blog and projects.

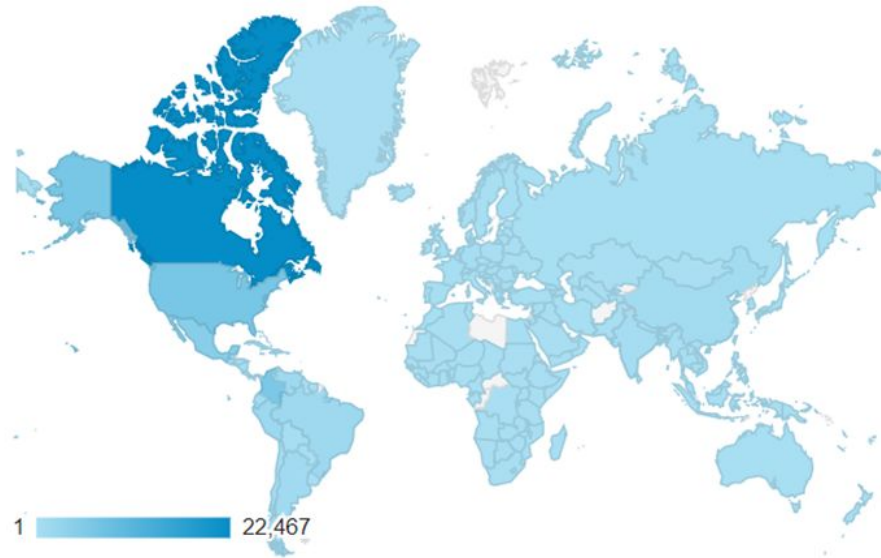
- The website had 72,400 sessions, with an average navigation duration of 1.30min and over 140,000 pageviews. The peak visit was during Latin American Heritage Month



- Our visitors have their navigators set up mostly in English, Spanish and Portuguese language. 53% use English, while 31% use it in Spanish and 3% in Portuguese. This doesn't mean that the visitors don't speak or prefer other languages, but it means they feel more comfortable with the one selected in their navigating channel (whether that's google chrome, edge, etc).
- Currently, 90% of the visitors are new and 10% are returning. We hope the returning visitor's percentage will increase once we launch our new, more user-friendly website.
- 56% of the visitors are females. The most frequent age range of visitors is between 25 and 34 years old



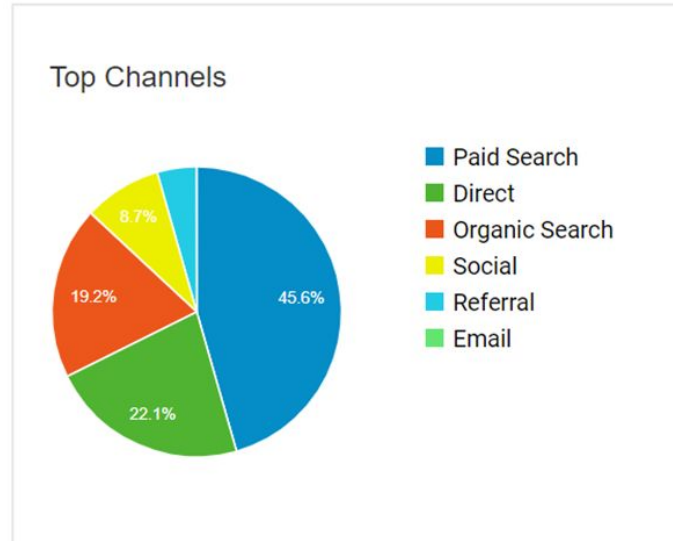
- 38% of people visit us from Canada, 11% from the US, 10% from Colombia, 7% from México, 3% from Peru and Brazil, 2% from Venezuela, and 1% from Argentina and Ecuador.



- The below screenshot shows us the topics that our audience are most interested in



- 45% of our traffic comes from paid advertising (such as Google and social media ads) and 22% of them directly write our website's name. An interesting fact is that 19% of the traffic is a discovery, this means that the audience was googling keywords related to us and they decided to visit our website



GRANTS

Grants are essential for nonprofit organizations to help establish themselves, supplement their resources, and support their mission statement. A large part of Latincoover's income comes from government grants which help realize the planned yearly activities.

