



Senate Rules Committee Hearing

- **Good morning Chairman Blunt, Ranking Member Klobuchar, and members of the committee.**
- **Thank you for the opportunity to testify today. As a proud Midwesterner from Missouri, engaged citizen who is working on many worthy projects in my community, and, most importantly, a mother, it is truly an honor to be before you today to testify for such a meaningful project to our community.**
- **I also serve on the Friends of the National Museum of the American Latino board with my colleague Danny Vargas, however I come before you as Chairman of The Latino Coalition Foundation, a national organization dedicated to providing Latino Businesses a platform to thrive and shape public policy. Additionally, we strive to accomplish our mission by advocating for pinnacle efforts such as this.**

Latinos have contributed positively to every aspect of American society. They have impacted the areas of military, health, science, business, education, arts, sports, and, most recently, politics. The Latino community has proudly enriched our nation's competitiveness, culture and prosperity

throughout the generations. We are a diverse community, with a wide range of viewpoints, work environments, and passions, yet we possess the commonality of valuing the importance of culture, family, and patriotism. Therefore, we find it vital that we proudly share our incredible stories, and celebrate a more complete telling of American history.

Our community has certainly been essential to our nation's past, and will be integral to our current and future history. Here is a summary of some impressive facts that make Hispanic-Americans critical to America:

Our Population Size and Growth

- At nearly 60 million people making up 18% of the U.S. population, Latinos are the largest diverse population segment and account for over 50% of total population growth from 2-008 to 2018.**
- Today, one in four or(25%) of children under 18 is of Hispanic descent.**
- Hispanics are projected to become 30% of the population by 2060.**
- 65% of all Hispanics Americans are born in the United States.**

As a result, Latinos are becoming an economic force¹

In 2017, Hispanic households earned more than \$1 trillion.

This allowed them to pay more than \$252.2 billion in federal and local taxes. After taxes, Hispanic households held more

than \$781 billion in spending power.

Latinos are a thriving business community and job creators

- We are opening more small businesses faster, than anyone else in the US.
- With a total of 4.7 million Latino-owned businesses in the U.S., one in four new businesses are Latino-owned.
- Over the past 10 years, the number of Latino business owners grew 34%, compared to 1% for all business owners in the U.S.
- Nationwide, businesses with majority Hispanic ownership provide almost 3 million jobs to workers in the U.S.²

From a funding standpoint, it is equally important to note, the museum will be built utilizing a 50/50 model

50% of the costs of construction of the museum will be raised through private funds by the museum's Board of Regents. The remaining 50 percent of costs will be appropriated by Congress. The 2011 Commission report estimated \$300 million will be needed to fund the construction. The National Museum of African American History and Culture cost \$540 million to design, construct, and install permanent exhibits. This cost was split 50/50, between public funds and \$270 million raised in private funds.

Additionally, The House bill added language to ensure diversity of political views, reflecting the diversity of our

community as a whole

Although there will be many important stories enshrined in the Museum which will both highlight the struggles and resilience of this community, as well as celebrate the achievements of Latinos across all industries, the most important message is that the Latino story is the American story, and, as a nation, we must honor the promise of what our country was built on and stands for.

One such example of those great Hispanic American stories -- that made a positive impact in the Latino business community, is that of the late Hector Barrero Sr., a Midwesterner.

Hector was born in Mexico City, Mexico in 1935. His American journey began in 1958 when he moved to west central Missouri. After a series of hard and backbreaking jobs, he decided to do what many Americans dream of doing: be his own boss.

He started his first enterprise, a restaurant serving Mexican food. That establishment grew into another, then another. After success in business, he then went on to help form the US Hispanic Chamber of Commerce. His journey to success is one of many Latinos, whose tales are woven into the American Story, and whose essence will be captured within the walls of the National Museum of the American Latino for generations

to come.

Thank you for the opportunity, and I welcome your questions.