

2025 Annual Impact Report

Increase the economic advancement of Latino businesses and professionals in Oregon and SW Washington

Letter from the Executive Director

Dear Community,

This past year demonstrated the continued strength, resilience, and innovation of the Latino business community. Across Oregon and Southwest Washington, Latino entrepreneurs and professionals are shaping the future of our regional economy, creating jobs, launching new ventures, and building opportunities for the next generation.

At HMC we are proud to support this momentum. Through business advising, leadership development, and strategic partnerships, we are expanding access to resources, strengthening business networks, and helping Latino entrepreneurs grow and thrive.

None of this work happens alone. Our members, partners, and supporters make it possible to continue investing in the success of our community.

Thank you for being part of this work and for helping us build a stronger future together.

Thank you for being part of this journey.

Nicole Davison León

Nicole Davison León
Executive Director

2025 Impact At a Glance



621 Unique Businesses served through the Small Business Development Program
Over 6,553 One-on-One Advising Sessions



\$114,000 in scholarships awarded to 40 students

- 50% first generation
- 25% DACA



Graduated cohort 19 of Latino Leadership Program

- 18 total Graduates in 2025



\$1,068,279 Capital Leveraged
Includes matched savings, grant awards, and partner-administered capital facilitated by HMC.



907
New & Renewed Members



New Initiatives and Programs:

- Strategic Plan
- Financial Literacy Summit
- Asset Protection Program
- Social Mixer Event
- Operation Infrastructure Upgrades
- Over 3,000 Attendees at HMC's events and workshops

Mission:



Increase the economic advancement of Latino businesses and professionals in Oregon and SW Washington, creating pathways for connection, influence, and growth.

Vision:

We envision a thriving and prosperous Latino community.

Pillar Programs:

- **Small Business Development:** Empowering Latino entrepreneurs with Bilingual & Culturally specific Technical Assistance.
- **HMC Scholarship:** Providing support and encourage Latino students to continue their higher education
- **Leadership:** Cultivate career and leadership advancement to influence inclusive, sustainable community and economic development
- **Community & Belonging:** Advocating for economic equity, bridging the gap between the Latino community & mainstream business, and cultivating the spaces where our entrepreneurs can thrive and lead

About HMC

HMC exists to create opportunities and grow the Latino community's wealth and assets by investing in its community's entrepreneurial spirit; supporting its future generations' and preparing its emerging leaders. Ultimately, we aim to advance our vision of Latinos prospering and contributing as business owners and industry leaders in an inclusive and robust economy.

Visit Our Website

hispanicmetrochamber.org