Latincoover was successful in our efforts to find new grant opportunities in 2021. Subsequently, we implemented new projects and expanded on existing programming. However, due to the impact of COVID-19 and the quickly changing environment resulting from the pandemic, planning physical events was challenging. The operations team worked hard to find acceptable and safe solutions, resulting in innovative and creative hybrid versions of CSOL, LAW, LAHM, and LCBN. However, this resulted in a significant reduction of our earned revenue, with most of the support for our cultural events coming from grants from the federal, provincial, and municipal governments..

Challenges

Since most of our grants are governmental grants, we need to expand our funding sources to include increased sponsorships and fundraising activities. In addition, staffing is an ongoing challenge.



Highlights

In 2021, due to COVID-19, Latincover had a challenging year, but the project team worked hard to find new opportunities. Our goal in 2021 was to expand our programs, which we did by seeking out and receiving funding that helped us increase programs in all four of our pillars. As a result, we presented numerous cultural events, delivered programming about online disinformation, provided vaccination information, implemented the Seniors Latino Council, and presented workshops.

The Latincover's grant department is growing. In 2021, Lucia Pacheco continued to contribute to the team, working remotely from Argentina as a grant writer and researcher. In addition, we hired a new grant writer, Sarah Johnston, and we also had volunteers helping the Grants and Fundraising team. Due to the hard work of the grants team, we increased the number of grants we applied for in 2021 over 2020 by 77%, and we almost doubled the number of approved grants.

Action plan for next year

Our goal for 2022 is to implement several fundraising initiatives and increase corporate sponsorships and website donations. In addition, Latincoover will continue to explore activities through online platforms relative to the company's four pillars: Promoting culture, Empowering people, Connecting businesses, and Supporting communities. Finally, we plan to expand the grant department and add a grant writer.

Details	2021	2020	2019	2018
Funding applications prepared	83	47	27	27
Funding applications prepared	41	22	19	15
Funding dollar amount approved	\$968,230	\$395,244	\$426,576	\$259,251

The Fundraising and Grants Manager is Linda Purcell. She is a CPA, CGA, and has a BA from UBC in English Literature and Creative Writing.

ADMINISTRATION

Latincouver saw changes in the Administrative level in 2021. We elected new members of the Board during the AGM held in April. There was a change in Marketing Managers in February then again in August. Our Human Resources also experienced changes in the manager position in June then in October.

The biggest news was from our Founder, Paola Murillo. She was going to experience the joys of motherhood in August. She temporarily handed the reigns of Executive Director to Pablo Zacarias. He assumed the Interim Executive Director position in August.

On October 21st, we were notified that Latincouver was a finalist for the Charity Village's category on Best Non-profit Employer for Diversity, Equity and Inclusion for 2021. Our Founder, Paola Murillo, won the award as one of the Top 25 Canadian Immigrant Awards by the Canadian Immigrant magazine in 2021.



FINANCE

The year 2021 was a good year not just for the community but also for Latincouver. We continued getting the support from The Canada Emergency Wage Subsidy (CEWS) and the Canada Emergency Rent Subsidy (CERS) which were significant and allowed us to keep operations running. Latincouver paid its debt at the end of the year.

The lowering of health restrictions enabled Latincouver to push through with the in-person projects that were planned such as CSOL and Latin American Heritage Month.

Latincouver operations ramped up during CSOL. The finance team was busy right up to the Holiday Concert. We were able to get some income from ticket sales and liquor sales and finance were pretty healthy at the end of the year.

The goal for 2022

The main goal for 2022 is to continue working proactively with every project and each department. The Finance department will keep working closely with the Fundraising and the Project departments to ensure there is efficient and effective monitoring and controlling of every project in order to meet the requirements of every grant, and make sure the projects are within the budget .

The following table is a brief summary of income versus expense for the years 2017, 2018, 2019, 2020 and 2021. More information and full details are included in our 2021 Financial Statements.

VAR	2021	VAR 2021/ 2020	2020	VAR 2020/ 2019	2019	VAR 2019/ 2018	2018	VAR 2018/ 2017	2017
INCOME	\$1,353,240	147%	\$548,367	-33.35%	\$822,738	21.56%	\$676,795	47.31%	\$459,435
EXPENSE	\$1,116,601	110%	\$532,733	-37.82%	\$856,793	24.94%	\$685,749	47.45%	\$465,074

In 2021, the main expenses were rent and wages/contractors as indicated as in the table below. Data for the years 2017, 2018, 2019, and 2020 are also included.

	2021	2020	2019	2018	2017
Rent	\$93,375.30	\$51,728.00	\$60,719.00	\$53,110.00	\$18,891.00
Wages/Contractors	\$705,324.40	\$327,204.00	\$379,225.00	\$294,955.00	\$206,366.00

HUMAN RESOURCES

Latincouver Team 2021

In 2021, we increased our contractors' list in all Latincouver departments. It was a necessary move by management to ensure that the growth of the organization could be accompanied with the workforce it requires. By the end of 2021, we had the following paid positions in the organization:

- 4 full-time employees (Executive Director, Executive Assistant, Finance Coordinator and Operations Manager).
- 9 contractors (Content Coordinator, Project/Event Coordinator, HR Coordinator, LCBN Coordinator, LCBN Digital Events Coordinator, Grants Writers, Video Director, and Digital Marketing Coordinator).
- 2 outsourcing companies (Grant Writing, and graphic and web design).
- During the year, we hired 11 temporary employees with disabilities or multiple barriers through WorkBC grants, increasing our diverse and equitable workforce.

Volunteer Initiative

In 2021, we had 303 volunteers contributing around 10,940 hours of work. Carnaval del Sol festival employed 66 volunteers, which were essential to run it without any issues. Heritage Month was responsible for employing 43 volunteers in both venues at the same time.

Main HR Processes

Human Resources Planning

Recruitment

In 2021, we experienced a high turnover rate, specifically in the LCBN department. We believe the reason is because the new platform demanded plenty of contributions from volunteers, many did not stay long enough to add value. The department had to rely most of the time on the tireless efforts of the contractors.

Comments:

The market was again highly competitive in 2021 due to the consequences of COVID-19 impacting employment; however, many positions had over 20 applications mainly in the positions of Event Assistant, Graphic Designer, Social Media Coordinator, and Project Assistant.

Main challenges:

- We experienced high turnover in important positions: HR & Marketing Coordinators (Managers) Project coordinator, marketing and social media assistants and graphic design. Only a few universities are supporting unpaid practicum, while most are switching to co-ops, which are not possible for Latincouver at the moment.
- Many volunteers recruited for the festivals (Carnaval del Sol and Heritage Month) did not show up at their day of work. The challenges with the HR Coordinator position and thus the lack of follow up could be one of the reasons why.
- The pandemic did not allow our volunteers to socialize and/or meet in person, which is one of the reasons they contribute with their time and efforts

Positive:

- Some returning volunteers that were helping at events and were able to help in other positions.
- Despite the challenges with the pandemic and as the province restrictions allowed us to, we organized three social events to celebrate our volunteers and their contributions to Latincouver in a safe manner. We had a good attendance in our office and at the venue for the christmas party. The volunteers that showed up were really excited and motivated afterwards.
- In 2021, we updated all the employees' contracts, including the contractors and freelancers. This helped set new goals for employees and determine their tasks prior to beginning working.

Sources for recruitment:

- Online job boards (Indeed, LinkedIn)
- Facebook groups
- Latincouver social media
- Universities (leaflets, online job boards, letters to career advisors, personal presentations to students).
- Job fairs
- Networking events
- Our websites
- Newsletters
- Personal referrals

Most of the volunteers are students and learned about Latincouver from online job boards or by personal referrals.

Grants

We received fundings from WorkBC for the WEOG program, which supported Latincouver with 11 hires throughout the year, while we also contributed to the local community by hiring people with disabilities and multiple barriers.

We applied and received a positive response from Innovate BC, a grant focused on digital skills. We currently have a Social Media Coordinator under this grant.

We did not receive the Canada Summer Jobs grants in 2021, but we have already applied for 2022.

Orientation and onboarding

HR designed a new orientation presentation with updated information about the organization, events, walkthroughs/videos to Slack, Google Drive, and Clickup.

We also improved the Handbook Manual, updating the texts, descriptions and images, to reflect Latincoover's growth and development.

We will continue to host onboarding events every two weeks, two times in a day, to make sure all new and current volunteers have a chance to attend. We are also inviting current employees to motivate and add value to the onboarding process.

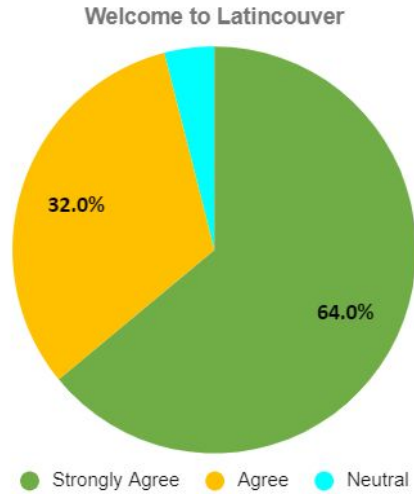
Team engagement

In August, we started to give the "Volunteer of the Month Award" to two volunteers each month. We strongly believed that this initiative was necessary because our volunteer base number increased substantially and it seemed more fair to have at least two volunteers of the month.

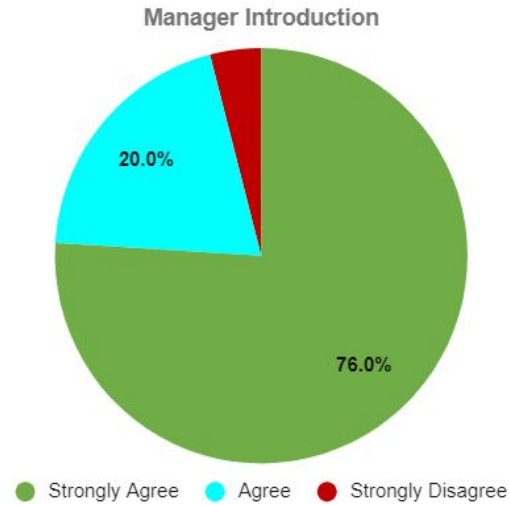
We rewarded them with an Amazon gift card worth \$50 and their names showed up in the newsletter of the following month. The award has been a great way to recognize our volunteers and their contributions to Latincoover.

One of the HR volunteers created an Excel spreadsheet compiling all the volunteer experience surveys from mid year 2021 until December. There were 24 volunteers who responded to the survey. These volunteers did not go through the proper onboarding process because the onboarding presentation was not updated yet in 2021.

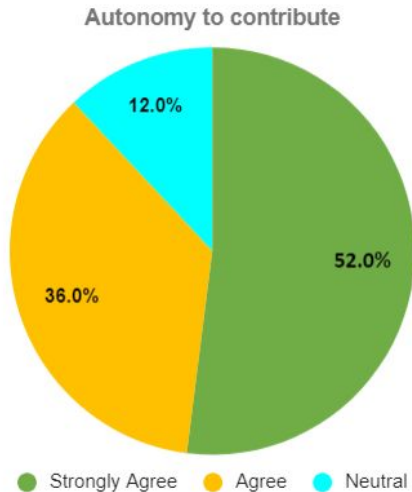
Welcome to Latincover: 64% of the volunteers claimed they felt welcomed to Latincover, due to the HR efforts in announcing their hire in Slack to create a sense of community.



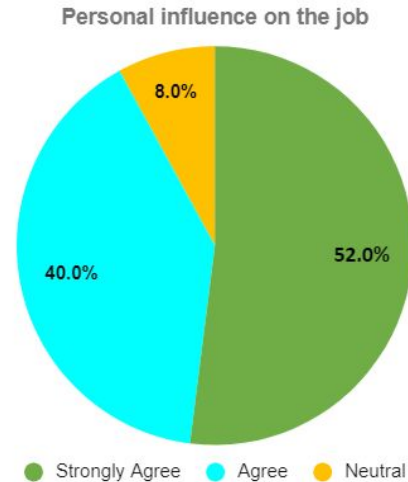
Manager Introduction: 76% of the volunteers stated their managers introduced themselves to them before they began working. This data reflects that our managers have a sense of urgency and care for new volunteers in Latincover.



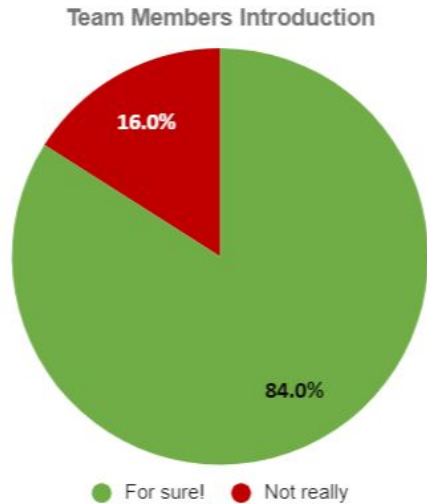
Autonomy to Contribute: 52% of the volunteers responded they had autonomy to contribute to their tasks, while 36% agreed with the autonomy, but it was not as strong and constant over time. It is important to reflect on this number, as we need our volunteers to show their potential and add innovation to our organization.



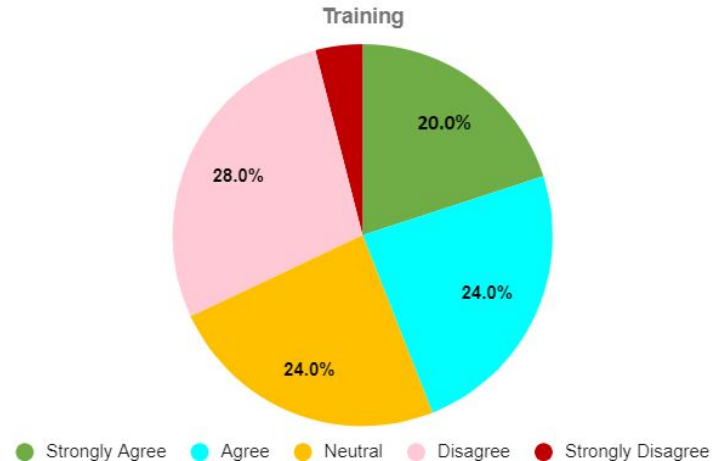
Personal influence in the job: 52% of volunteers strongly agreed with the possibility of adding personal touch to the job, and believed that their contribution was important for the department and the organization.



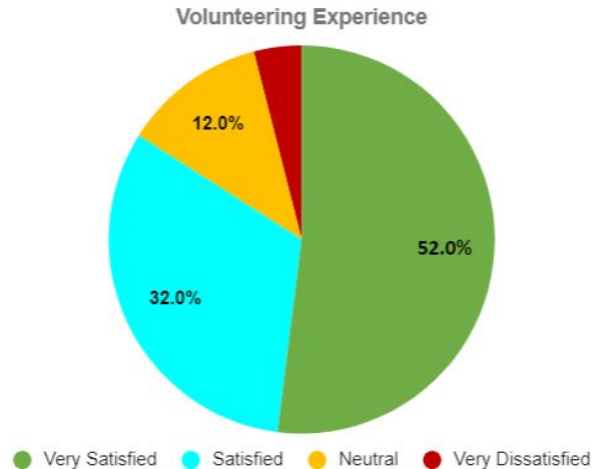
Team Member Introduction: 84% of volunteers stated they were introduced to their team members within the first two weeks of employment. It's important information because volunteers have to feel they belong to the organization as soon as they are hired.



Training: This category reflects what volunteers expect from the organization, and what we are missing in our Recruitment process. Latincoover's culture involves people with skills and knowledge ready to work. On the other hand, in 2021 we recruited and selected many volunteers in the student stage of their lives, which means they did not have the experience and abilities required to start working immediately. They needed training, which for the majority, we failed in providing with consistency.

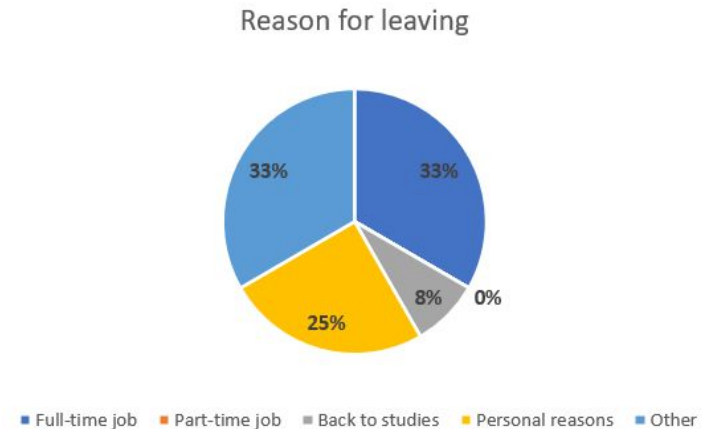


Volunteer Experience: The most important survey about our volunteers is the one related to their experience while volunteering at Latincouver. 52% of the volunteers stated they were very satisfied with their experience, while 32% were satisfied, and 12% said they were neither satisfied nor dissatisfied.



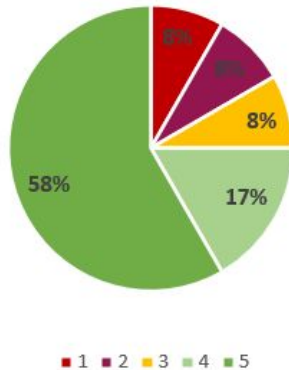
Termination: Terminations were conducted according to the volunteers' will. We also designed a termination survey to measure the satisfaction and happiness our volunteers were leaving our organization, and how likely they would return or make a good marketing campaign about our brand. The results were first obtained on mid-October, and until the end of the year 12 volunteers had completed the survey:

- Full-time jobs and other reasons were the main motives our volunteers left Latincouver during their experience, with 33% in each segment.



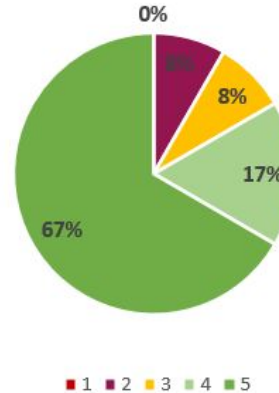
- 58% of the volunteers stated that managers provided them with training along with their experience. Because we hired many students in 2021 as volunteers, a little less than half were expecting some training from their managers, as they were in the process of learning work skills.

Manager Training

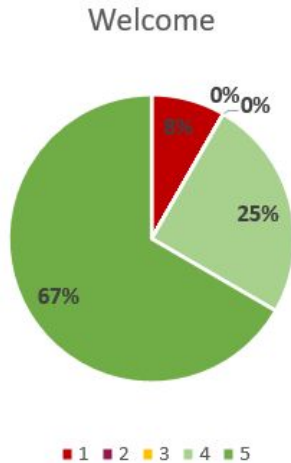


- 67% of the volunteers said they had an amazing experience volunteering at Latincouver, while 17% felt theirs was satisfactory. Despite the overall great number, there are several areas where we can improve so that our volunteers can have a deeper impact in our organization, such as the onboarding process, communication through the departments, and open the organization's information to all employees.

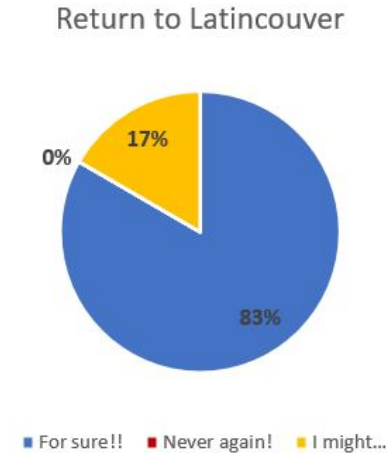
Work Experience



- 67% of volunteers stated they were welcomed when they began their volunteering experience at Latincouver. Overall, 92% of volunteers felt the warm welcome that we provided them. Some of them did not experience the proper onboarding process, as it will be starting in 2022, and yet, we always made sure the volunteers always identified Latincouver as a home away from home.



- From the 12 volunteers that answered their termination survey, 83% said they would definitely return to Latincouver if they had the chance, showing one more time that we take care of our people and set a good employer branding in the market.



Plans for 2022


HR Processes

1. Talent acquisition / Retaining strategies
 - Have a successful application for the WOEG grant
 - Have other sources of recruitment grants
 - Develop manager mentorship program for all staff
2. Volunteers
 - Have all volunteers engaged according to the hiring plan
 - Maintain volunteers working for a minimum of 3 months
 - Testimonial provided by volunteers of the month every month
 - Reference letters / certificates sent within a week after termination
 - Volunteer surveys completed within 1 month and 3 months of experience
 - 100% using team timesheet
3. Onboarding + engagement
 - Orientation sessions for volunteers: at least one every week or biweek, to welcome new volunteers and staff within proper time
 - Newsletter: one per month
 - Engagement activities: one social gathering every month with a different food theme (Japanese, Mexican, Pizza, etc.)
 - Appreciations, nominating two volunteers of the month every month and emitting reference letters and LinkedIn recommendations for all staff that completes three months minimum of work
 - Engage all staff to record the hours in the timesheet on a constant basis
4. Documentation
 - Have all documents, contracts, and policies in order and fully filed in a safe and confidential folder within the organization Google Drive.
5. Outreach
 - Partnership with five universities to host students for unpaid co-op and internships.
6. HR Budget
 - Create social gatherings and award volunteer of the month prizes within the budget given for the department.

WHAT IS AHEAD

For 2022, Latincouver still expects to have some challenges posed by the pandemic, as numbers from December 2021 looked pretty gloomy. However, we'll use our lessons learned in previous years to overcome such challenges and look for ways to create opportunities out of these. We now have the knowledge, experience, and resilience gained. We look forward to 2022 with enthusiasm a positive attitude and a great team to keep growing our organization in a sustainable way:

- Strengthening our pillars and execute our programs in a responsible and professional manner:
- Strengthen the LCBN by increasing traffic through the platform by creating new partnerships with mentors, businesses and continue with our now iconic activities such as the monthly adapt and cafes which we aim to have in person once the restrictions are lifted. Additionally, we need to successfully execute our Shop Local campaign creating new channels to make connections with local businesses showcasing them in our communication means.
- Keep working on our Public Health Agency of Canada funded program through the Immunization Partnership Fund to deliver accurate and official information to our Spanish and Portuguese speaking communities Connecting communities fostering equity, inclusion and diversity with a stronger voice using built knowledge in the non-profit sector and Latin America, passing on this message through our communications is an ongoing purpose,
- Support our volunteers by coaching and mentoring and facilitate networking events both in person and virtually;

- 
- Improve our communications internally and externally to make sure our programs and activities are properly presented to our staff, contractors and volunteers as well as advertised in our social media and web pages.
 - Update our website to ensure information posted is up to date and maintain it that way.
 - Strengthen our relations with our consulates and current partners and create new partnerships being them individuals, companies, businesses, etc.
 - Execute our programs within budget and within the times agreed upon.
 - Continue with financial review engagements to enhance transparency and accountability to our partners, sponsors and stakeholders.

THANK YOU TO OUR SUPPORTERS

In the midst of moments of great uncertainty, we found inspiration in you, all our community members. The crisis encouraged us to embrace our values and identity, come together to face challenges with hope, and emerge stronger with a new mindset. We are extremely grateful for your hard work and kind support along this year.





TEAM

Paola Murillo
Pablo Zacarias
Vanesa Van Den Bosch
Linda Purcell
Martha Jara
Anais Rubio
Daniel Santos
Eleanore Sayo
Andrea Becerril

Executive Director
Interim Executive Director
Marketing Manager
Fundraising & Grants Manager
Operations Manager
Finance Coordinator
HR Recruitment Coordinator
Executive Assistant
Event Coordinator

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Anthropological Association
North American Institute for Mexican
Advancement
Business Council
Brazilian Community Association of BC
Bridge2work
Comunidad Colombiana Canadiense de
British Columbia
Mexican Community of British Columbia
Red Global
Elvia & Pachi
EnvisioningLAB

Exatec Vancouver
Fasken Martineau
Flamenco Rosario
Gesturing Towards Decolonial
Futures
UBC
Mind & Soil
CALP
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Veggie Outlaws
SPEC
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Mirrai International
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PlayHouse

Rhythm Resource
Red Global MX
Salsa Cruise
Sin Fronteras
Small Business BC
Stolen Moment Jazz Group
Surrey Board of Trade
The paper florist
The Source
Treble5Music
UBC Robson Square
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WorkBC
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